

6-12.06.2022

**5VIE Design Week**

*Milano,*

*Salone del Mobile / Fuorisalone*



# fuorisalone 2022

After two particularly difficult years, which saw in 2020 the cancellation of the Salone del Mobile and the Fuorisalone that historically accompanies it, and in 2021 the postponement of the event from April to September due to the Covid-19 situation, the city of Milan is ready for a new edition of Design Week, which has been announced from **June 6 to 12**, 2022.

The **Fuorisalone week** is probably the most important week globally, not only for the design world, but also for all companies and groups that see the event as an opportunity to communicate and position themselves with respect to specific targets and a global audience.

The various districts of the city come alive with events, exhibitions, presentations and installations - making journalists, industry insiders, students and enthusiasts around the world talk.



# #tbt fuorisalone 2021

In September 2021 we have hosted, produced or co-produced some of the **most popular events** of the first post-pandemic edition of the Fuorisalone, that have been widely shared by the press as well as by the visitors on social media, among the which: Urban Traders Revolution by Sara Ricciardi, Masterly - the Dutch in Milano, Litta Variations by MoscaPartners, SuperPratone by Gufram



# 5VIE: the place to be

Over the years 5VIE and the district that it represents became a point of reference, thanks to its **curatorial line** and to its **high positioning**, mainly directed to a public of design industry experts.

5VIE is in fact the art-design district of Milan: located in the eponymous area in the historical city center, a few steps away from Duomo and Colonne di San Lorenzo, 5VIE presents every year a selection of the world's top designers as well as an insight into the emerging practices and studios, with a special eye for the issues of **sustainability, slow design, and craftsmanship**.

In 2020 we launched **a new hybrid format**, both physical and digital. This allowed us to successfully experiment with new ways of experiencing design.

In the same year we also inaugurated a series of performances that in 2021 were at the heart of the last edition of 5VIE Design Week.



# 5VIE a phygital district

In these days the international attention will be on Milan and on the restart of **Salone del Mobile and Fuorisalone**. 5VIE will coordinate a hybrid event (physical and digital) that will take place **from 6 to 12 June 2022** with events both online and offline, thanks to the 5vie.it online platform:

- **Digital stand** for designers and companies
- **Digital events** and the possibility to hold talks, webinars, workshops and roundtables, also in full HD, thanks to the tools available on our platform
- **Online networking features**
- Support for the research and the mediation for **locations in the 5VIE district**, for in-presence exhibitions and events
- The option to request **curatorial advice** for special projects and the production of **photographic and video documentation** of on-site events.



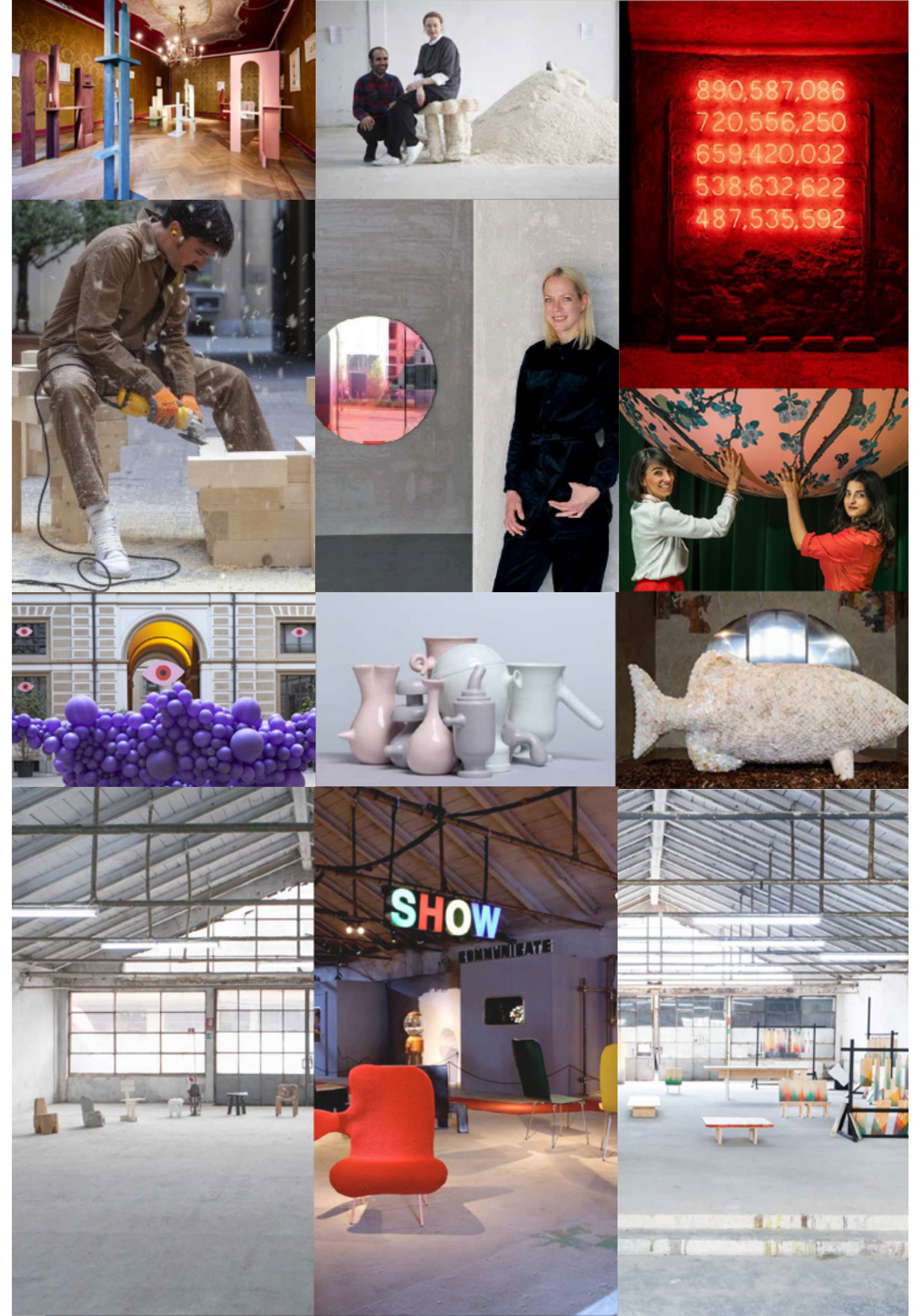
# our collaborations

## THE DESIGNERS:

Anton Alvarez / Omer Arbel / Giuseppe Arezzi / Maarten Baas / Dana Barnes / Niamh Barry / Valentina Cameranesi / Matteo Cibic / Luca Cippelletti / CTRLZACK / Bahraini Danish / Foro Studio / Seo Jeonghwa / Sigve Knutson / La Cube / Ugo La Pietra / Max Lamb / Sabine Marcelis / Carlo Massoud / Erez Nevi Pana / Jorge Penadés / Raw Edges / Sara Ricciardi / Eric Schmitt / Stefano Seletti / Roberto Sironi / Studio Ossidiana / Tellurico / Kiki Van Eijk & Joost Van Bleiswijk / Nanda Vigo / Richard Yasmine

## THE CURATORS:

Nicolas Bellavance Lecompte / Porzia Bergamasco / Mario Caeiro / Patrizia Catalano / Maria Cristina Didero / Edoardo Monti / Paola Nicolin / Annalisa Rosso / Federica Sala / Alice Stori Liechtenstein



# 5VIE in numbers

## THE DISTRICT DURING THE YEAR (2020/21)



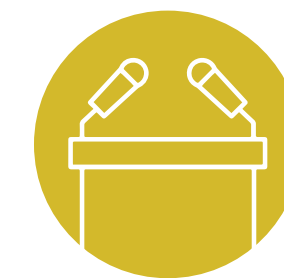
**+40.000**  
contacts in mailing list



**+31.700**  
followers on social media channels



**+190**  
members of the territorial district



**7** thematic Forums,  
**15** webinars,  
**110** speakers



**+20** events organized in the area by 5VIE (performances, exhibitions, talks, webinars...)

## 5VIE DESIGN WEEK 2021



**+180**  
exhibitors from **13**  
countries



**25.000**  
(**185.000** in 2019)  
estimated visitors in the area



**42.000**  
digital platform views



**+2Mln**  
impressions on Facebook and Instagram



**+140**  
press articles online and offline

# press review 5VIE



La Repubblica (IT) 5 Apr 2017



exibart.com 6 Apr 2017



Artribune.com 12 Apr 2019



ElleDecor.com (ES) 8 Oct 2020



LaRepubblica (Mi) 9 Sept 2021



Interni.com 11 Sept 2021



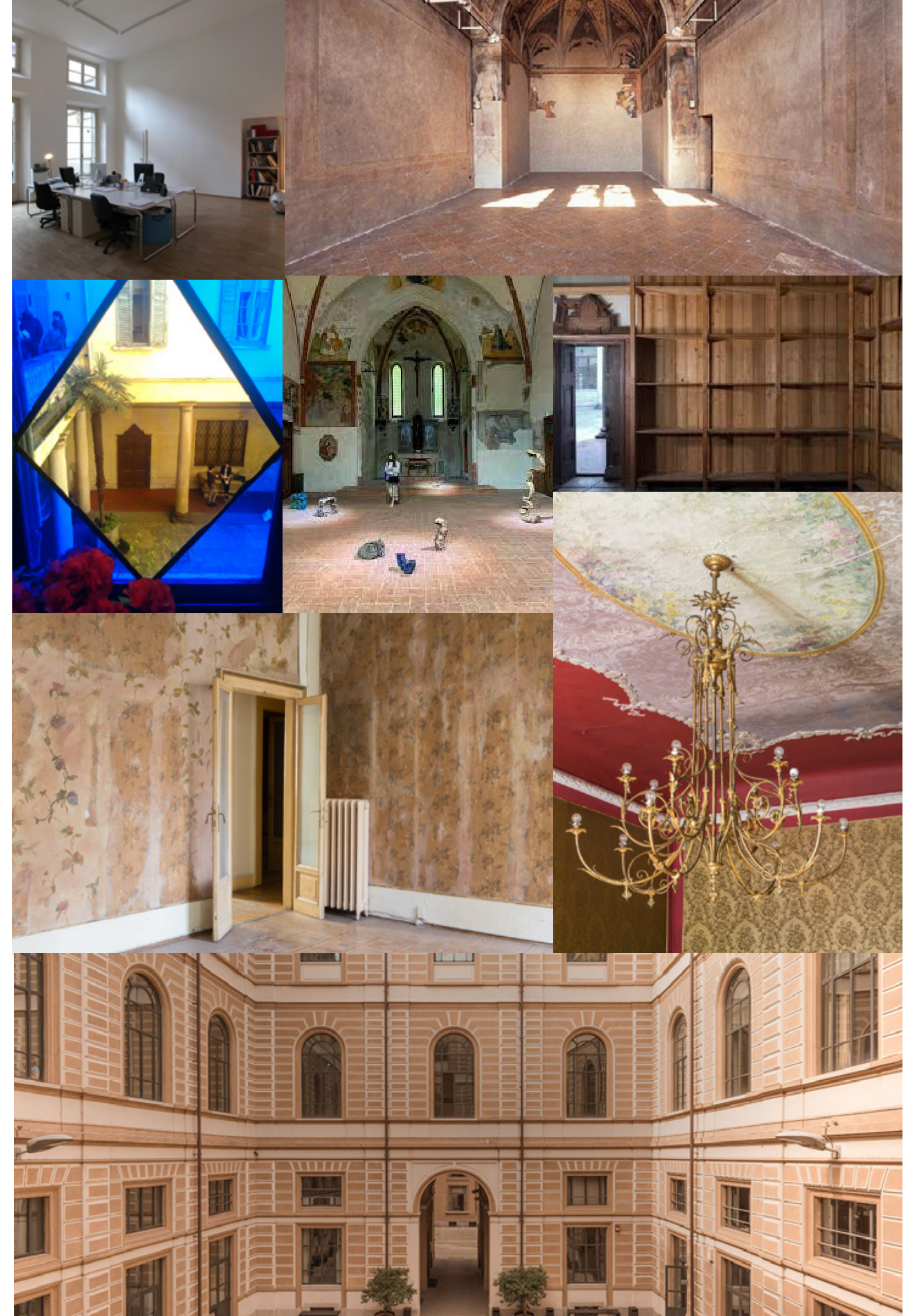
# the locations

5VIE is strategically positioned in the historical centre of Milan, a few steps away from Sant'Ambrogio, Colonne di San Lorenzo and Duomo.

It is an area rich in culture and history: a real open air museum. A crossroad where you can find beautiful galleries, craft workshops, ateliers and boutiques. A wide range of locations that include small as well as big spaces, from institutional to informal venues.

5VIE offers support in finding a location based on the specific needs of the exhibitor, and in the management of the documents for renting and insurance.

Since 2020, 5VIE also curates group exhibitions for independent designers and studios willing to exhibit their work in a central location at an affordable price.



# COMMUNICATION TOOLS



# communication tools

All the operations linked to the activities of 5VIE Design Week will be supported by an integrated communication of the exhibitors and their projects through all the 5VIE digital channels. In addition to this, there will be, for on-site events, printed signposting and district communication (flags, maps, roll-ups).



PRESS CONFERENCE TO PRESENT THE WHOLE PROGRAMME OF THE DISTRICT



DESCRIPTION OF EACH PROJECT IN THE OFFICIAL PRESS RELEASE



MENTION OF EACH PROJECT IN THE DIGITAL INVITATION TO A SELECTED MAILING LIST



SOCIAL MEDIA CAMPAIGNS ON FACEBOOK, INSTAGRAM, TWITTER, LINKEDIN



FLAG PLACEHOLDER FOR EACH EXHIBITOR



DEDICATED PAGE OF EACH PROJECT ON THE DIGITAL PLATFORM

# district signage

the area of 5VIE Design Week is made visible and recognizable with our iconic yellow flag placeholders that signal the venues of the exhibitions.



# printed material

every year we print a map of the area with the indications of how to reach the district and in which we signal all the exhibitors, while the brochure is an editorial tool with highlights on specific projects and on 5VIE productions.



# final 5VIEDW video

at the end of 5VIE Design Week we produce a short documentary together with a professional film-maker, to tell the best moments and installations of the week, and we promote the video on our digital channels.

you can see all the past editions' videos on our [YouTube channel](#).



# photo and video service

5VIE offers to the exhibitors the possibility to get professional photographs and videos of their Design Week events and installations, shot by the professionals we collaborate with, at a very competitive price.



# HOW TO PARTICIPATE





# how to participate

5VIE offers two basic packages to join the event; the packages are designed to allow maximum flexibility and can be implemented with specific extras based on necessities. Exhibitors can choose whether they want to join the district only digitally on our platform, or also physically, displaying their work the center of Milan for the week of the Fuorisalone.

## 1 Digital Exhibition

- Online “exhibition” page on 5vie.it platform, present and visible during 5VIE Design Week;
- Online “exhibitor” page with the exhibitor’s public profile and link to its social and web channels;
- 1 issue on multi-article newsletter;
- 1 Instagram post;
- 1 Facebook post;
- Mention of the Exhibitor’s project within the official press release presenting 5VIE Design Week 2022;
- Inclusion of the Exhibitor’s press kit inside the general press kit of 5VIE Design Week 2022, and sharing it with the press office dedicated to the event.

**participation fee: 250,00€**

## 2 Physical+Digital Exhibition

**includes all the services of the “Digital Exhibition” package, plus:**

- Support on location scouting;
- Support on contracts and supplies;
- Presence of the exhibition in the online calendar with possibility for the visitors of registering and booking;
- Positioning of the project on the paper map of 5VIE Design Week 2022;
- Promotion of the exhibitor and its project at the official 5VIE info point;
- Branding and district identity creation;

**participation fee: 530,00€**

*NB any cost related to location rent and exhibition set-up is not included*

# additions

**a** **DIGITAL COMMUNICATION PACKAGE** • 2 social media publications (the channel will be chosen according to the type of content) + 1 publication on a multi-article newsletter

fee: 185,00€

**b** **NEWSLETTER PACKAGE** • 1 dedicated DEM newsletter

fee: 145,00€

**c** **PHOTO PACKAGE** • photographic documentation of the exhibition: all files will be delivered in HD + post production of 10 images

fee: 670,00€ *(only available for physical exhibitors)*

**d** **VIDEO PACKAGE** • Production and promotion on 5VIE channels of a video (documentary, interview or product presentation) lasting about 1:30 minutes + 2 social publications to promote the content (choice of channel depending on the content to be promoted).

fee: 3.050,00€ *(only available for physical exhibitors)*

**e** **HALF PAGE BROCHURE** • promotional space of half a page on the descriptive brochure of 5VIE Design Week printed in A5 format and distributed to visitors during the event (content provided by the exhibitor)

fee: 1.830,00€

**f** **FULL PAGE BROCHURE** • promotional space of one page on the descriptive brochure of 5VIE Design Week printed in A5 format and distributed to visitors during the event (content provided by the exhibitor)

fee: 2.440€

# ABOUT 5VIE

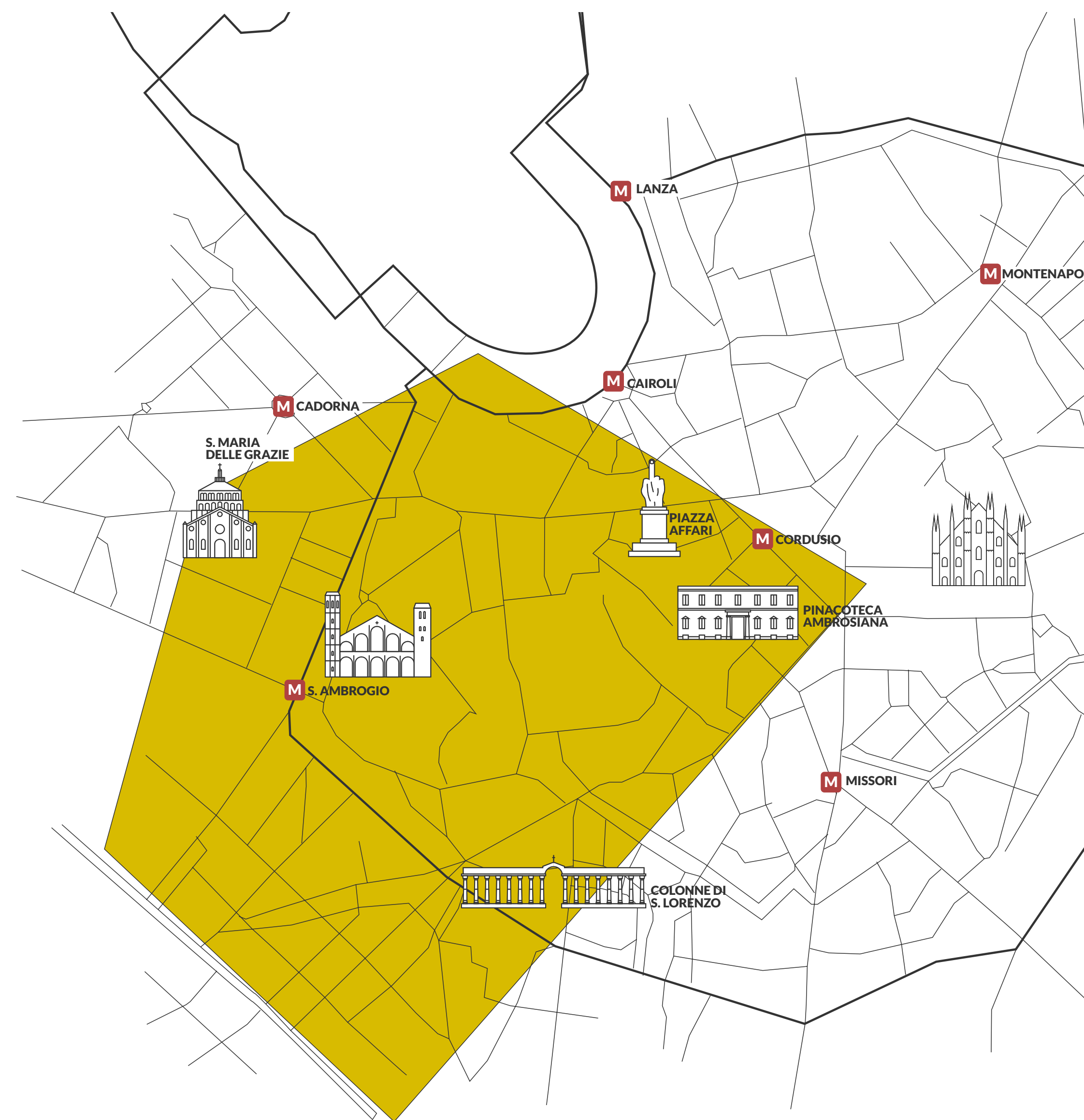
# what is 5VIE

The 5VIE Network is the ideal **place/media** to develop new forms of contemporary communication and interaction.

In addition to being one of the **official districts of fuorisalone** in fact, 5VIE is a **cultural enterprise** that operates throughout the year around three major areas of interest: art-design, sustainability and social innovation, and lifestyle.

5VIE organizes events and communication operations not only on a local but also on a national and international scale, operating as a **strategic hub** of referral for the communities of the creatives, the innovators and the trendsetters. In 2020 we started developing a digital space alongside the physical one: a multichannel web and social platform.

Based in an **historical Milanese area** and now recognisable on a local and international scale, the 5VIE Network operates via a centralized direction to gather people around the great **cultural and social topics** of our time.



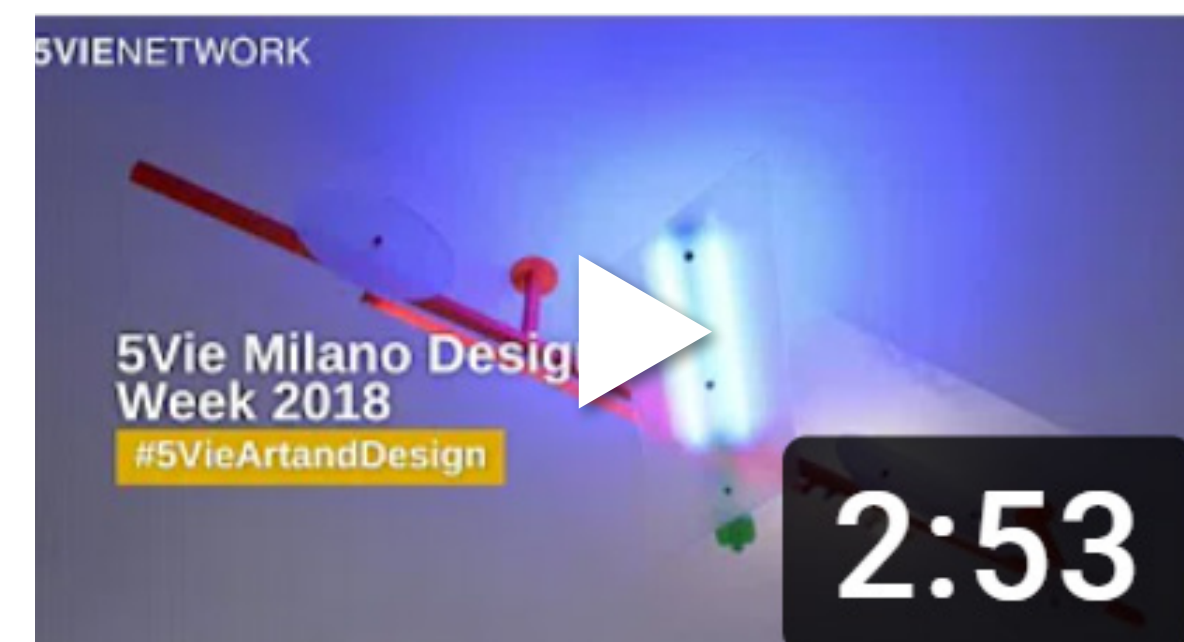
# 5VIE design week

5VIE coordinates and organizes Milan Design Week in the eponymous district of Milan since 2014. It is an area characterized by craft traditions, high-end esthetical research, art galleries and hidden architectural gems.

That's the reason why we choose **a high level approach** for our yearly appointment with design creating curated selections of **art-design, collectibles and one-offs, site-specific installations** and **performances**.

This curatorial attitude has allowed 5VIE to position itself in a very precise way within the Milanese kermesse of design, distinguishing itself every year for the high level of the contents and for the style of the proposal, always **artistic** and **cultural** also when dealing with **companies**.

*click on the videos to discover more about the Fuorisalone at 5VIE.*



# 5 reasons to choose 5VIE

- 1 high positioning:** our audience is always looking for the latest news (curators, design experts, designers, architects and artists)
- 2** we gained a **high credibility** over the years, thanks to our dedication to editorial work and investments in self-produced exhibitions and installations
- 3** we realize **taylor made projects**, from the idea to its production, looking for the best solutions according to our partners' specific needs
- 4** we dialogue with envisioners, avant-gardist and influencers, with those who **discover and communicate trends** for the future
- 5** the district is in the middle of **a national and international strategic network**, deeply connected with the heritage and history of this area



To submit your project or to request more information please contact us:

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[info@5vie.it](mailto:info@5vie.it)

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