

INSPIRED IN BARCELONA : A GATHERING PLACE

“Inspired in Barcelona”: the bar culture conquers Milan Design Week

At Fuorisalone 2022, in the heart of the Brera Design District, is about to be inaugurated, "Inspired in Barcelona: a gathering place", travelling exhibition supported by the Government of Catalonia, Barcelona City Council and conceived by Barcelona centre de Disseny, initiative that intends to promote Barcelona's creativity at an international level.

It will be possible to experience from an aperitif with Vermouth - the most popular drink on the streets of Barcelona – transformed into a cloud, to many other tastes of food design, samples of graphic design, illustration and, of course, interior design: for its third Milanese edition, "Inspired in Barcelona: a gathering place" opens to the public, introducing to Milan the bar culture of Barcelona, with its colors and vibrant energy, that during the Fuorisalone, from June 7 to 12, will bring an authentic change in the atmosphere of via Madonnina 12, in the center of Brera Design District.

In a sequence of secret spaces of different dimensions, converging around one of the most photographed courtyards of the old Milan, intertwine diverse design elements that make the Mediterranean city a place of great interaction and experimentation. To synergistically interpret and connect them will be the curatorial project of Martin Azúa, that will transmit the real soul of Barcelona and its values, result of a complex balance between tradition and innovation. Over thirty design companies are involved in this ambitious project, together with as many creatives and design studios, and fifteen food design realities, expressed in two macro-areas: "Inspiring tables", a space that aims to stimulate with concepts, gastronomic explorations and innovative interior projects revolving around the table, and "A gathering place", where with an informal and engaging mood, will alternate eight different bar, unique with their different personalities, furnishing and variety of products, providing a broad and playful vision of Barcelona's bar culture.

DesignFever has been appointed for the third consecutive year to promote the initiative, following the press office and communication activities.

"Inspired in Barcelona: a gathering place" is supported by Government of Catalonia (ACCIÓ - Catalonia Trade & Investment) and Barcelona City Council (Department of Creative Industries of Barcelona City Council), conceived by Barcelona centre de Disseny, and sponsored by Kriscadecor. The art direction and the motion graphic is entrusted to Iván Bravo and the web design is instead curated by The Others.

Inspired in Barcelona: a gathering place

Via Madonnina, 12 - Milan

June, 7 - 12

From 10 AM to 8 PM

Press day: June 6 – from 11 AM to 6 PM

Opening party: June 7 – from 7 PM to 9:30 PM

Drink partners: Cervezas Alhambra – www.cervezasalhambra.com ; El Bandarra – www.elbandarra.com

Edible cloud: VOM – www.edible-cloud.com

Media partner: Brera Design District, Bargiornale

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Curator and creative direction: Martín Azúa – www.martinazua.com

Art direction and motion graphic: Iván Bravo - Main sponsor: Kriskadecor – www.kriskadecor.com

Web Design: The Others – www.theothers.tv

www.inspiredinbarcelona.com

Video Teaser: https://www.youtube.com/watch?v=6DfvCVKfk_A

IG: @inspiredinbarcelona / FB: @BCD.Barcelona / TW: @BCD_barcelona

Organized by:

**Barcelona
centre
de Disseny**

Promoted by:

ACCIÓ
Catalonia
Trade & Investment



Generalitat de Catalunya
Government of Catalonia



Main sponsor:



Drink partner:



Media partner:



About ACCIO - Catalonia Trade & Investment

ACCIO - Catalonia Trade & Investment is the Agency of the Government of Catalonia for Corporate Competitiveness. With its headquarters in Barcelona and a network of 40 offices worldwide, one of which is active in Milan for Italy, ACCIO promotes the competitiveness and development of the Catalan companies through innovation, the internationalization, and the attraction of investments in the territory.

About the Disseny Hub of Barcelona City Council

The Disseny Hub Barcelona is the space that integrates the different expressions of design and creative industries in the city. From the Disseny Hub Barcelona, the City Council fosters debate, research and the presentation of new projects and content from the creative industries sector on a local and international scale.

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About Barcelona centre de Disseny

Barcelona centre de Disseny is the center for design promotion in Barcelona. It is involved with promoting innovation, creative talent, and the projection of Barcelona's design to the world. It raises design as an element of transformation for competitiveness, sustainability, and the improvement of people's quality of life, helping to make the Barcelona brand an international reference in design.