

Organized by

With the participation of

ASDI SEDIA

ITALIA
Italian Trade Commission

INTERNI

IWD ITALIAN WORKSHOP DESIGN

The **Agency for the Industrial Development of the Chair District - ASDI SEDIA Spa Consortile** and the **Italian institute for Foreign Trade – ICE (Italian Trade Commission)**, with the participation of **INTERNI**, organize the week of the **ITALIAN WORKSHOP DESIGN 2011**.

From June 5, 2011 to June 10, 2011, Design and Territory will host a weekly debate and events focused on Italian design and territory.

Departing from the Italian Chair District tradition and with the **aim of encouraging the companies to deal with design** as a strategic factor in market competition.

Designers, businesses community and the territory will be involved in two main activities:

WORKSHOP DESIGN WOODMAKING: CHAIRS AND MORE

International workshop with eight young designers representing eight different countries led by three Italian Design masters

Wood and design: a winning combination today as in the past. Timeless masterpieces of design as the historic chair Thonet no. 14 or the simultaneous LaLeggera demonstrate the validity of a material that accompanies man since immemorial times. Modern technologies now allow new solutions and new applications that, from furniture, have helped to put this material into new markets and product areas (glasses, lamps, heaters and bicycles made of wood).

Three great masters of Italian design will bring their experience to encourage 8 young designers representing 8 different countries. Each young designer will be matched with 3 companies in order to jointly develop project ideas in the lab during the week. This joint experience will allow the designer to share a project with the producing company and, on the other side, the company to immediately assess the feasibility, **with the aim of identifying original products, that can be produced and sold at the same time.**

To apply for the selection, **young designers** (under 35) should fill in, from **March 1 to March 31, 2011** an online form, on the following website **italian-workshop-design.it**, including a book of their works and a movie showing their activities in the field of design longer not more than 5 minutes.

EVENTS ITALIAN CHAIR DISTRICT OPEN IIII

A Design path crossing all the Italian Chair District to discover the territory and meet the companies

Meetings and theme events on design and territory, show room open to the public, temporary exhibitions of design and architecture will live up the Italian Chair District Open throughout a single path of design along all the District territory.

The path will start with an **official opening by ICE with targeted presentations by the Heads of the Italian Trade Commission offices concerned, to explore the potential features and opportunities** of the markets and **provide** useful inputs to an effective marketing strategy.

All the details concerning the events and all the initiatives will be available from 1st May at www.italian-workshop-design.it

To find out the District and its companies visit the website **italian-chair-district.it** and contact more than 250 firms, already registered.

The 8 young designers participating to the workshop **will be selected by a Joint Commission** including of representatives of **ASD Sedia, ICE** and **Interni magazine**.

After a **pre-selection** phase led by ICE concerned foreign offices, the list of candidates will be checked by the Selection Committee according to the **following evaluation criteria**:

- **Originality** of the projects presented in the book;
- Proven **experience** of the candidate in the design of wood products;
- **Effectiveness** of the activity presentation;
- Relations with **industrial** and **academic/university** network.



Contacts:

www.italian-workshop-design.it
info@italian-workshop-design.it