



Designersblock Milano 2011

Ventura Lambrate

April 12th - 17th



Designersblock 12th -17th April 2011

Designersblock 2011 will take place in the Ventura Lambrate district originated in 2010 by Milan based Public Relations and promotions company Organisation in Design.

Ventura Lambrate can be reached easily by taking the green metroline and getting out at the Lambrate metro station.

From Porta Genova (Zona Tortona) to Lambrate (Ventura Lambrate) takes about 15 minutes by metro.

Metro Lambrate, MM2 Green Line, exit Lambrate FS
Tram line 33 from Repubblica to Rimembranze di Lambrate
Tram line 23 from Duomo (piazza Fontana) to Rimembranze di Lambrate

Ventura Lambrate figures 2010

30,000+ visitors
500+ registered journalists
Work from 250+ designers
22+ exhibitions
5000+ square meters of exhibition space
300+ Press articles

Ventura Lambrate expected figures for 2011

50,000+ visitors
700+ registered journalists
300+ designers
8000+ square meters of exhibition space.

Confirmed media partnership with Abitare and Dezeen

Shows and exhibitions confirmed for Ventura Lambrate 2011 are :
Danish Crafts, Royal College of Art, Niels van Eijk and Miriam van der Lubbe, Glasstress, Laikingland, Plusdesign, Gallery Caroline van Hoek, Fabien Dumas and Werner Aissingler with Toomanydesigners.



ABITARE

de
zeen

VENTURA
LAMBRATE

Light Space

Via Oslavia
20134
Milano

The Light Space venue is a 2800 square meter beautiful former industrial space with flat concrete floors, high ceilings and natural light from windows and skylights. The Designersblock exhibition will take place within 1400 sqm of this space.

We encourage applications from individual designers, studios, educational institutions, cultural institutions, manufacturers, creative agencies and others interested in presenting their work and ideas at the worlds most prestigious design fair Salone del Mobile.

Promotion and communication are included as well as an entry in the show catalogue. Promotion begins from agreement of participation, inclusion in posts on Designersblock website, regular updates to our database via email, facebook and twitter.

Costs are £1000 for up to 10sqm space within the Designersblock exhibition space.

Lighting, power, transport of work from the UK, are available by arrangement at additional cost. Additional space is available from £100 per sqm.

50% deposit payable on agreement, balance payable by April 1st 2011.



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Ventura Lambrate 2010

Monocle “A new design district in the north east of the city was a welcome respite from Zona Tortona’s malaise”

The New York Times “A successful geographic addition to the fair in the industrial suburb of Lambrate”

Stylepark.com “Ventura Lambrate is precisely what the design world in Milan needs”

MoCoLoco.com “a lovely selection of well curated exhibitions”

Designerblog.it “Il vero must del Fuori Salone 2010? Ventura Lambrate ovviamente!”

Damn “With Ventura Lambrate, a new Fuori Salone-zone springs up at an east Milan area”

ATcasa “Ventura Lambrate, a chi cerca nuovi stimoli e ispirazioni”

La Stampa “L’ex-area industriale è stata occupata da due biondine di Utrecht, Margriet Vollenberg e Margo Konings”

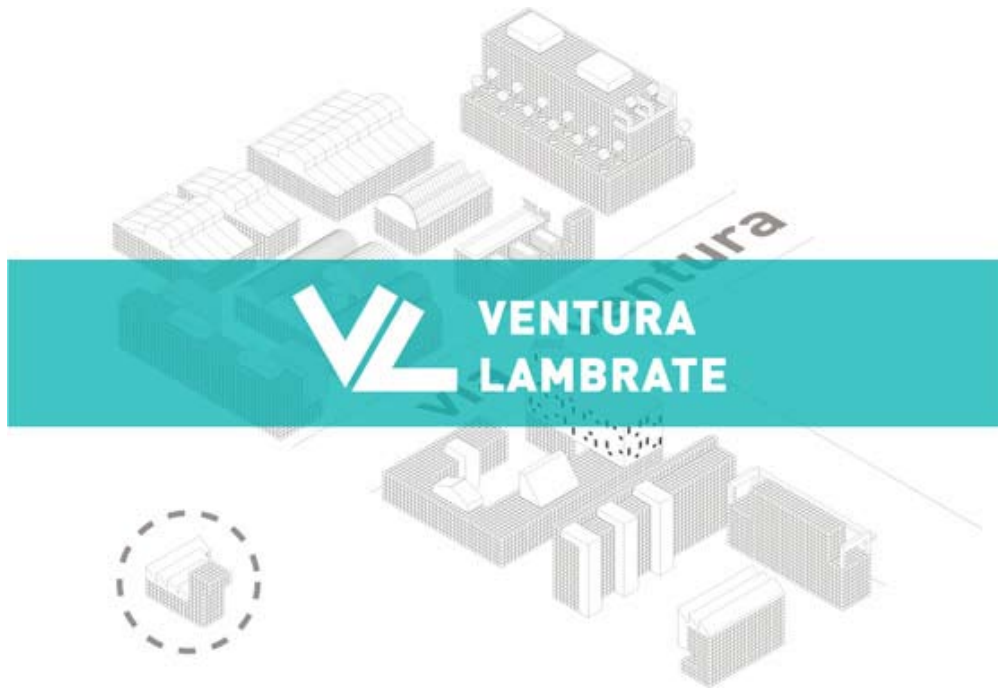
Design.nl “Bringing the focus back to content, the new kid on the Milan design block Ventura Lambrate was a welcome breath of fresh air during this year’s Design Week program.”

Il Sole 24 ORE “Un polo urbano in più, tutto dedicato al design”

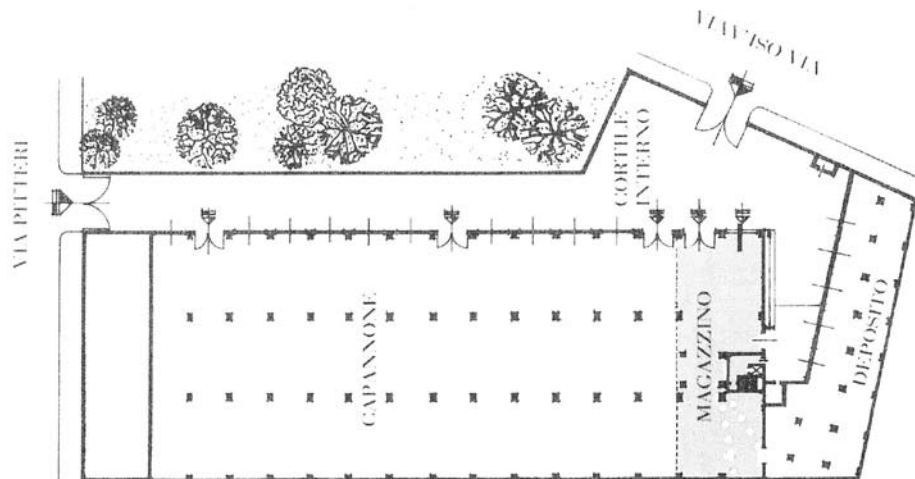
DesignTOP100.com “Dit jaar is Ventura Lambrate de nieuwe design area”

Casamica “Massiccia presenza di olandesi in Ventura Lambrate”

We-make-money-not-art.com “Ventura Lambrate was the new hip area during the Salone del Mobile”



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Designersblock established 1998

To date Designersblock have produced and curated over 50 design shows in 13 cities, in 10 countries with over 2000 exhibitors from 30 nations.

These exhibitions showcase all disciplines of design including but not exclusively furniture, lighting, ceramics, illustration, fashion, textiles, conceptual, and products. These exhibitions designers with all levels of experience and from all over the world.

2011 will see our 11th annual event in Milan.

We also provide production, curation and consultancy services for a range of clients, since 2007 our clients have included.

V&A - St John - London Festival of Architecture -
Thomas Heatherwick Architects - Absolut - 100% Design - Selfridges
-Covent Garden London - Top Shop -Royal Norwegian Embassy -
U.K.T.I - United Business Media

Designersblock is a founding partner of the London Design Festival

Designersblock communicate regularly with a database of 32,000 live contacts including 3,000 journalists and 5,500 brand new contacts from Designersblock London in September 2010.

The Designersblock social media strategy includes an active presence on Facebook, Twitter, LinkedIn, You Tube and 4 Square.

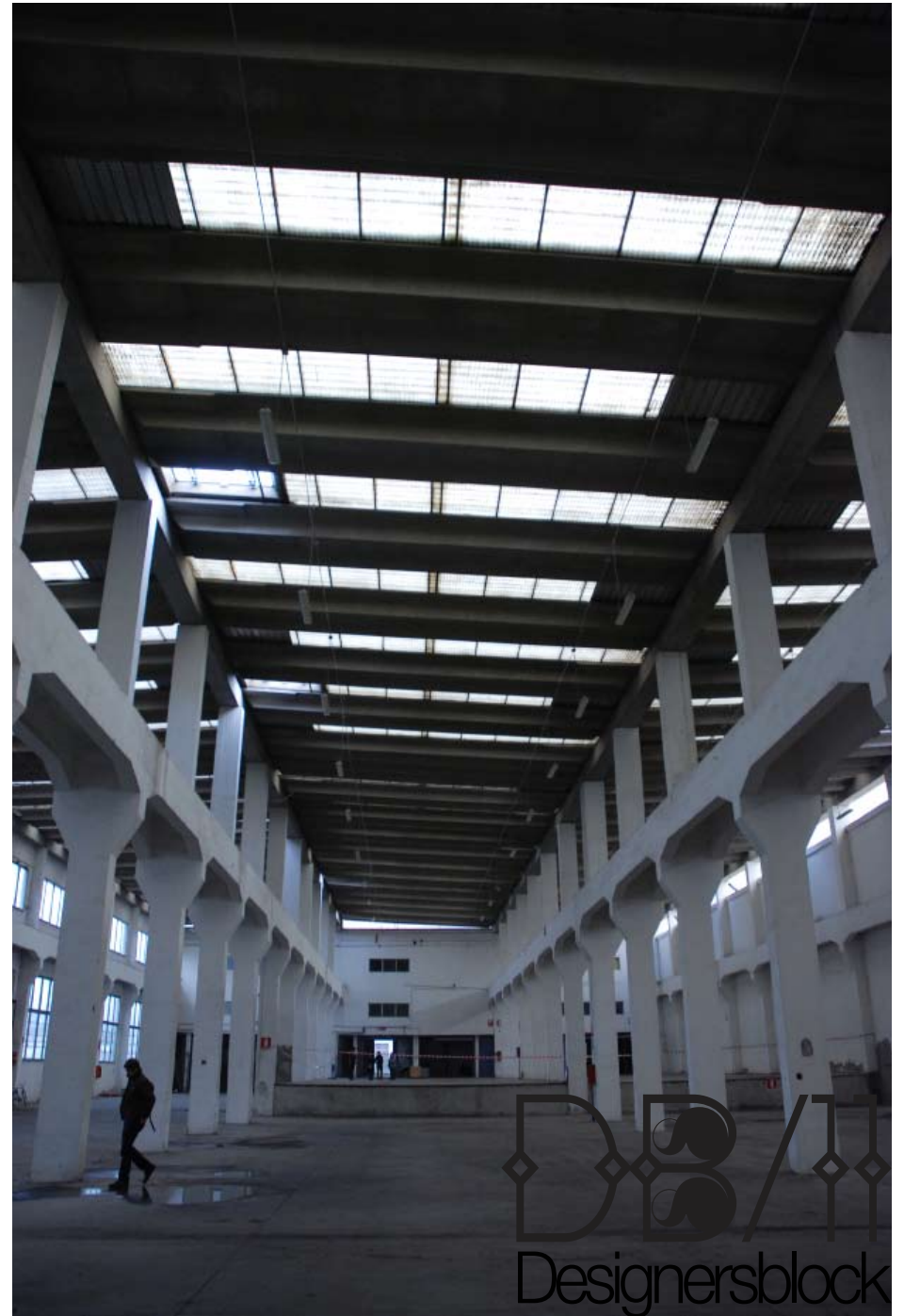
Designersblock at Ventura Lambrate will be communicated by Designersblock, the London Design Festival. Organisation in Design, Abitare and Dezeen.



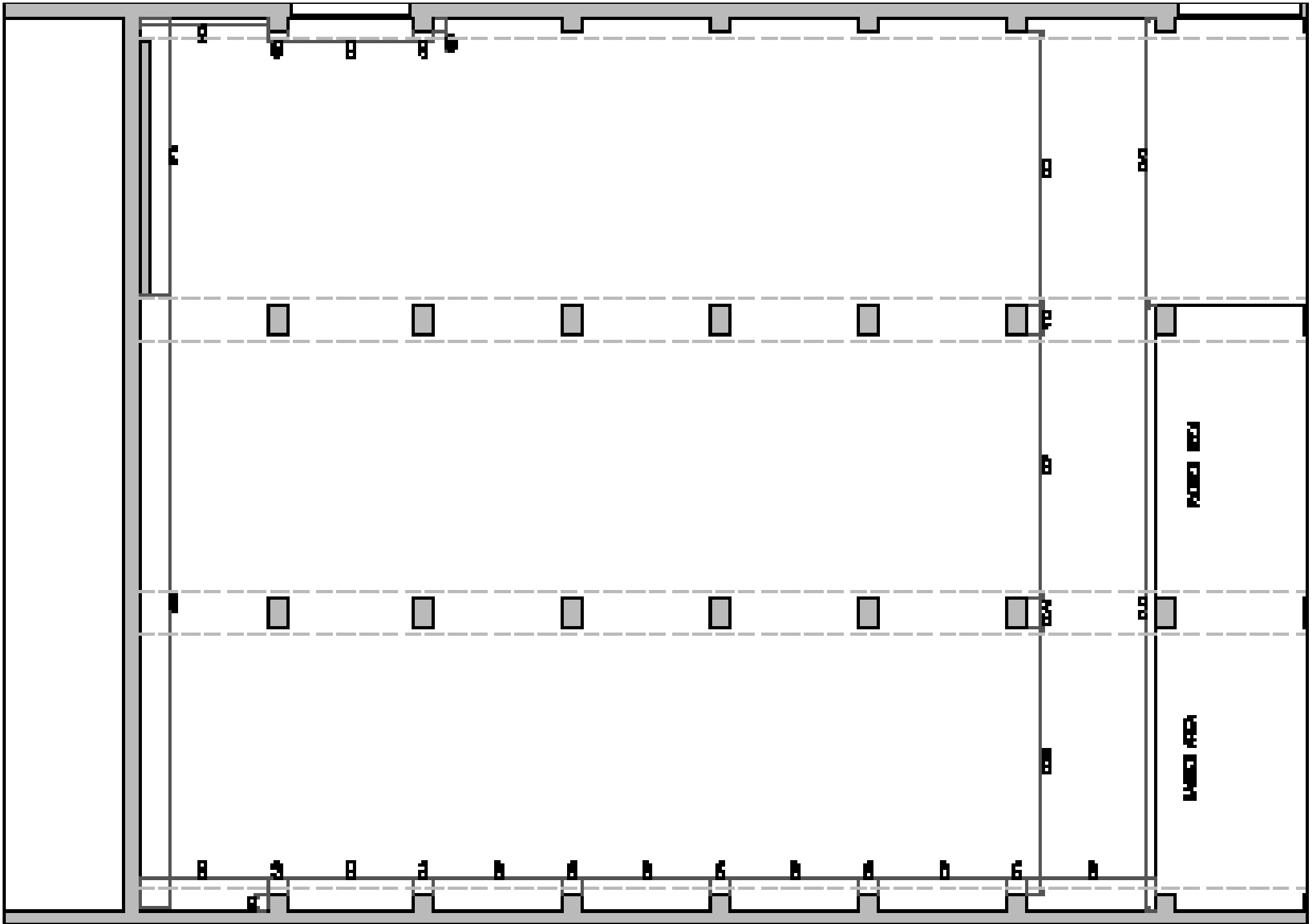


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Designersblock



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