



ADI ASSOCIAZIONE
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Italian Design Day 2019

One hundred "Italian Design Ambassadors" for one hundred meetings in Embassies, Consulates and Italian Cultural Institutes around the world are presenting those products of Italian design that make our country a unique case in the world of design.

With the theme **"Design and the city of the future. Quality of life and new frontiers for living"** the third edition of the Italian Design Day was presented on March 18th at the 'Enzo Jannacci' Belvedere in Milan's Pirelli Tower, home of the Lombardy Regional Council.

To mark the five hundredth anniversary of the death of Leonardo da Vinci, the event is being promoted by the Foreign Office and Ministry of Cultural Heritage and Activities with the collaboration of ITA (Italian Trade Agency) - ICE Agency, Confindustria, the Milan Triennale, Vivere all'italiana, the Salone del Mobile.Milano, FederlegnoArredo, Altagamma, the ADI Compasso d'Oro Collection Foundation and ADI.

In addition ADI oversaw the production of a short film dedicated to the 2019 Italian Design Day produced together with **Officine (IED European Design Institute and Anteo)** and a book (with graphic design by **Dario Curatolo**) which brings together testimonials of the Italian Design Ambassadors participating in the event worldwide.

The presentation was followed by speeches from **Carlo Borghetti**, Vice President of the Lombardy Regional Council, **Antonello De Riu**, Embassy Counsellor at the Italian Foreign Office Country Promotion System, **Giovanni Rodia**, Director of Communications, External and Institutional Relations for the ICE Agency and ADI President **Luciano Galimberti**.

Alessandro Spada, Vice President of Assolombarda, and **Marco Sabetta**, General Manager of the Salone del Mobile.Milano also spoke about the importance of promoting Italian design worldwide.

The event was brought to a close by the designer and former ADI President **Carlo Forcolini**, designer **Marc Sadler** and **Ludovica Serafini** who discussed the theme of the Italian Design Day 2019.

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"Made in Italy design undoubtedly represents a community," Minister Bonisoli wrote in the book dedicated to the day "that while expressing specific interests and needs also converges on a territory whose rules of participation are known and appreciated by all its members. Made in Italy design is an extraordinary opportunity through which express and practice partnerships, interaction, enhancement and development of knowledge and

experiences and allowing people to make contributions that are capable of increasing the value and quality of living."

According to Vincenzo de Luca "Italian design has the ability to relate to end users by combining exceptional technical solutions with aesthetic harmony. 'Design' therefore goes beyond the role of a marketing tool and becomes a language shared worldwide because it is based on forms through which it is possible to convey the distinctive values of our culture: a true Italian ambassador on the global stage".

"One of the strong points of Italian design is in fact this ability to combine solid technical ability with exciting storytelling" concludes Luciano Galimberti. "Today and certainly tomorrow, the role of design will have to be defined in an ever wider context of relationships and interactions involving disciplines, knowledge and interests that are often miles apart and equally often in mutual conflict. The Italian Design Day is a great opportunity for discussion and listening through which to build our future every day."

Milan, 18th March 2019

You can download the cover of the 'IDD 2019 – Design and the city of the future' book here:

http://bit.ly/COVER_IDD_2019



The entire book can be downloaded here:

http://bit.ly/IDD2019_190401



Italian design Day 2019 – the film on Youtube

<https://youtu.be/Nkf3lstM0kI>

