

MILANO DESIGN WEEK



FOCUS ON

A **Accademia di Brera**
Via Brera, 26, 20121. Milano.
T. +39.02.869551
How to reach us:
MM1 red line: Cairoli
MM2 green line: Lanza
MM3 Linea gialla: Montenapoleone
TRAM: 3, 4, 12, 14 Lanza M2
BUS: 61 P.za S.Marco
Opening hours:
Monday, Tuesday, Wednesday and Friday from 10.00 to 12.30
Thursday from 14.30 to 16.00 (August 10.00-12.30)

E **Ex Ansaldo**
Via Tortona, 54, 20100. Milano.
T. +39.02.6884084
How to reach us:
MM2 green line: Porta Genova
Tram: 14 Via Stendhal
Bus: 68 Via Bergognone, 90/91 P.le Delle Milizie
Opening hours:
13 to 19 April 2015 from 10.00 am to 21.00.

S **Università Statale**
Via Festa del Perdono, 7, 20122. Milano.
T. +39.02.503111
How to reach us:
MM3 stop Missori,
TRAM 12,15,27 Missori M3
Bus, 54, Missori M3
Opening hours:
"Energy For Creativity" by Interni from April 13 to May 30, from 9.00 to 24.00; Brazil S / A 2015 - Energy Brasileira "From 14 to April 19, from 10.00 to 24.00 and from April 20 to May 30, from 10.00 am to 20.00 .

M **Mudec**
Via Tortona, 56, 20100. Milano.
T. +39.02.02.54917
How to reach us:
MM2 green line: Porta Genova
Tram: 2, 9, Colombo, 14 Solai/Sthendal
Bus: Line 68, Bergognone
90/91 P.le Delle Milizie
Opening hours:
Monday from 14.30 to 19.30
Tuesday/Wednesday/Friday /Sunday from 09.30 to 19.30
Thursday and Saturday 9.30-22.30

S **Museo del '900**
Viale Marconi, 1, 20121. Milano.
T. +39.02.8844061
How to reach us:
MM1 red line: Duomo
Tram:2, 12, 14, 16,27, stop Duomo
Opening hours:
Monday from 14.30 to 19.30
Tuesday/Wednesday/Friday /Sunday from 09.30 to 19.30
Thursday and Saturday 9.30-22.30

R **Palazzo Reale**
Piazza Duomo, 12, 20121. Milano.
T. +39.02.0202
How to reach us:
MM1 red line: Duomo
Tram:2-12-14-16-27 Duomo
Opening hours:
Monday from 14.30 to 19.30
Tuesday/Wednesday/Friday /Sunday from 09.30 to 19.30
Thursday and Saturday 9.30-22.30

P **Teatro Franco Parenti**
Via Pier Lombardo, 14, 20135. Milano
T. +39.02.59995206
How to reach us:
MM3 yellow line: Porta Romana
Tram: 9 Via Pier Lombardo 16 Via Bergamo
Bus: Line 62, 67 Porta Romana M3
Opening hours:
Monday from 16.00 to 19.30
From Thursday to Saturday from 10.00 to 14.30 and from 16.00 to 19.00
Sunday from 10.00 to 14.30

T **Triennale**
Viale Alemagna, 6, 20121. Milano.
T. +39.02.724341
How to reach us:
MM1 red line, MM2 green line: Cadorna-Triennale
Tram: 2-9 Colombo, 14 Solai/Sthendal
Bus, 61 Triennale
Opening hours:
from Tuesday to Sunday 10:30 to 20:30
Thursday 10:30 to 23:00.
Closed on Mondays.

V **Fabbriva del Vapore**
Via Giulio Procaccini, 4, 20154 Milano
T.+39.02.8846 4132
How to reach us:
MM2 green line: Porta Garibaldi
TRAM:12-14 Monumentale/Via Bramante
BUS:37 Via Procaccini/Messina
Opening hours:
Open 14 to 19 April 2015 - from 10.00 to 23.00 (opening April 14 from 18.30 to 24.00)

MILANO SUBWAY



BUS & TRAIN

How to get to...

SALONE DEL MOBILE

By public transport

M1 Red Underground line to Rho-Fiera station (last stop).
Outer Milan fare schedule. Interchange stations: Cadorna-Triennale and Loreto (M2 Green Line); Duomo (M3 Yellow line)

Fiera Milano Tickets

In order to reach Rho Fiera station on the M1 Red underground line you can't use the urban tickets. Fiera Milano exhibition center is outside the Milan urban area, so you must use one of the special tickets listed below.
Standard ticket Milano - Rho Fiera: Euro 2.50.
Return ticket Rho-Fiera: Euro 5.00
One Day Ticket: Euro 8.00.
All tickets are valid also in the Milan municipality area, including the urban rail lines of Trenord and the Passante ferroviario (Urban Railway Network).
For more info www.atm.it

Suburban Railways (Passante)

Line S5 (Varese-Gallarate-Milano-Pioltello-Treviglio) and Line S6 (Novara-Magenta-Milano-Treviglio) to Rho-Fiera stop.It is possible to reach Rho-Fiera from the following Milan downtown stations of the Passante line: Venezia, Dateo and Porta Vittoria.
The Rho-Fiera stop is outside the Milan municipality area, a 2.20 euro one-way Trenord ticket is needed.
For timetable and information www.trenitalia.it - www.trenord.it

Train

A number of Trenitalia high-speed Frecciarossa, Frecciabianca, Eurocity and Italo trains will stop specialt at the Rho-Fiera station during the Salone del Mobile.
Holders of salone del Mobile.Milano entrance cards are eligible for discounted train fares.
For timetable and information www.trenitalia.it – www.trenord.it

FUORISALONE

Brera

By Subway

MM1 red line: Cordusio, Duomo, Cairoli
MM2 green line: Cairoli, Lanza, Moscova
MM3 Linea gialla: Montenapoleone, Turati

By Tram

line: 2-4-12-14

By Bus

Bus number: 41-64-94

BikeMi

Station number: 16-62-75-80

City Center

By Subway

MM1 red line: Cadorna, Cairoli, Cordusio
MM2 green line: Cadorna, S.Ambrogio
MM3 Linea gialla: Missori, Duomo

By Tram

line: 1-2-4-14-16-27-

By Bus

Bus number: 50-58-61-94

BikeMi

Station number: 5-7-60-63-95-97

Porta Venezia

By Subway

MM1 red line: Palestro, Porta Venezia, Lima
MM2 green line: Cairoli, Lanza, Moscova
MM3 Linea gialla: Repubblica,

By Tram

line: 1-5-33

By Bus

Bus number: 60-81

BikeMi

Station number: 27-110-117-118

Tortona

By Subway

MM1 red line: Cordusio, Duomo, Cairoli
MM2 green line: Cairoli, Lanza, Moscova
MM3 Linea gialla: Montenapoleone, Turati

By Tram

line: 2-4-12-14

By Bus

Bus number: 41-64-94

BikeMi

Station number: 16-62-75-80

Lambrate

By Subway

MM2 green line: Lambrate

By Tram

line: 1-5-33

By Bus

line: 54

BikeMi

Station number: 122

Sarpi

By Subway

MM2 green line: Moscova
MM3 Linea gialla: Repubblica,

By Tram

line: 12-14

By Bus

Bus number: 37-43-57

BikeMi

Station number: 186-187-188-189

what is it?

MILANO DESIGN WEEK

Every year, in April, Salone and Fuorisalone define the Fuorisalone Milan Design Week, the most important event in the world for design addicted

SALONE DEL MOBILE

www.salonemilano.it

Salone is also social. Join us on our website and social networks to be continuously updated.

FUORISALONE

www.fuorisalone.it

Fuorisalone is the set of **events distributed in different areas of Milan** on days when the **Salone Internazionale del Mobile** which is staged in the halls of Rho Fiera.

The Fuorisalone is not a fair event, it doesn't have a central organisation and it's not managed by any Institution. Fuorisalone.it is the reference platform of the Design Week.

Promoted by the establishment as the official communication channel, over the years it has been chosen by companies, designers and the public as a guide and essential support for orienting through more than a thousand events in the city.

TO KNOW MORE !

Get the new App !!!



SALONE DEL MOBILE App "Salone del mobile"

Find easily: the list of exhibitors (organized by event, pavilion and category), location of the stands, floorplan of the Fairgrounds, schedule of events, catalogues of the exhibitors and all the information you need to facilitate your visit to the Salone.

FUORISALONE.IT App "Fuorisalone 2015"

Download the Fuorisalone.it official app, with all the events of the Milano design week.

MILANO CREATIVA

Download the application of The "Milano Creativa" app was created by the City of Milan to allow users to search—by date or area—and view all the cultural events, the happenings and the presentations related to the world of fashion, design and the arts. A tool that is useful for the professional who don't want to miss or overlap any appointment and essential for the visitor who wants to be updated in real time on what's going on around town.

MILANO DESIGN WEEK

SALONE DEL MOBILE

FUORISALONE

SALONE DEL MOBILE

DATE
14-19 April 2015

VENUE
Milan Fairgrounds, Rho (Milan)
Entrance gates: Porta Est, Porta Sud, Porta Ovest

OPENING HOURS
9.30 a.m. - 6.30 p.m.

PAVILIONS 2015
1-2-3-4-5-6-7-8-9-10-11-12-13-14-15-16-18-20-22-24

RECURRENCE
Annual

Visitors 2014
106,317 Italian and 205,464 foreign

ADMISSIONS
The event is open to members of the trade only, to the general public on Saturday 18 and Sunday 19 April.
Admission charges apply.

Reduced one entrance card for students Euro 22.00 (not available for advance purchase)

THE PASS IS STRICTLY PERSONAL.
Every entrance into the Fairgrounds will be deducted from your pass.

Tickets (one admission only) valid only for the general public visiting the shows on Saturday 18 and Sunday 19 April:
Euro 30.00 One-entrance ticket
Euro 44.00 Ticket for two
Euro 49.00 Family ticket (valid for 2 adults + 1 child under 18)

FEES 2015	Online purchase	Purchase at the Fairgrounds
1-entrance card	Euro 23,00	Euro 30,00
3-entrance card	Euro 43,00	Euro 60,00
6-entrance card	Euro 55,00	Euro 75,00
1-entrance card+return ticket Milan/Rho fiera	Euro 28,00	--
1-entrance card+1-day Travelcard	Euro 31,00	--

THE PASS IS STRICTLY PERSONAL, Every entrance into the Fairgrounds will be deducted from your pass.

FUORISALONE

5 Vie | City Center
www.5vie.it

5VIE district will be the heart of the Milanese culture. 5VIE offers a wide program aimed to increase the value of the exceptional nature of cultural places focusing on the creative reality of design.

Brera Design District | Brera
www.breradesigndistrict.it

Brera Design District is a brand. It is a territorial marketing strategy which, by means of a dedicated communications plan, aims to promote excellence and to develop business and real estate in the area, enhancing the district's cultural supply and appeal, and bringing together tradition and innovation in the broad field of design.

Porta Venezia in Design
www.portaveneziaindesign.com

Fuori Salone itinerary that combines design&art, Liberty heritage tours and food&wine path. Info Point 2015, Casello Ovest, C.so Venezia 63 |#PVID2015.

San Babila | City Center
thedesignjunction.co.uk/milan/san-babila-design-quarter

Visit Milan's newest design district at the Salone del Mobile this April, the San Babila Design Quarter. This exciting new destination unites the finest design showrooms, fashion stores and eateries in central Milan and joins the official FuoriSalone itinerary -with cutting-edge exhibition, designjunction edit Milan positioned at the centre.

San Gregorio Docet | P.Venezia
www.sangregoriodocet.it

San Gregorio Docet, the "distretto ristretto" imagined and created by Claudio Loria-founder of Leclittico-in collaboration with Wallpaper", in back in Milan. Elistist pole that involves a selected group of the international design scene.

San't Ambrogio | City Center
www.zonasantambrogio.com

Zona Santambrogio design district MilanDesign-Week. DOUTDESIGN international designers collective, EATURBAN FoodTruckFestival, italian street food. Via San Vittore 49

Sarpi
www.orientaldesignweek.it

A project that aims to create a bridge between East and West, between city and city, between fuorisalone and fuorisalone to generate cultural and economic opportunities through design and creativity.

Tortona Design Week
www.tortonadesignweek.com

The district that first brought together foremost brands and young designers in over 60 impressive industrial venues around Via Savona, Via Tortona and Via Forcella.

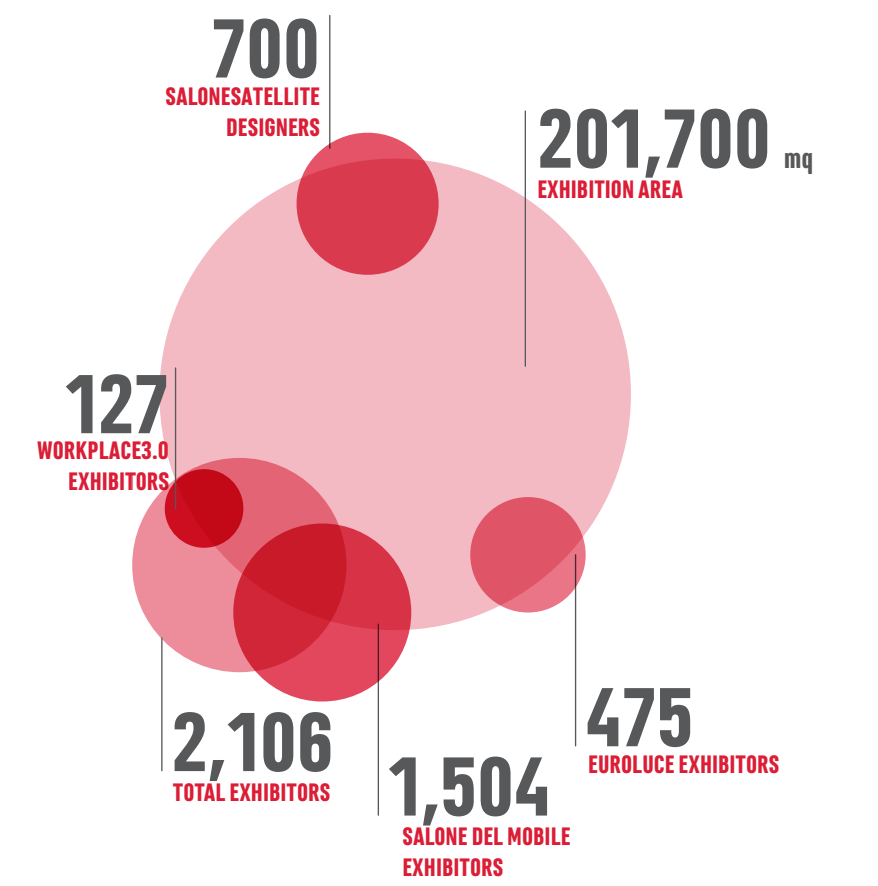
Ventura Lambrate
www.venturaprojects.com

Ventura Lambrate a curated district dedicated to pioneering design and emerging talents. Situated in the iconic post-industrial frame of Lambrate, it is a unique platform for contemporary design culture.

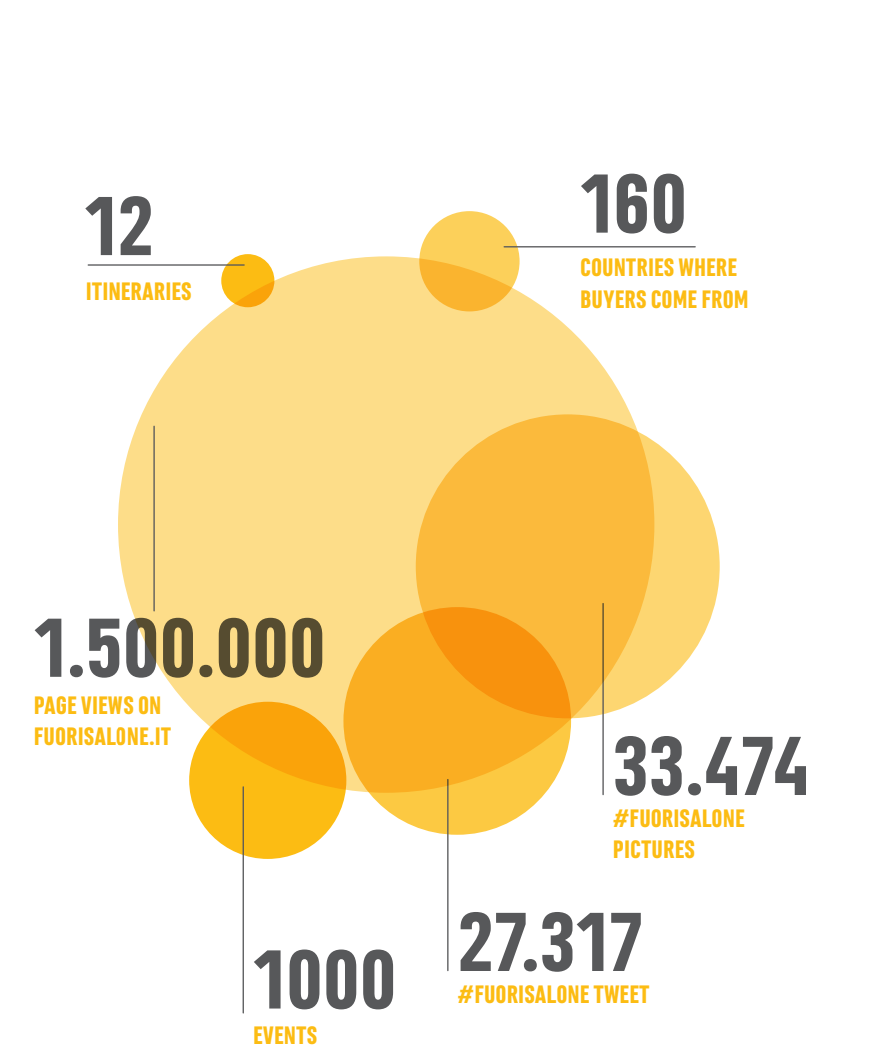
THE SALONE DEL MOBILE 2015 - FIGURES

With over 2,100 exhibitors, more than 200,000 m2 of exhibition space and thousands of products making their market debut, the Salone del Mobile is the acknowledged sectoral international benchmark event year after year, attracting more than 300,000 visitors from over 160 countries.

The Salone Internazionale del Mobile, the International Furnishing Accessories Exhibition and SaloneSatellite, will be flanked in this 2015 edition by the biennial Euroluce / International Lighting Exhibition in Pavilions and Workplace3.0/SaloneUfficio.



THE FUORISALONE 2014 IN NUMBER

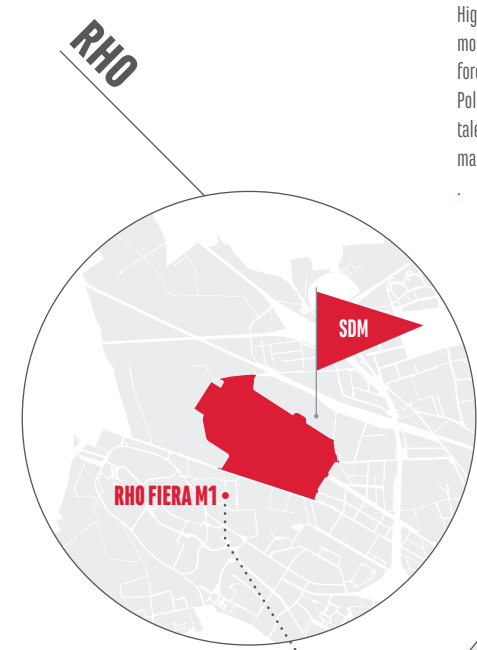


DESIGN CURIOSITY

Do you want to display your products or projects at the Fuorisalone?

Taking part is simple. Fuorisalone isn't a fair, it doesn't have an organising body or a central organ managing it. **Companies taking part can organise themselves independently** to create their event by choosing a place where they can exhibit, often a showroom or temporary exhibition areas. The Fuorisalone.it platform of Studiolabo has been the best support for companies, sponsors and designers for years, indicating their strategies and operational solutions for orientation in this world.

What you need: 1. A product to display. 2. A location where you can display. 3. Communicate your event.



Welcome Project 2015

This year again the Salone del Mobile is bolstering its synergic ties with the city of Milan through a structured visitor Welcome Project, promoted and organised in collaboration with Milan's Department of Fashion and Design, with input from the IED, Domus Academy, NABA Nuova Accademia di Belle Arti Milano and Design School/Milan Polytechnic University schools. 100 students are deployed throughout focal points of the city, armed with tablets uploaded with the Salone del Mobile.Milano and fuorisalone 2015 App and a link to the ATM (Milan's Transport Agency) site, in order to provide visitors with useful information on accessing the Fairgrounds, moving about the city, and the trade fair itself.

5 Design School for the Salone

Higher education, professionalism and research are the basis of the most prestigious design institutes in Milan, which offer Italian and foreign students some exceptional courses. NABA, Domus Academy, Polidesign, IED, and Istituto Marangoni: five schools that train young talents directly on the field, facilitating their entry into the labour market.

A small talk with Boiardi

The equation Design = Milano is the formula that best explains Milan's FuoriSalone, an event founded on a spontaneous initiative by Interni in 1990, the year Salone del Mobile didn't take place because it was moved to April of the following year. Ever since, the FuoriSalone surpassed the trade-fair in terms of cultural and experimental reach, bringing the design culture to the city in a pervasive and festive way. Looking back at the most recent editions of FuoriSalone it's easy to frame the phenomenon as a choral work, which arises complementarily—and not antagonistically—to the Salone del Mobile, and that turns the city of Milan in place for excellence in design—as an element of thinking, development and meeting.

Triennale Design Museum

Opened in 2007, Triennale Design Museum is the first museum of Italian design and it represents the multiplicity of expressions of Italian design. The museum is extremely dynamic, able to renew itself and offer to its visitors unusual, different outlooks, points of view and trails: a museum that is not only scientific and rigorous but also emotional and riveting. Triennale Design Museum every year "stages" Italian design through a sequence of plays that change every year, with different key themes, scientific approaches and layouts.

