



## **Bologna Design Week** **A hub of creativity and production** 30 September - 3 October 2015

The first edition of **Bologna Design Week**, an event that brings together the cultural, productive and creative excellence of the local region in an integrated communication system, will be held **from Wednesday 30 September to Saturday 3 October** with the free support of CERSAIE, EXPO Milano 2015, Triennale Design Museum, City of Bologna and Emilia Romagna regional government.

Organised during Cersaie, the pre-eminent exhibition of ceramic tile and bathroom furnishings, this initiative will transform the city of Bologna into a centre of attraction for Italian design, hosting a wide range of events including exhibitions, workshops and talks as part of **eight thematic routes**.

**The four main venues** – Galleria Cavour, Campogrande Concept, Corte Isolani and Atelier Corradi – will feature exhibits designed by **Cappellini, Cassina, Catellani & Smith, De Castelli, Ducati, Essent'ial, Fritz Hansen, Geberit, Kartell, Molteni & C, Oikos, Pianca, Prescopool, Rimadesio, Smeg, Technogym, Veneta Cucine, Visionnaire, Vitra and Zanotta**.

**Bologna Design Week is a cultural event** that supports distributed creativity by promoting unprecedented collaborations between institutions, companies, designers, universities, research institutions, associations and individuals. It is a strategic operation in a region that can boast outstanding production activities across multiple sectors, including furnishings, textiles, education, food, ceramics, packaging, wellness and hospitality. This level of expertise is expressed not just through product design but also through the creation of technologies, services and design processes.

The aim of the initiative is to bring together a range of different experiences and thus become a meeting point between the worlds of research and business.

[www.bolognadesignweek.com](http://www.bolognadesignweek.com)

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A YOUTOOL//design out of the box event in cooperation with Incredibol! and with the contribution of Confcommercio. Sponsored by: EXPO Milano 2015, Triennale Design Museum, Regione Emilia Romagna, Comune di Bologna, Bologna Welcome, CERSAIE, Alma Mater Studiorum – Università di Bologna, Aster, Accademia delle Belle Arti di Bologna, New Design Center, L.U.N.A, Food Innovation Program, ADI, AIPI, HSP, Architetti Bologna, Emiliaromagnastartup, CNA.

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