

Press Release

*Bologna, 2018*

**Bologna Design Week and Cersaie present integrated communication and open the call for the fourth edition of the program**

**Following the success of the first three editions of Bologna Design Week, curators Elena Vai and Enrico Maria Pastorello are ready for the fourth installment of this highly anticipated event taking place this upcoming September. The 2018 Bologna Design Week (BDW) will once again partner up with Cersaie to celebrate the week of Ceramics for Architecture and Bathroom Furnishings in Bologna and promote the city's rich and innovative design culture, in a series of compelling exhibits and entertaining events throughout the city center.**

In continued tradition, BDW will bring together and promote the cultural, productive, distributive and creative excellences of the Emilia Romagna territory, engaging showrooms, companies, design studios, art galleries, museums and universities, in an integrated system of communication to empower synergies between industry, culture and creativity. Now in its fourth year, BDW was first conceived by **YOUTOOL**, a cutting-edge communication agency based in Bologna who has been facilitating successful collaborations between designers and companies in the field since 2011.

2018 marks the year dedicated to cultural heritage throughout Europe, in light of this occasion this year's edition of Bologna Design Week aims to involve even more professionals, avid design enthusiasts, citizens and tourists to explore thematic itineraries throughout the city.

The call is open until June 30th for designers, architects, design studios, showrooms, art galleries, companies and creative groups who wish to submit their ideas, exhibits, projects and installations to be part of the 2018 BDW. Interested participants can apply online at [www.bolognadesignweek.com/partecipa/](http://www.bolognadesignweek.com/partecipa/).

Highlights of the week:

From Tuesday September 25 to Saturday September 29, there will be exhibitions, workshops, competitions, screenings, guided tours and design talks that will enliven the old town. Taking place in the city center, these activities will reinforce the central role of communication and content developed during the 36th edition of the Cersaie exhibition.

On Wednesday, September 26, the night will be lit up by "Design Night", organized in collaboration with Confcommercio Ascom Bologna. Affiliated Ascom shops and local establishments will stay open until midnight, offering city users and visitors interesting itineraries and access to historic buildings that animate the city and change the way visitors view the *old town*, providing the ultimate experience for all Cersaie visitors.

Throughout the years, BDW has forged important links and has become an increasingly more open project with various collaborators, thanks to the already successful relationships with the City of Bologna, the Emilia-Romagna Region, Institute for Artistic, Cultural and Natural Heritage, various Universities and Foundations. Special thanks also to the support of Gruppo HERA, whose presence alongside BDW in promoting an economy of beauty offers a unique and significant added value, not only aesthetic, but also to the territory for its daily multi-utility services.

BDW promises to be full of novelty and design ideas, starting with the film festival dedicated to design and creativity, selected among those restored and present in the archives of the Fondazione Cineteca di Bologna.

In synergy with the Emilia-Romagna Region and BDW, MAMbo - Museum of Modern Art in Bologna, has invited architects Elena Brigi and Daniele Vincenzi to curate the exhibition "Iniziatici" dedicated to architect and designer, Kazuhide Takahama, which will be set up in the recently restored and iconic l'Esprit Nouveau near Bologna's city center.

Bologna Design Week is excited to reaffirm the patronage of the Istituto Beni Culturali of the Emilia-Romagna Region who will host the presentation of the report, "*Rapporto Cultura e Creatività*" and book, "*Creatività, cultura, industria*" at the Giuseppe Guglielmi library.

In addition, an extensive program of events will showcase the excellence of Emilia Romagna where design, fashion and food are strong economic drivers for the region.

What not to miss:

- \_ **"Tutti a tavola. I tavoli da pranzo del design italiano dal 1950 al 1990"**, a project by experienceIN.it that showcases Italian designed tables from 1950 to 1990, promoted by the FICO Foundation in collaboration with Bologna Design Week;
- \_ **"Custom Brand, Feel the Difference"**, a project developed by Stile Bottega Architettura, in collaboration and patronage of Bologna Design Week;
- \_ "Future Brand Identity", exhibition of projects by students of the University of Bologna for Fiorentini + Baker.

Finally, the international architecture magazine and BDW media partner, The Plan, will organize a round table inviting designers from the main architecture firms based in Bologna.

BDW Headquarters, info and press point will once again be at the magnificent Palazzo Isolani, which will host a selection of historical design companies inside lavish eighteenth-century rooms, while in the external courtyard will transform into a lounge bar curated by the Bologna Cocktail Week team.

Other key sites for BDW will be the ex *Chiesa di Santa Maria della Neve*, home to Insidesign Studiostore and the spaces of Galleria Cavour, the iconic gathering place of fashion, art and design.

BDW will also include multi-sensory elements this year, including a dedicated soundtrack developed by the Bolognese music label, IRMA Records, to be played throughout BDW locations and the creation of a Bologna Design Week fragrance. Sound and fragrance to immortalize BDW for years to come.

Other notable activities:

"Design Victim" International Photo Contest, in collaboration with Sinverb, will challenge design enthusiasts to send a photo with their favorite product through Instagram: the winner will be special guest during Design Night, at Palazzo Isolani. For more information, visit [www.bolognadesignweek.com](http://www.bolognadesignweek.com).

Last but not least, a new initiative dedicated to visitors throughout BDW, discounts will be offered in all participating BDW stores through the "Justselfie" project, which aims to connect retail and public spaces, activating social shares to generate interest and promotion of products. In each participating store, a Just Selfie Corner will be set up where visitors can share a photo of their experience on social network, and receive discounts for future purchases.

*"Creativity, innovation, experimentation: Bologna Design Week is an event to discover talents and promote design culture. It is an event that enhances one of the excellences of Italian and Bolognese industrial production and that gives the general public the opportunity to appreciate the originality of products and materials, craftsmanship and know-how typical of Made in Italy. Let's promote the call dedicated to designers, architects, companies and creative realities to be able to experience, during the Cersaie exhibition and Bologna Design Week, opportunities for enrichment and cultural cross pollination not to be missed".*

Matteo Lepore - Councilor for Tourism and Culture for the City of Bologna

## **WHAT IS BDW?**

Bologna Design Week is an international event dedicated to the promotion of the culture of design in the region of Emilia-Romagna, Italy. Organized in Bologna's historical city center, BDW is an event that will map out and bring together through an integrated communication project, the cultural, educational, creative, productive and distributive excellences of the territory. The mapping process will take place through the principles of co-design and planning. All data collected are open-source, published on the [bolognadesignweek.com](http://www.bolognadesignweek.com) website.

## **USEFUL INFORMATION**

**// DATES: From September 25th to September 29th 2018, in partnership with Cersaie**, the International Exhibition of Ceramic Tile and Bathroom Furnishings ([www.cersaie.it](http://www.cersaie.it)) that will take place at Bologna's Exhibition Center from September 24-28, 2018.

**// SUBMISSION DEADLINE:** the deadline for submitting projects is June 30th, 2018. For more information and to submit a project, visit: [www.bolognadesignweek.com](http://www.bolognadesignweek.com)



**CERSAIE**  
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**Contacts:**

#BolognaDesignWeek

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

**Event Organizers:** YOUTOOL//design out of the box.

General manager **Enrico Maria Pastorello**, Creative director **Elena Vai**.

**Main sponsor:** Gruppo HERA

**In collaboration with:** City of Bologna, IncrediBOL!, Bologna Welcome, Confcommercio Ascom Bologna, Fondazione Cineteca di Bologna, Fondazione Fashion Research Italy, Fondazione FICO, Fondazione Teatro Comunale di Bologna, Istituzione Bologna Musei | MAMbo – Museo d'Arte Moderna di Bologna, Le Torri dell'Acqua, Bologna Cocktail Week, Crudo-Fruit, Dicult, experienceIN.it, Fiorentini+Baker, Irma Records, Ladies Wine & Design, Marsala Design District, Sinverb, Stile Bottega Architettura, Galleria Cavour, Insidesign Studiostore, Palazzo Isolani.

**Our Patrons:** MIBACT - Ministero dei beni e delle attività culturali e del turismo, Regione Emilia-Romagna, Istituto per i Beni Artistici, Culturali e Naturali della Regione Emilia-Romagna, Clust-ER Industrie culturali e creative, Urban Center Bologna, Corso in Design del prodotto industriale, Laurea Magistrale in Advanced Design, Dipartimento di Architettura, Corso in Culture e tecniche della moda, Dipartimento Scienze per la qualità della vita, Master in Design and Technologies for Fashion Communication – Alma Mater Studiorum - Università di Bologna, Corso triennale e magistrale in Design – Università degli Studi della Repubblica di San Marino, Corso in Design del prodotto industriale, Dipartimento di Architettura – Università di Ferrara, ISIA Faenza, Accademia di Belle Arti di Bologna, ADI - Associazione per il Disegno Industriale - Delegazione Emilia-Romagna, Ordine degli Architetti di Bologna.

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