

17-23.04.2023

Salone del Mobile - Fuorisalone  
5VIE Design Week - 10th edition  
district & services presentation





# 5VIE Design Week

Now in its tenth edition, 5VIE Design Week is the widespread event dedicated to cross-disciplinary design practices, one-offs and collectibles, and contaminations with art and high craftsmanship.

5VIE is one of the official districts of the Fuorisalone in Milan.

Over the years it has established itself as a reference point for cutting-edge design, proposing curated selections of independent designers, brands as well as studios, and producing site-specific installations every year in collaboration with international curators and designers.

In the historical heart of the city, a few steps away from Duomo, amidst medieval streets and vestiges of imperial Rome, 5VIE amazes every year with its secret locations and its high-level proposal.

# who we are

5VIE is one of Milan's Fuorisalone official design districts. The project '5VIE Design Week' was born in 2013 with the aim of reviving this specific area of Milan through design, blending high-end design research with the historical charm of these ancient streets.

Since then, the project has expanded and structured, curating and producing design-related content throughout the year, scouting for talent, creating networks, and coordinating big events while also taking care of their communication.

Ernesta Del Cogliano and Emanuele Tessarolo are co-founders of the project.

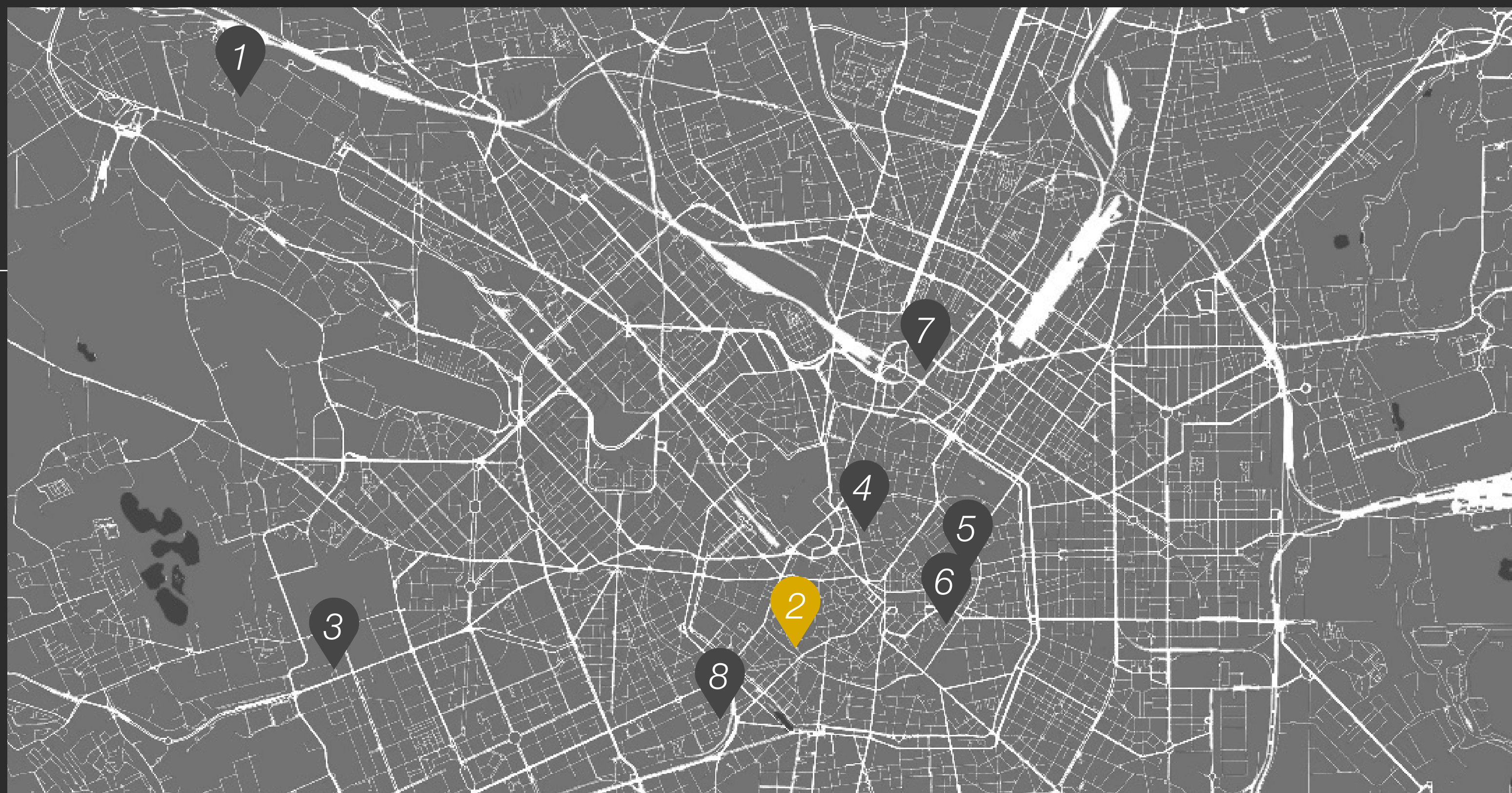
With a background in the fashion and in the entertainment industry respectively, they are in charge of the artistic and strategic direction of 5VIE.



# where we are

## Milan Design Week map

1. Salone del Mobile (Rho Fiera)
2. 5VIE design district
3. Alcova
4. Brera design district
5. Durini design district
6. Interni (Statale)
7. Isola design district
8. Tortona design district



# our collaborations

## THE DESIGNERS:

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

## THE CURATORS:

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

## THE CULTURAL INSTITUTIONS:

Accademia Teatro alla Scala / Archivio Nanda Vigo / Athens Design Forum / Fondazione Cologni  
dei Mestieri d'Arte / Masterly - the Dutch in Milano / Istituto Italiano di Cultura Hong Kong





1. 2022, TAKT project; 2. 2019, Kiki & Joost, produced by 5VIE; 3. 2019, Roberto Sironi, curated by Annalisa Rosso, produced by 5VIE; 4. 2017, Studio Ossidiana, produced by 5VIE; all images credit Amir Farzad



# fact sheet

## 5VIE Design Week 2022 (6-12 June)

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- +100 exhibitors from  
20 countries worldwide*
- 75 exhibition venues*
- 50.000 estimated visitors on the area  
(180.000 in 2019)*
- +130 registered journalists*
- +200 press articles and mentions*

## 5VIE social media & digital presence

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- +33.7K followers on social media*
- +53K contacts in mailing list*



# press review



La Repubblica (IT) 5 Apr 2017



exibart.com 6 Apr 2017



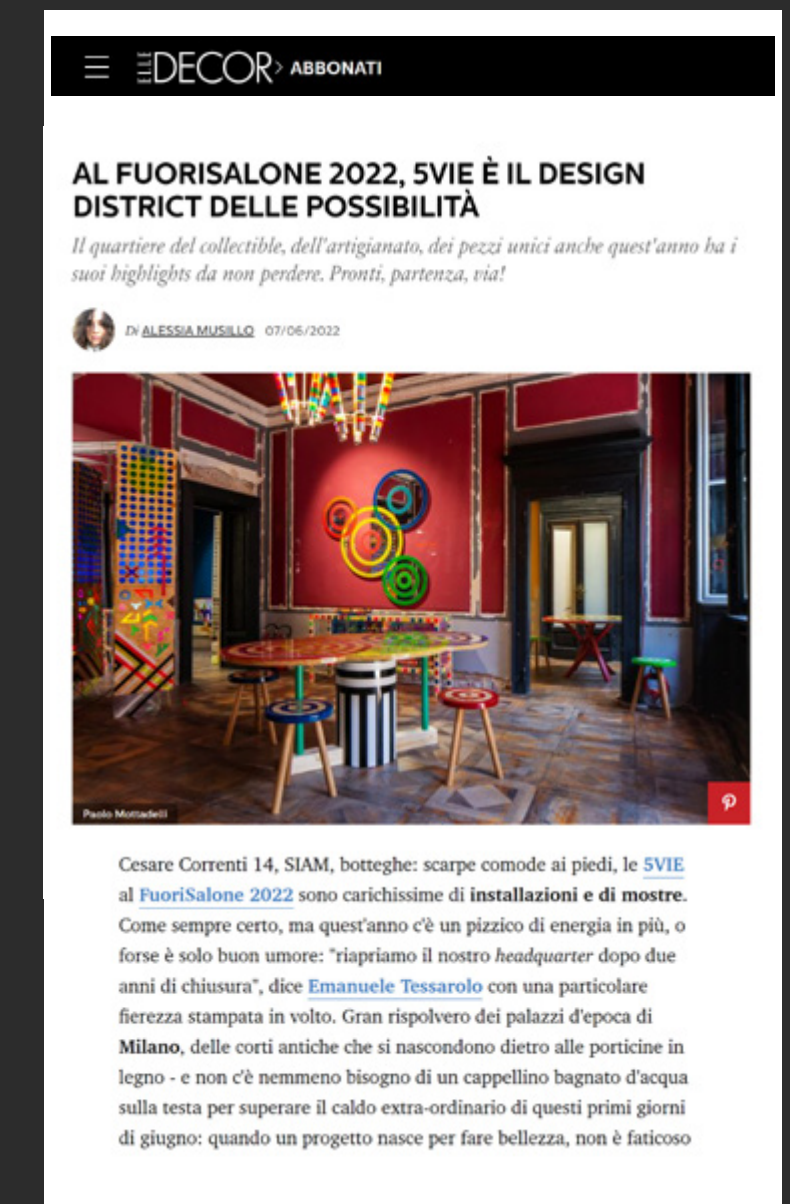
Artribune.com 12 Apr 2019



LaRepubblica (Mi) 9 Sept 2021



Interni.com 11 Sept 2021



ELLEdecor.com 7 June 2022



5VIE Design Week - 10th edition  
How to participate



# 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.

5VIE offers support in finding a location based on the specific needs of the exhibitor in terms of budget and square meters. Spaces range from ancient churches and charming palaces, to more neutral venues suitable for customizations.

5VIE also curates group exhibitions of emerging designers and studios, to promote raising talents allowing them to exhibit during the most important design event of the year, in the heart of the city, at an affordable price.



# communication tools

## press / PR operations

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- 5VIE DW press conference
- general press release + press kit with single exhibitors' folders shared with journalists
- press office support
- media partners coverage
- press tours with journalists

## digital tools

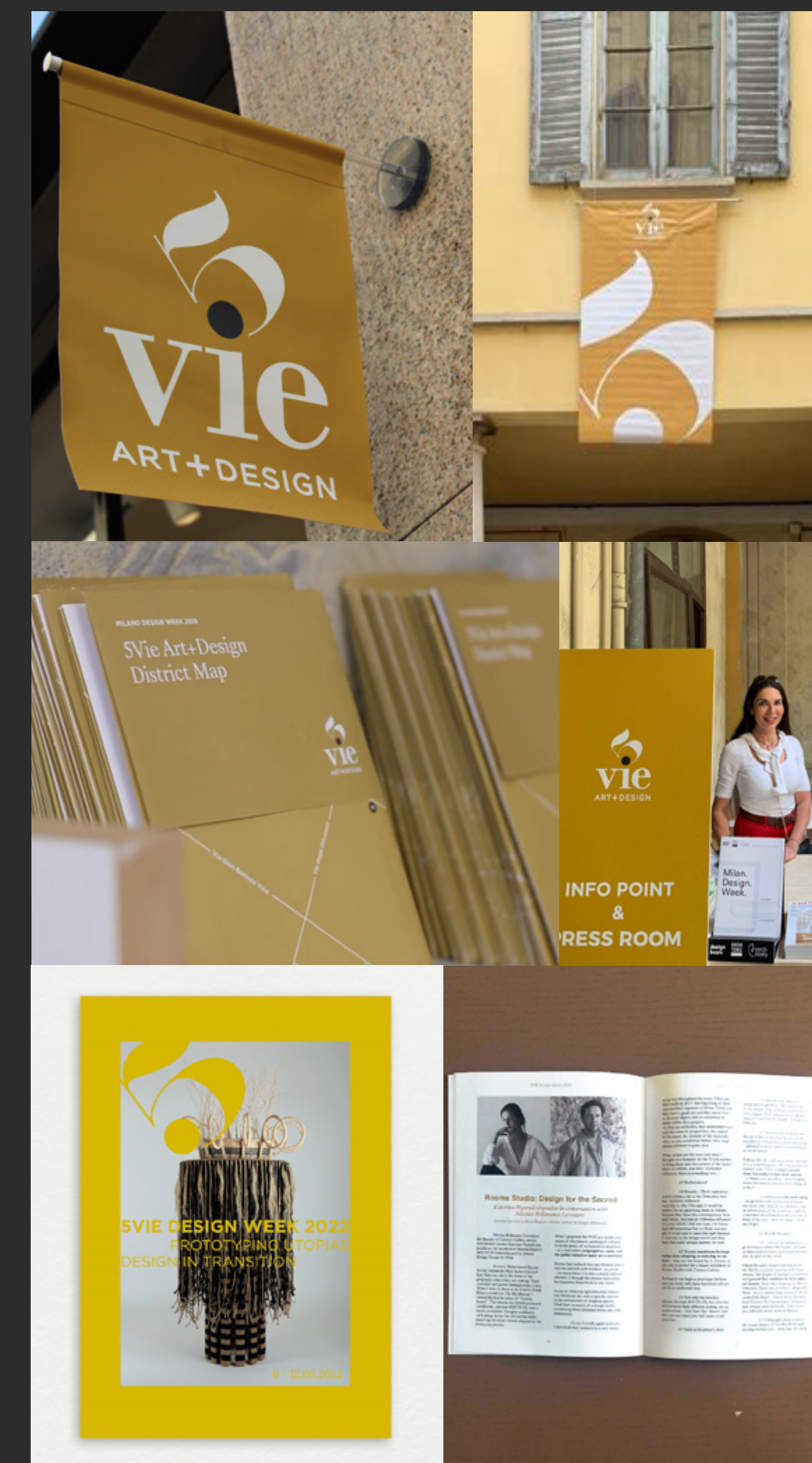
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- 5VIE DW editorial sm plan (Instagram, Facebook)
- digital marketing operations
- direct mail marketing on targeted audiences
- 'exhibitor' and 'exhibition' pages on 5vie.it
- digital map of the district on 5vie.it
- production and promotion on 5VIE channels of the final DW documentation video

## offline tools

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- 5VIE placeholder flags for exhibitors
- 5VIE info points
- printed map of the district
- limited edition booklet distributed to visitors





# media partners

**ABITARE**

**archiproducts<sup>®</sup>**

**Artribune**  
DAL 2011 ARTE ECCETERA ECCETERA

**designboom<sup>®</sup>**

 **designwanted**

**de  
zeen**

CORRIERE DELLA SERA  
**Living<sup>®</sup>**

**nda**  
REVUE D'ARCHITECTURE ET DE DESIGN

**stir** world  
see. think. inspire. reflect

\* 5VIE DW2022 media partners

# participation packages

services included	physical exhibitor	digital exhibitor
mention of the exhibitor and the project in the official 5VIE general press release	✓	✓
press kit shared with journalists	✓	✓
press office support	✓	✓
mention on the paper map of 5VIE Design Week	✓	-
promotion of the exhibitor and its project at the official 5VIE info point during Design Week	✓	-
5VIE flag for the exhibition venue	✓	-
presence on the online 5VIE Design Week district map	✓	-
online "exhibition" page on 5vie.it	✓	✓
online "exhibitor" page on 5vie.it with the exhibitor's public profile and link to its social and web channels	✓	✓
1 social media set dedicated to the exhibitor and/or its project (1 mention on multi-article newsletter; 1 Instagram post; 1 Facebook post)	✓	✓
	<b>600,00 €</b>	<b>250,00 €</b>

\* the participation packages do not include the cost of renting the location, which is to be evaluated separately



# additional services

the participation package can be tailored with add-ons such as:

- personalized photo/video shooting;
- promotional space on the printed DW booklet;
- dedicated newsletters on selected mailing lists;
- additional social media sets (Facebook, Instagram, mention in multi-article newsletters);

5VIE can offer support on the organization, logistics and coordination of the exhibitors, as well as in the research of suppliers and in the relations with the Mayor of Milan for documents and permissions (prices on request).

we are also available to curate and coordinate tailor-made projects for companies and cultural institutions.

for more information please write at [info@5vie.it](mailto:info@5vie.it)

# how to participate

To participate, please write us an email at [info@5vie.it](mailto:info@5vie.it), telling us about you, what project you are willing to exhibit, and if you already have an indication of the approximate budget and / or number of sq meters you'll need.

We will reply as soon as possible with further information regarding the type and cost of the available spaces.

[WRITE US AN EMAIL](#) →

5VIE Design Week is a project by 5VIE Network srls  
and Associazione NMG

[www.5vie.it](http://www.5vie.it)

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