

DESIGN FEVER

The design of Barcelona at Milan Design Week 2019

After the 2017 “Inspired in Barcelona: in & out” exhibition, the design of Barcelona will be back at Milan Design Week emphasizing the unique lifestyle of the city. The second edition will introduce to the international audience the creative talent of Barcelona through a selection about 100 design products, including chairs, armchairs, lamps, fabrics and complements.

Warm, Diverse, Open and Emotional are the four main issue of “Inspired in Barcelona: Mediterranean Design” exhibition at Milano Design Week 2019, that will let the international audience to experience the real feelings coming from the rhythms and the colors of this city and its distinctive cultural heritage. The event will take place in the very heart of Milan (14, via Dante) and will highlight the unique lifestyle of the Catalonian main city, where everything comes out from a huge relationship with the climate.

Design is sure the main industry where the influence of the Mediterranean climate has become stronger: it indeed conveys the authentic soul of Barcelona in a vibrant balance between tradition and innovation, openness and repetition of traditional values, pragmatism and originality. Its capability to propose an ambitious and “emotional” match of experience is well highlighted in the exhibition, designed by Emiliana Design Studio, promoted by Catalonia Trade & Investment, Ajuntament de Barcelona and organized by BCD – Barcelona Centre de Disseny with the participation of Cluster Habitat, whose installation is instead designed by CODIC - Col.legi de Dissenyadores d’Interiores i Decoradors de Catalunya.

The exhibition is thus based on the Mediterranean soul of an area where the authentic characteristics have become a real incentive to creativity. The values of Barcelona, outlined through an installation made of natural materials, warm colors and ceramic displays, are emphasizes by approximately 100 products of 50 brands and designers, including chairs, armchairs, stools, lamps, fabrics and complements. Besides renowned brands - such as Marset, BD Barcelona, Santa&Cole, Vibia, Mobles 114, Kettal and Nanimarquina - the exhibition also offers a great opportunity to smaller companies and to a group of young designer who could thus internationally present their products for the first time.

“Inspired in Barcelona: Mediterranean Design” is the second edition of “Inspired in Barcelona” project and will again show to public its creative skills, enhanced by its Mediterranean soul and by the impressive numbers of its furniture industry, which counts almost 4,000 companies and an annual turnover of about half a billion euros.

Inspired in Barcelona: Mediterranean Design

Via Dante 14, Milan

April 9-13, from 10 am to 8 pm

April 14, from 10 am to 6 pm

Press preview: Monday, April 8th from 10 am to 5 pm

PRESS OFFICE

Design Fever

Design Fever is a global communication project for architecture and design industry. It is the result of the working experience of Milena Biancospino and Beatrice Vegetti and improves the visibility of international companies, brands, organizations and architectural firms through synergic initiatives. It develops communication strategies based on different targets – media, architects, consumers – and on several reference channels – online, offline, digital. Design Fever supports the clients in defining and empowering their own identity, offering them a strategic advice that includes press office activities, socialmedia management, ADV planning and business development.

info@design-fever.com

Milena Biancospino: milena@design-fever.com +39 339 6604556

Beatrice Vegetti: beatrice@design-fever.com +39 339 8729079

MEDIA PARTNER

Brera Design District 2019.breradesignweek.it