

TEMPO ITALIANO

Long Lasting Values in Italian Design



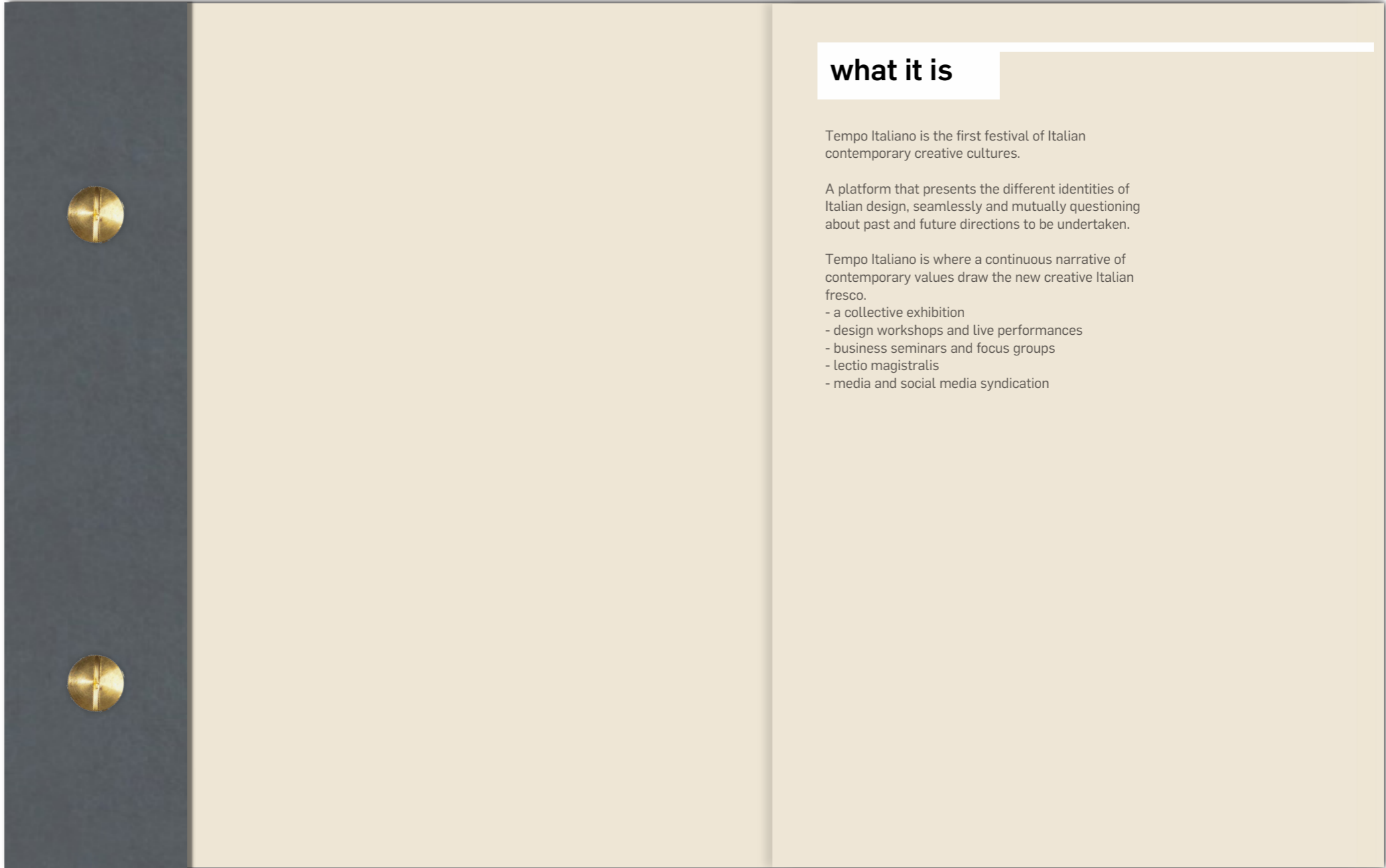
Italian Embassy in Sweden



Italian Trade Commission - Stockholm



Italian Institute of Culture in Stockholm
C. M. Lericci



what it is

Tempo Italiano is the first festival of Italian contemporary creative cultures.

A platform that presents the different identities of Italian design, seamlessly and mutually questioning about past and future directions to be undertaken.

Tempo Italiano is where a continuous narrative of contemporary values draw the new creative Italian fresco.

- a collective exhibition
- design workshops and live performances
- business seminars and focus groups
- lectio magistralis
- media and social media syndication



where it is

A space interpreted by the genius of Giò Ponti in the middle '50s, traces the borders of the cultural heritage in Italian design. An exceptional location and opportunity to interact with an architecture of stunning beauty and neatness, furnished with Maestro's unique pieces and prototypes.



AIMS

- 1
to demonstrate and communicate a narrative, cutting edge identity of Italian design today
- 2
to connect italian design selected representatives with Norther Europe professionals (distributors/retails / production/designer)
- 3
to turn on a spot on the emotional qualitative uniqueness in Italian way to compose life.

ASSETS

we are going to create contents and narratives suitable for Italian and international media, with press kit materials and video / pictures of the event and single brand, through a dedicated press office

website + contents on social networks

press conference of Tempo Italiano hosted by Italian Embassy in Stockholm (22nd January 2014)

exhibition space at the Italian Cultural Institute , Stockholm during Stockholm Design Week 2014 (4-7th February 2014)

grand opening event with a performance Primitive Dinner .

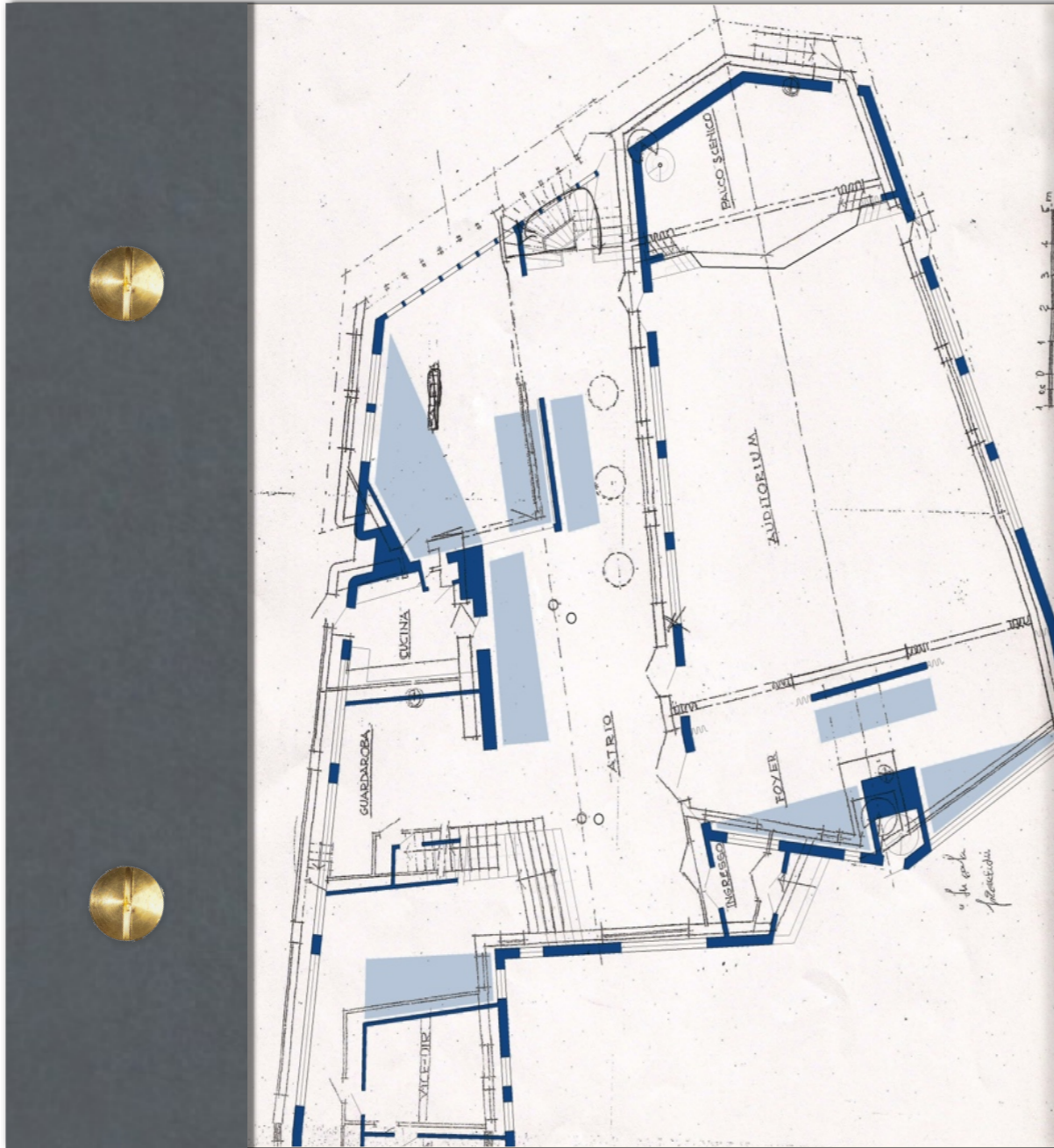
calendar of business matching and cross-dating targeted to segmented professionals in design (distributors, retailers, brands, designers, architects ...)

seminars and round tables :
" Digital Italian Forerunners "

"Time to design, time for an object to last, time to respect"

"Italian food from scratch "

" North Connection: what makes italian design successful in northern Europe. Professionals invited from northern ecommerce design, showrooms and multi-brand distributors (Scandinavia and Baltic countries "



LAYOUT



WHO

From emerging cutting edge brands, to the producers that enhance italian manufacturing primacy, from designers limited editions, to digital dream factories, up to the foremost reflections in new culinary consciousness.

Antonio Aricò

Attico Design

Dario Cecchini

Duccio Maria Gambi

Estel

Francesco Faccin

G.T.Design

ILPO

Interno Italiano

Lanzavecchia & Way

Serralunga

Seletti

Slowd

Tobeus

V12



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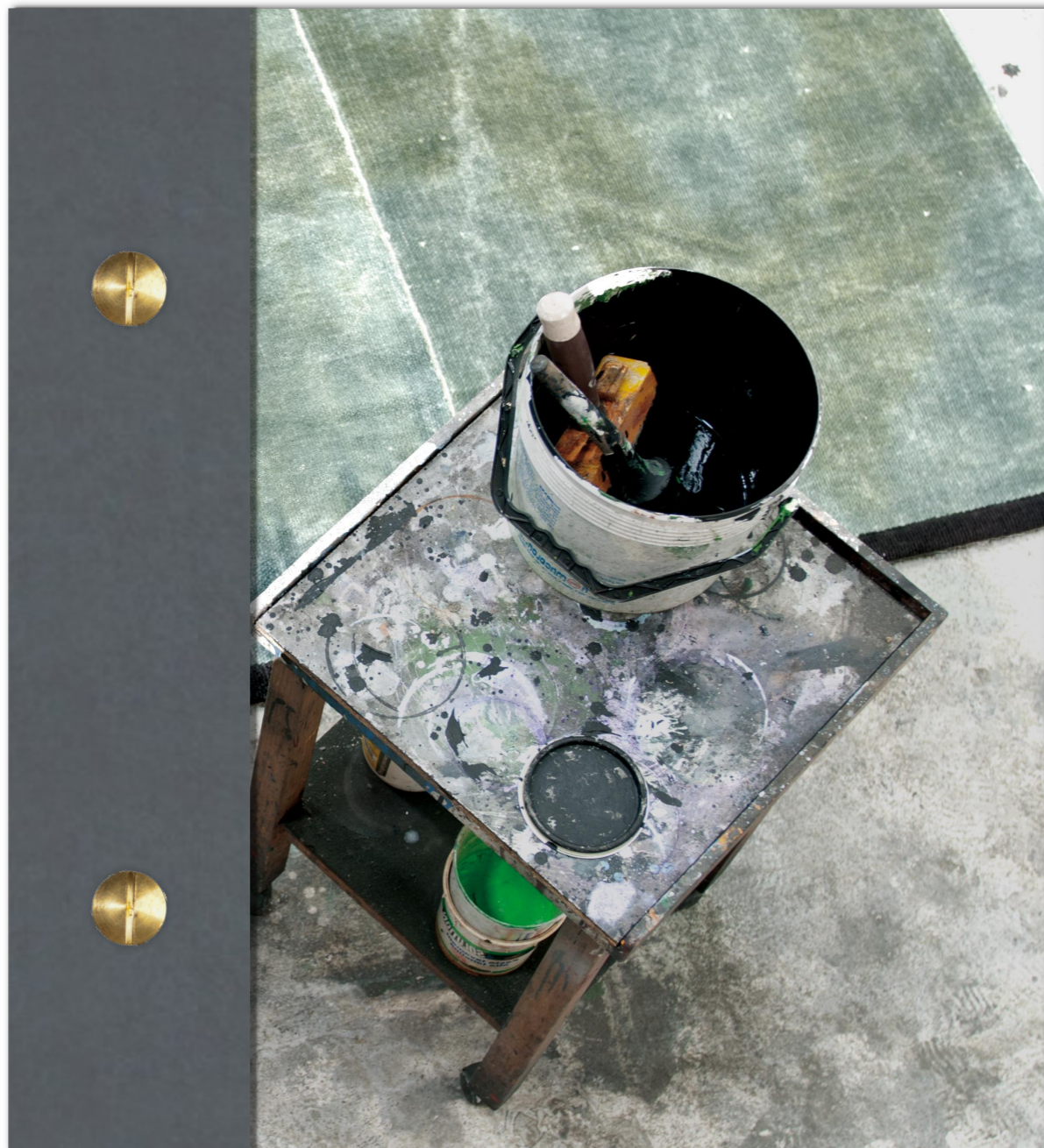
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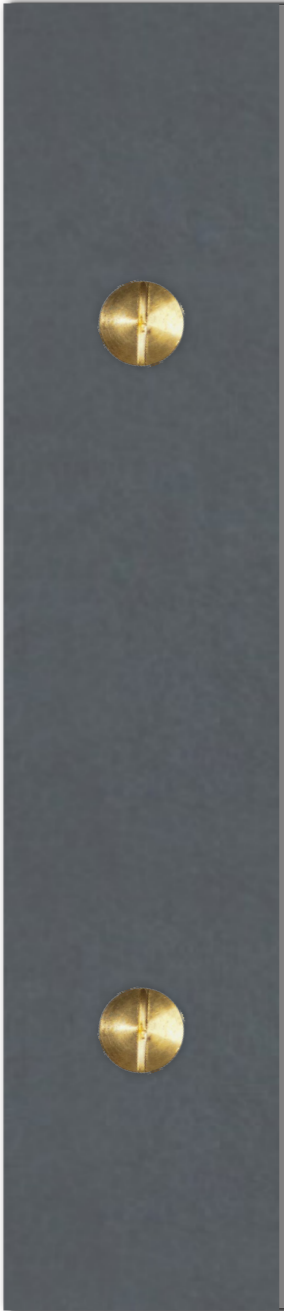
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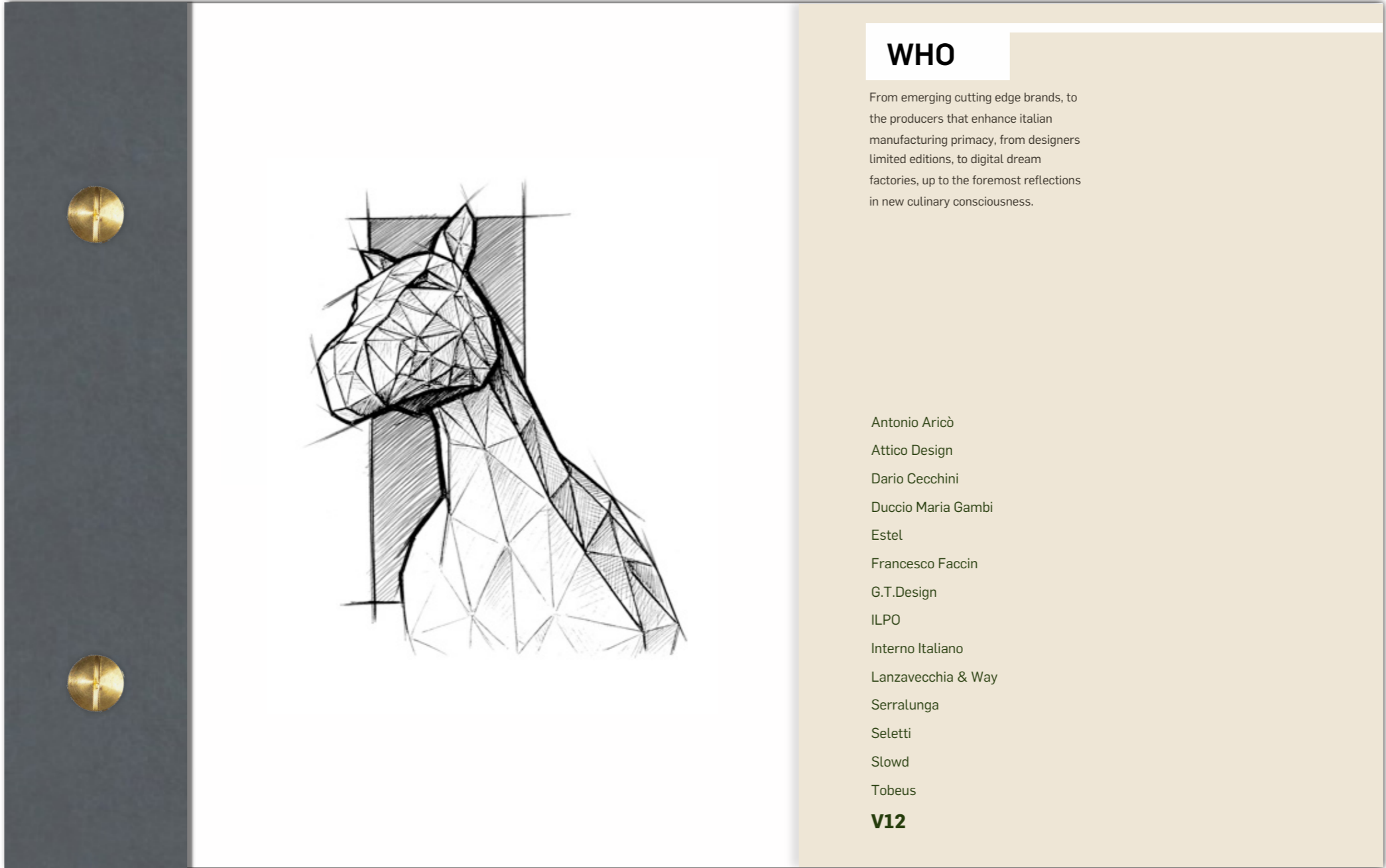
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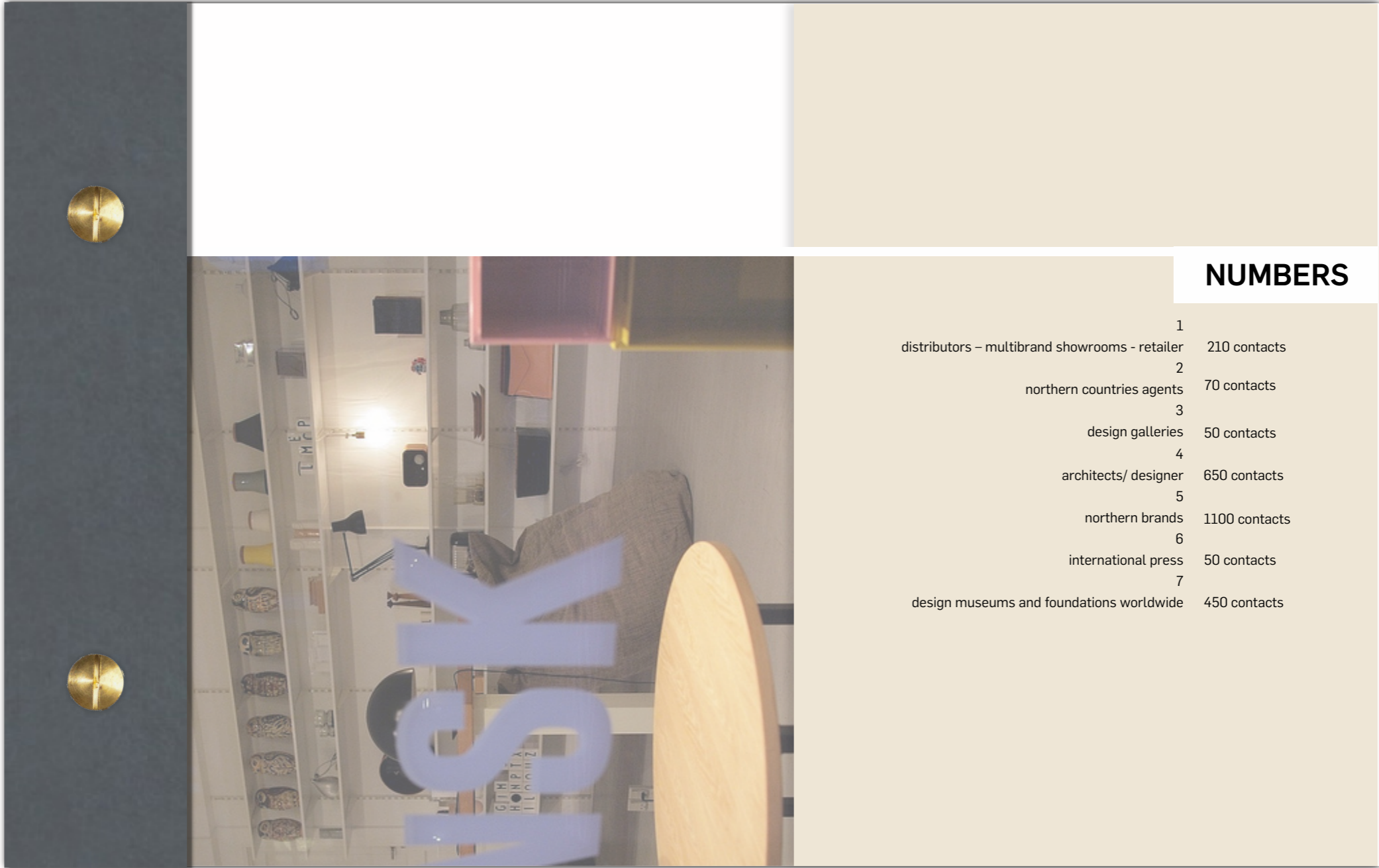


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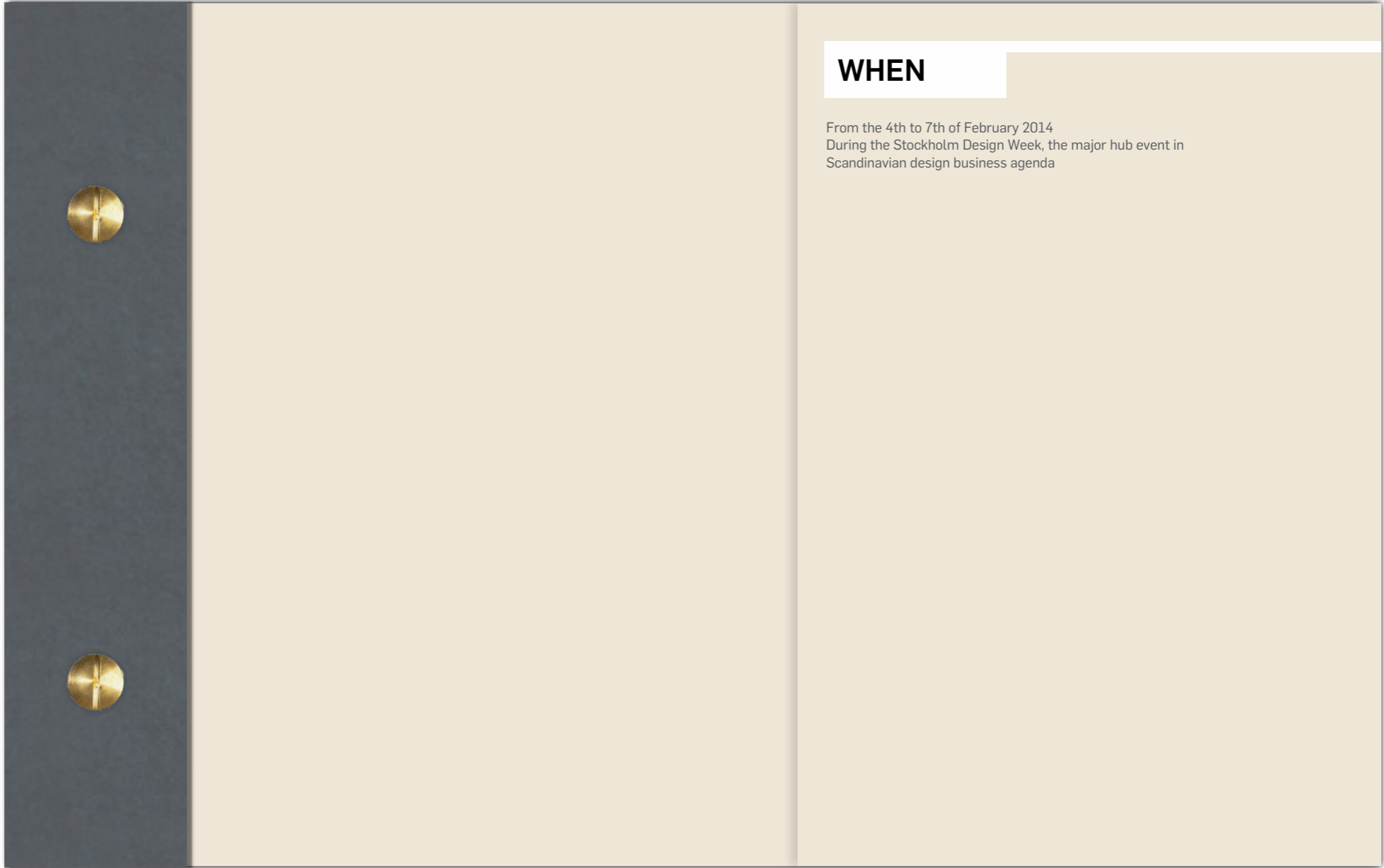
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NUMBERS

	1	
distributors – multibrand showrooms - retailer	210 contacts	
	2	
northern countries agents	70 contacts	
	3	
design galleries	50 contacts	
	4	
architects/ designer	650 contacts	
	5	
northern brands	1100 contacts	
	6	
international press	50 contacts	
	7	
design museums and foundations worldwide	450 contacts	



WHEN

From the 4th to 7th of February 2014
During the Stockholm Design Week, the major hub event in
Scandinavian design business agenda