

Press Release  
Bologna, 21 April 2017

**Bologna Design Week and Cersaie strengthen their partnership in the field of design.**

The partner for the third edition of the Bologna Design Week is Cersaie, the International Exhibition of Ceramic Tile and Bathroom Furnishings which this year has two poster images to emphasise the important role played by ceramic tiles and bathroom furnishings both on the exhibition floor and at the conferences.

In keeping with the idea that design creates trends and anticipates the “customs and traditions” of the future, the 2017 edition of Bologna Design Week will feature thematic itineraries in the city exploring design culture, fashion and food.

Design and creativity, training and the world of manufacturing come together at the meeting in Bologna.

Following the success of the first two editions of Bologna Design Week, the curators have announced that the third will be held in 2017 with the contribution of Cersaie as official sponsor after collaborating for a number of years, and are presenting the new aspects of the programme. From Tuesday 26 to Saturday 30 September, shows, design exhibitions, workshops, competitions, events, guided tours, design talks and theme discussions on *design cultures, fashion & design, and design food* will be held in the evenings in the city centre for five days devoted to design culture and cultural and creative industries.

On Wednesday 27 September the night will come alive at Design Night, organised in collaboration with Confcommercio Ascom Bologna.

As at previous editions, this year’s event reaffirms the desire to bring together and enhance cultural, productive, distributive and creative excellences based in the local area and elsewhere. It involves showrooms, companies, architecture firms, art galleries, museums and universities in an integrated communication system that allows synergies to be established between industry, culture and creativity.

This **third edition** will feature a wealth of new events and design ideas, starting out from the “**Temporary Living Space**” contest devoted to architects and interior designers for the temporary exhibition held in the **Salone del Settecento in Palazzo Isolani**, conceived for **Molteni&C|Dada** (competition **regulations** can be downloaded from the website [bolognadesignweek.com](http://bolognadesignweek.com)). It will then continue with the exhibition entitled “**Scatto Libero. Dino Gavina dieci**”, held in **Palazzo Pepoli Campogrande**. This exhibition, curated by **Elena Brigi** and **Daniele Vincenzi** and sponsored by **Gruppo HERA**, pays tribute to inventor and innovator Dino Gavina (1922-2007) ten years after his death. He has been described as “one of the twentieth century’s most important Italian design entrepreneurs working in the field of furnishing, lighting and urban design, who through his work ceaselessly explored modernity, tracing out innovative paths inspired by the relationship with the visual arts, poetry and free thinking”.

During BDW 2017, the public will have the chance to rediscover Bologna’s roots as a “**city of water and silk**”, exploring watercourses, underground passages, historic buildings and normally inaccessible sites as part of guided tours and events organised in partnership with **Associazione Vitruvio**.

Moreover, an extensive programme of events will explore the excellences of the local area through modern, international projects focusing on the **culture of food and fashion**.

Again this year the **main location and info and press point** will be **Palazzo Isolani**, whose eighteenth century rooms will host a selection of historic design companies with novel exhibits, while the external courtyard will feature design by the company **Corradi outdoor living space**.

Other highlights along the itineraries will be the **Galleria Cavour**, a historic meeting point between fashion, art and design, and the 1950s interiors of the **Corradi former tailor’s workshop**, now Cavallo Spose, designed by architect Enrico De Angeli, which will host an exhibit curated by architect **Lorena Zúñiga Aguilera**.

**WHAT IS BDW?**

Bologna Design Week is an international exhibition devoted to the promotion of design culture in Emilia-Romagna. Held in the old town centre of the city of Bologna, BDW is an event that maps and brings together the cultural, educational, creative, productive and distributive highlights of the local region in an integrated communication project. The mapping process is based on co-design principles. All collected data are open-source and published on the website [bolognadesignweek.com](http://bolognadesignweek.com).

**useful information:**

// **DATES:** from **26 to 30 September 2017**, in sponsorship with Cersaie, the International Exhibition Of Ceramic Tile And Bathroom Furnishings ([www.cersaie.it](http://www.cersaie.it)) to be held in the Bologna Exhibition Centre from 25 to 29 September 2017.

// **ENTRIES:** the deadline for submission of projects is **30 June 2017**.

For information and submission of projects: [www.bolognadesignweek.com](http://www.bolognadesignweek.com)

**Contact info:**

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// **PRESS LINK:** [www.bolognadesignweek.com/informazioni/press-kit/](http://www.bolognadesignweek.com/informazioni/press-kit/)

A YOUTOOL//design out of the box event.

Main sponsor: Gruppo HERA, Corradi, Molteni&C | Dada, Vitra.

In cooperation with: IncrediBOLI!, Fondazione Golinelli, Confcommercio Ascom Bologna, Galleria Cavour, Laboratorio delle Idee, Palazzo Isolani, Associazione Vitruvio, Badeggs, Ordine degli Architetti di Bologna.

Sponsored by: Comune di Bologna, Bologna Welcome, Urban Center Bologna, Corso in Design del prodotto industriale - Dipartimento di Architettura - Alma Mater Studiorum - Università di Bologna, Accademia di Belle Arti di Bologna, ADI - Associazione per il Disegno Industriale - Delegazione Emilia-Romagna.

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