

**Showcase your
products at
Archiproducts Milano,
the co-net- working
space where Architects
and Brands meet to
design, build and
furnish.**



archiproducts
MILANO

**Fuorisalone Milano
21st/26th April 2020
via Tortona 31**

What is Archiproducts Milano?

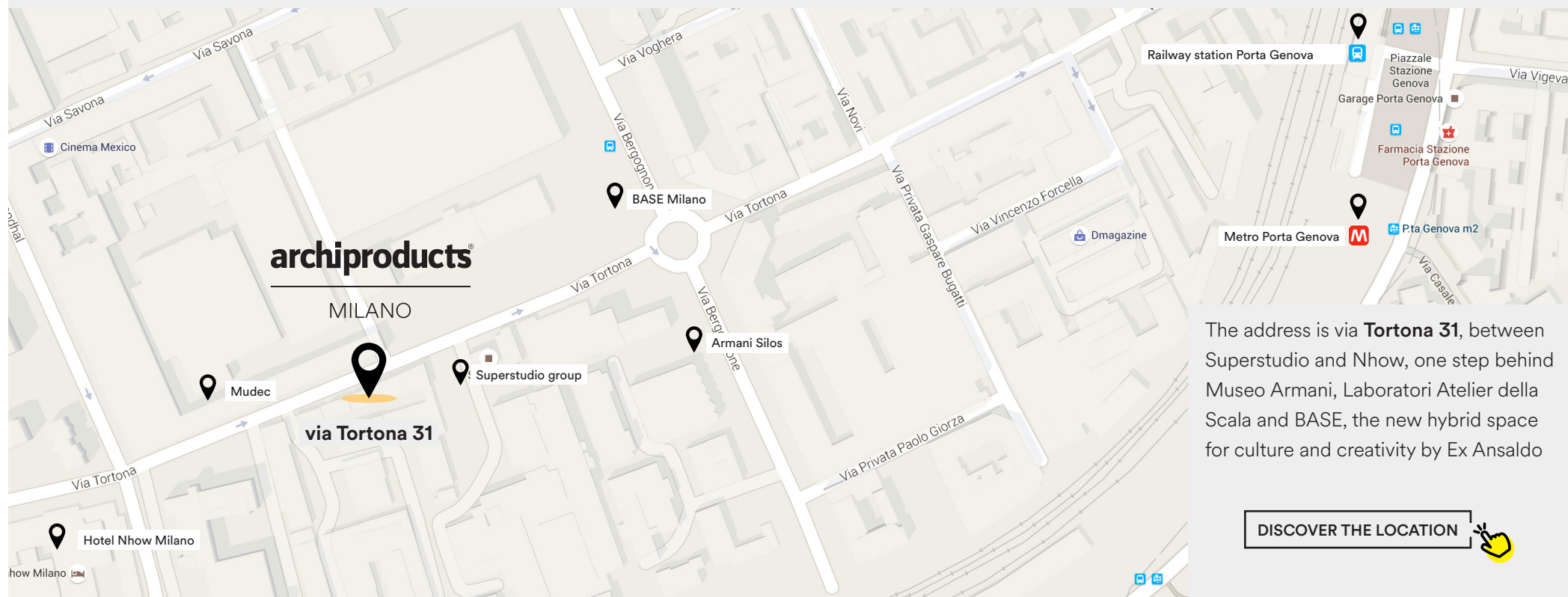
An early century building on two floors, 600 sqm of space, 13 rooms and 4 displays on Via Tortona. Set up with furnishings, decorations, fabrics, lighting, technologies and materials provided by the Partners of the projects. Brands among the most interesting worldwide.

Every year, during Salone del Mobile, the space **reinvents itself thanks to the collaboration of brand new Partners (30-40 firms)**. These brands furnish the spaces, giving their own selection of products to showcase, by contributing to the creation and launch of the new concept. As a result of this collaboration, Partners gain huge visibility and the qualified contacts of the Designers hanging out at Via Tortona 31.

In fact, during Salone del Mobile, Archiproducts Milano hosts more than 15,000 professionals and journalists from the international Press. Moreover, from the following week and for the rest of the year, it becomes a product showroom, a space for events, product presentations, shootings, press previews, training courses, exhibitions, showcooking and co-working. Events which are completely dedicated to Architects.



Where?



The address is via **Tortona 31**, between Superstudio and Nhow, one step behind Museo Armani, Laboratori Atelier della Scala and BASE, the new hybrid space for culture and creativity by Ex Ansaldo

DISCOVER THE LOCATION



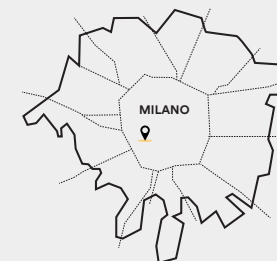
10 minutes walk from Porta Genova subway stop

nhow
elevate your stay

150 meters from Nhow Hotel, one of the most exclusive hotels in Milan



In front of Mudec (Museo della Cultura di Milano)

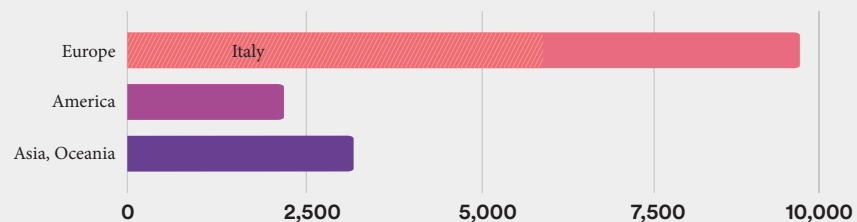
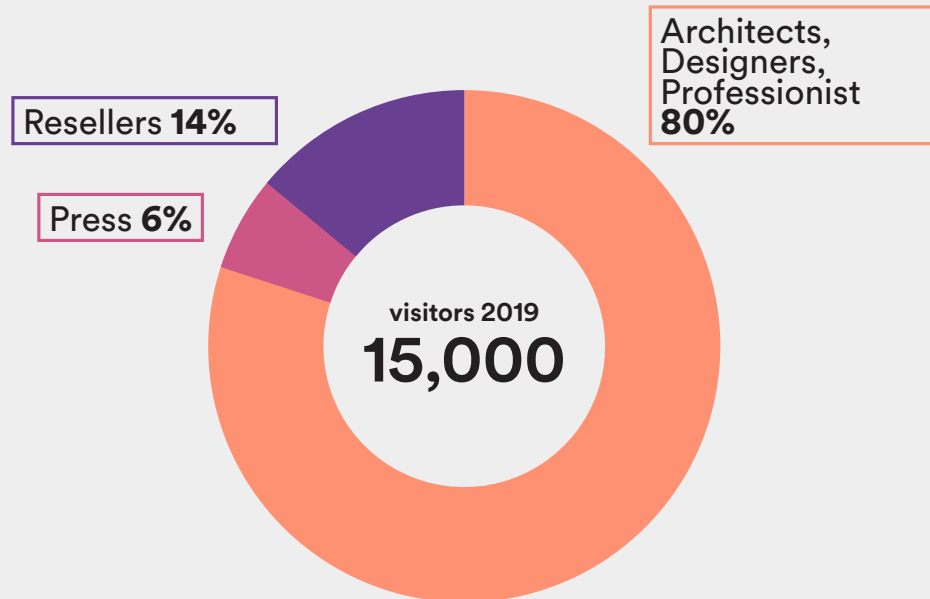


Who's visiting?

Archiproducts Milano's visitors are Architects, Designers, Engineers, Resellers, Agents and the Press.

In 2019, the co-net-working space welcomed **15,000 people** (10,000 of them registered at the entry, 4,000 booked on Eventbrite) and 1,000 press officers.

You can make a virtual tour of Archiproducts Milano on **milano.archiproducts.com**, the official website that has tripled its users traffic, collecting a **mailing list with more than 35,000 active users**.

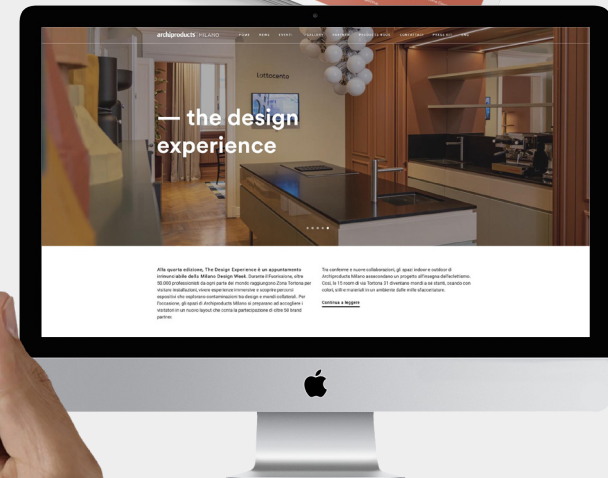
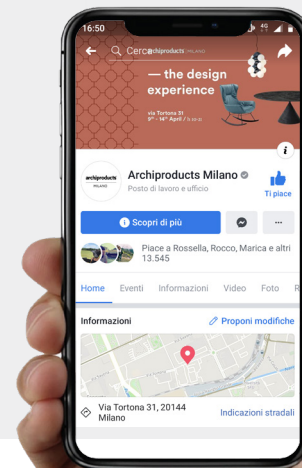


How we communicate?

The communication campaign involves **every portal of the Network: Archiproducts, Archilovers, Archiportale and Edilportale**, with direct emailing tools, display advertising, storytelling and branded content addressed to an international community of **40 millions professionals, 2.7 millions registered professionals, 3,500 brands and 3,000 international newspapers**.

The Archiproducts Milano events and news are posted in real time on its official Instagram and Facebook accounts and on the Network's social channels (Facebook, Instagram, Twitter, Pinterest and LinkedIn). The estimated reach counts over **4,5 millions users worldwide**.

Moreover, during Salone del Mobile, an on-site campaign involves the entire city of Milan and the Fair area. Thanks to over **50,000 distributed invitations, thousands of visitors meet in via Tortona 31 during that week**.



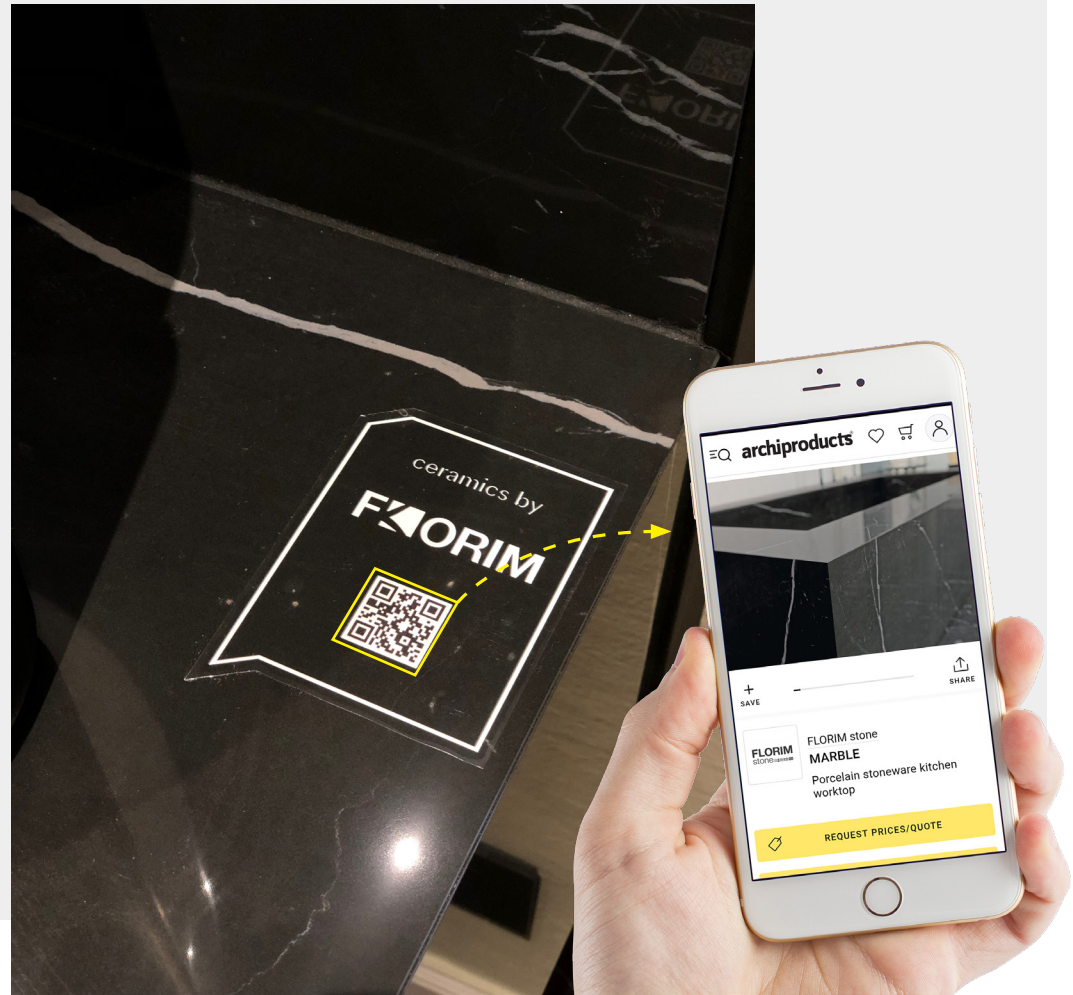
Choose an innovative concept to present your products

All the showcased objects are “connected” with the visitors, telling everything about themselves using digital tools.

How? Every object is connected to a QR code, which sends smartphones all the information about the brand and the designers, along with details about the colors and versions available.

If the product is available on the ecommerce platform, users will have access to the product sheet on Archiproducts Shop, featuring the object's price.

It's proximity marketing, but also Internet of things. It's the future of the ecommerce and retail projects, of home design itself, Architecture and Interior design.



The events during Fuorisalone

During the following days, thousands of visitors discover the project behind Via Tortona 31, interacting with products and brands, starting new professional relationships.

Every evening, from 9 pm, the location hosts events attended by thousands of guests. Among them, the international press, Architects, Designers and Brands. Star chefs exhibit in showcooking (like Felice Sgarra in 2016 and Enrico Bartolini in 2017, 2018 and 2019), providing tasty and amusing nights. All these events give the opportunity to start new professional collaborations.

During the 2017 edition, with a certain spirit of improvisation, “Duetti/ Duelli” animated some moments of the day with graphic performances where two designers face

each other on the same sheet, with some background jazz music. Graphic duets reproducing the creative moment, through a drawn dialogue. **Mario Bellini, Stefano Giovannoni, Paolo Rizzatto, Antonio Marras, Emilio Nanni, Marc Krusin, Atelier Biagetti,** are only some of the names involved.

A large number of recorded video interview explain the point of view of some of the most interesting designers of the hour (like Sebastian Herkner, Vincent Van Duysen, Marc Krusin, Marc Sadler, Toan Nguyen, etc.) on the project behind via Tortona 31.

DISCOVER THE EVENTS



What happens during the year?

Events 2016 / 2019:

PRESS RELEASES AND PRODUCT PRESENTATIONS

Some among the finest top Brands have chosen Archiproducts as the location for their latest collections and products presentations, as well as to meet clients, buyers, Architecture Studios, press and agents.

SHOOTINGS AND EXHIBITIONS

All year round, Via Tortona 31 gears up to host exhibitions and shootings for Brands and international magazines.

PRIVATE EVENTS

From breakfast meetings to business dinners curated by star chefs: Archiproducts Milano is the perfect venue for many private events.

TRAINING COURSES

Architects, Designers and Professionals meet in via Tortona 31 to attend training courses, workshops and professional meetings.

FASHION EVENTS

For the WHITE Show editions, Archiproducts Milano is the official location of the trade show in the Tortona Design District.

PARTNERSHIPS AND EVENTS

Archiproducts Milano teams up with international off-market partners for events mixing Design, Fashion, Tourism, Music and Sport.

READ THE NEWS



JANUARY – MARCH 2017

- Issey Miyake “Plantation” – Fashion event (Milano Fashion Week) – b2p
- Max Mara – Fashion event (Milano Fashion Week) – b2p
- Isabel Marant – Fashion event (Milano Fashion Week) – b2p
- Press days Edilportale + Made Expo (9 marzo 2017) – Night event – 2g/300p – b2p
- WS – Ecommerce – B2B – 8h/40p
- Archiproducts Milano Special Sale – 1st saturday “Design Desire!” 1g/100p – b2c b2p

APRIL 2017

- FUORISALONE MAXI EVENT – “AUGMENTED DESIGN” – 7g/15.000p
- Archiproducts Nights (invitation only, dinner) press, industry, architects 4g/600p – b2b
- Press meetings 4g/200p – b2p
- WS – Ecommerce – B2B – 8h/40p
- Archiproducts Milano Special Sale – 1st saturday “Design Desire!” 1g/100p – b2c b2p

MAY – DECEMBER 2017

- Ecommerce workshop – B2B – 3g/120p
- Social Media per il Design (Social Media for the Design Industry) workshop – B2B – 3g/120p
- Social Media per gli Architetti (Social Media for Architects) workshop – B2P – 3g/120p
- Archiproducts Milano Special Sale – 1st saturday “Design Desire!” 1g/100p – b2c b2p
- DesignINCinema (Talks) – 4h/30p – p2p
- Design City (Fall design Milano) – 1week (October 2017)
- Retail Design (From Design to Shop) – 4h/20p – b2b
- Archiproducts Design Awards 2017 GALA NIGHT – 4h/150p – b2b
- Archiproducts Milano Special Sale – 1st saturday “Design Desire!” 1g/100p – b2c b2p

JANUARY – JULY 2018

- NYX Private Party
- #Nikereact event
 - Viaggi di Architettura + PerDormire - a day in the Italian design district
 - Chicca Lualdi's Fashion Show
 - Workshop Rethink Daylight - Velux
 - DNArt ComCondominium
 - FUORISALONE MAXI EVENT - The Design Experience 2018
 - OpenHouse Milano
 - Futurebarry New Way
 - Slamp shooting

- Nike “Run and Architecture” - featuring the Flying Girls crew
- Archiseller workshop

AUGUST – DECEMBER 2018

- K-array pop-up Academy
- ARTISTRY Studio Launch
- Workshop Rethink Daylight - Velux
- WHITE Show 2018 - Fiorucci & A.F. Vandevorst pop-up stores, The Belgian Focus, Modefabriek
- Amway Press day
- Susanna Camporeale Tour
- Conf Export Fashion show
- Nital Oregon Scientific Press day
- Velux workshop
- Edilportale workshop
- RCB srl workshop
- Amazon Press day
- Velux Video
- Fendi Brainstorming
- Fossil Press day
- Archiseller Conference
- L'oreal conference

JANUARY - DECEMBER 2019

- Messe Frankfurt Press day
- White Fashion Show February edition
- Chicca Lualdi - Fashion Shooting
- RCS Media Group - Shooting for Style Magazine
- Nital - iRobot Press Day
- FUORISALONE MAXI EVENT - The Design Experience 2019
- OpenHouse Milano 2019
- Velux workshop
- Miniforms Shooting
- Olimpia Splendid Press day
- Bticino Living Now Press Day
- Bticino Living Now Mornings for architects
- White Fashion Show September edition
- Velux Press day Blogger
- Inventa TRO Press Day



Showcase your products at Archiproducts Milano

Choose your favourite option (“Room” or “Product Placement”) and showcase your products during Fuorisalone!

Get qualified leads, distribute branded information material, boost your visibility on the web and reach the greatest professional community with a tailored social media campaign.

Archiproducts will be your personal “touchpoint” in Milano, every moment of the year!

1 — Room

Furnish your room

By choosing the “Room” option, the brand can pick a single room of the building to **showcase its products and create its own setup**. It's the perfect chance to present the product range of a Brand, since it's possible to furnish the space with complementary products (tables, chairs, libraries, accessories, etc.) and different finishes.

The room becomes a real touchpoint for the Brand during the entire year. A place where it's possible to meet clients, Architects and buyers and show a selection of products.

The set up is curated by the Archiproducts team, in order to make it coherent with the general concept and efficient both as an exhibition both as a strategic meeting occasion: during the period of Salone del Mobile the space becomes a path to discover products and trends and later, when the fair finishes, the products can be used by professionals as agreed before with the Archiproducts team.

The set up is completed using products coming from complementary brands - like decorations, paintings, wallpapers, lighting, etc. - selected by the Archiproducts team and the Archiproducts Milano partners.

It's possible to set up a Room in co-branding with the firms sharing a project.

Contact us for a customized offer!

SEE MORE PICTURES



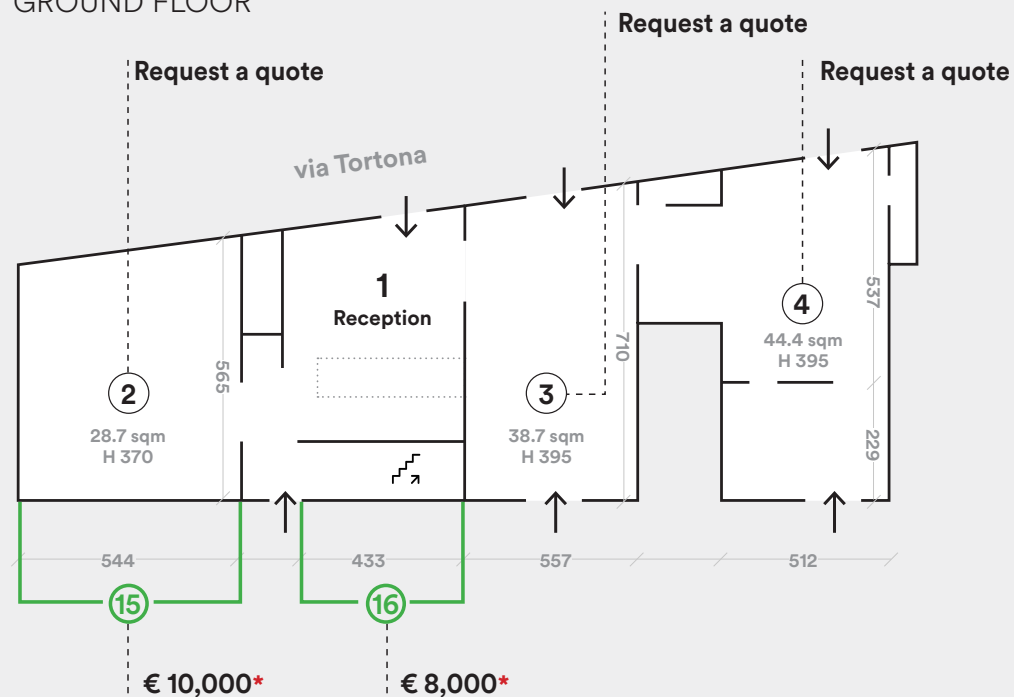
SP01



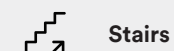
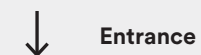
FreiFrau + Meisterwerke



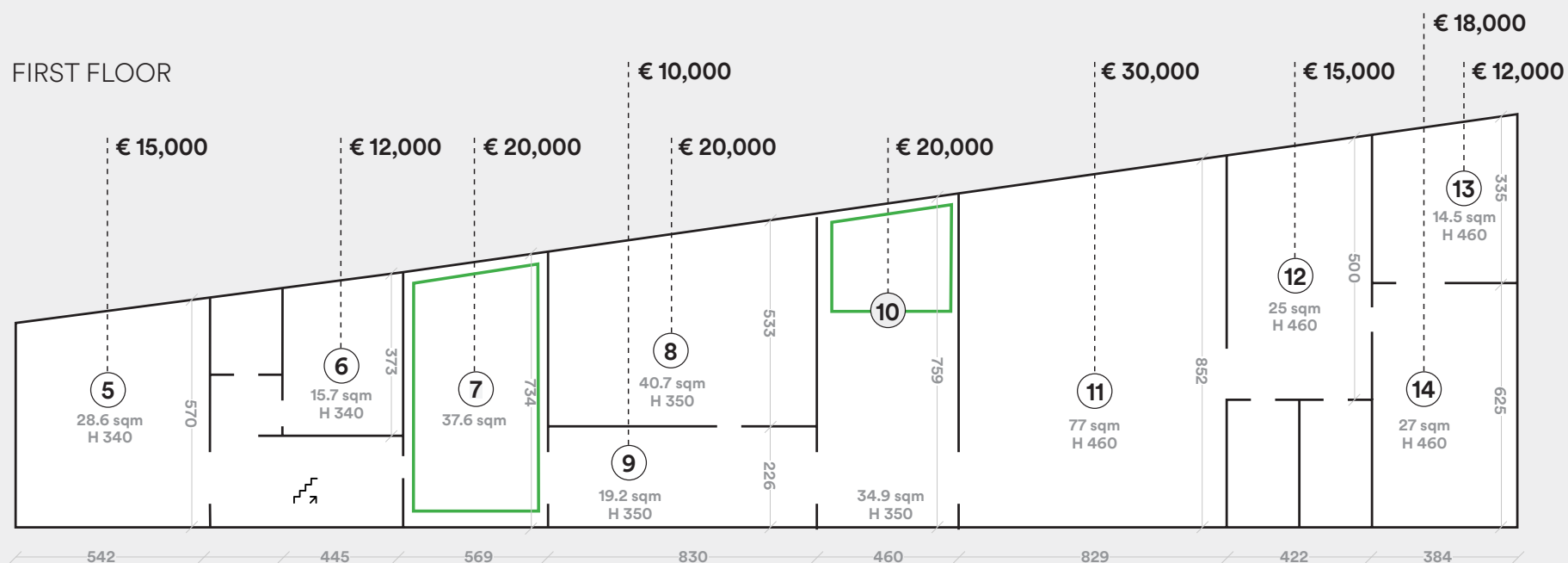
GROUND FLOOR



Legenda



FIRST FLOOR



2 — Product Placement

Frame your products in the project

[SEE MORE PICTURES](#)

The “Product placement” option is particularly indicated for lighting, decor, accessories, audio-video devices and comfort, materials and technical products, services, food and beverage, which might be included also in the temporary showrooms.

Brands choosing this option will have the chance both to **showcase their products in the location and be part of the communication campaign during the Salone del Mobile and the rest of the year.** investing an affordable amount of money, compared with the great visibility and the qualified leads of visitors offered.

The quantity, the finishes, the colors and the position of the products are agreed with the Archiproducts team, in order to maximize the visibility and to keep a certain coherence with the project.

from 10,000 to 15,000 €

depending on the type, the dimension, the quantity and the position of the products displayed

Contact us for a customized offer!

101 Copenhagen, Wagner Living, Vetreria Vistosi, Desalto



CEDIT, Paola Paronetto, Objet Architectureaux



Services reserved to partners

QUALIFIED LEADS

→ Partners will be given a list of qualified visitors, registered at the location during the week of fuorisalone (over 10,000, featuring datas, qualification and email address)

MENTION IN DIGITAL CATALOGUE

→ Inclusion of the brand in Archiproducts Milano digital catalogue, featuring the logo and the products images linked to product sheets.

OFFLINE COMMUNICATION

→ Our team will design a graphic for the brand and its product, with the purpose of highlighting its presence at Archiproducts Milano. Each product is connected to the product sheet on the Archiproducts ecommerce platform thanks to a specific QR code.

DISCOVER THE 2019 EDITION



DISTRIBUTION OF INFORMATION MATERIAL

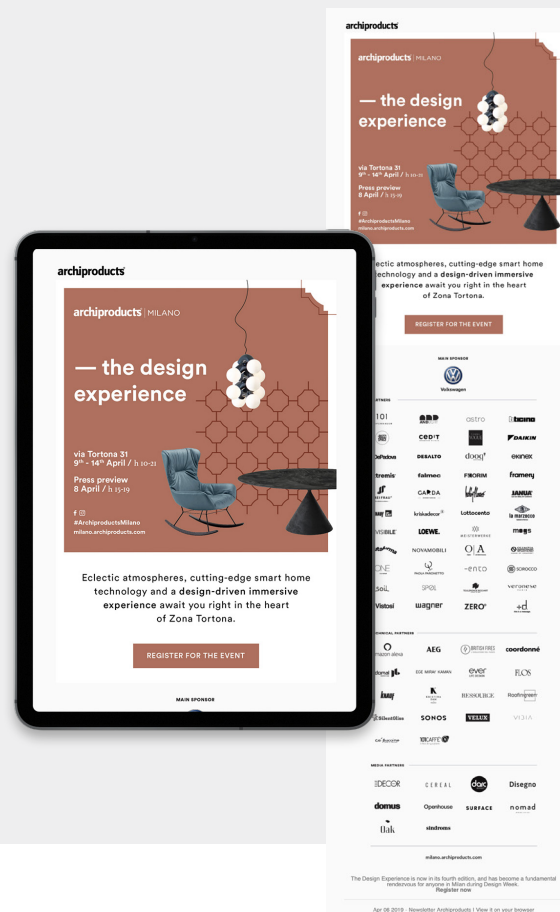
→ Distribution of information material at Archiproducts Milano, choosing among the following options: postcard (2,000 pieces), catalogue size A4 100 pg. (max 500 pieces)



WEB COMMUNICATION

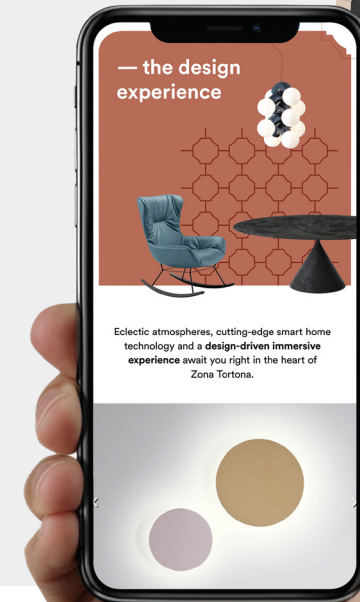
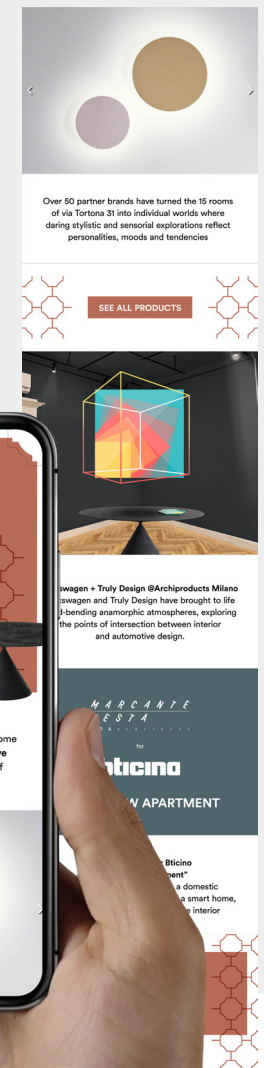
→ logo and link featured in the Archiproducts Milano newsletters, sent to registered qualified users

→ logo and link on the website milano.archiproducts.com



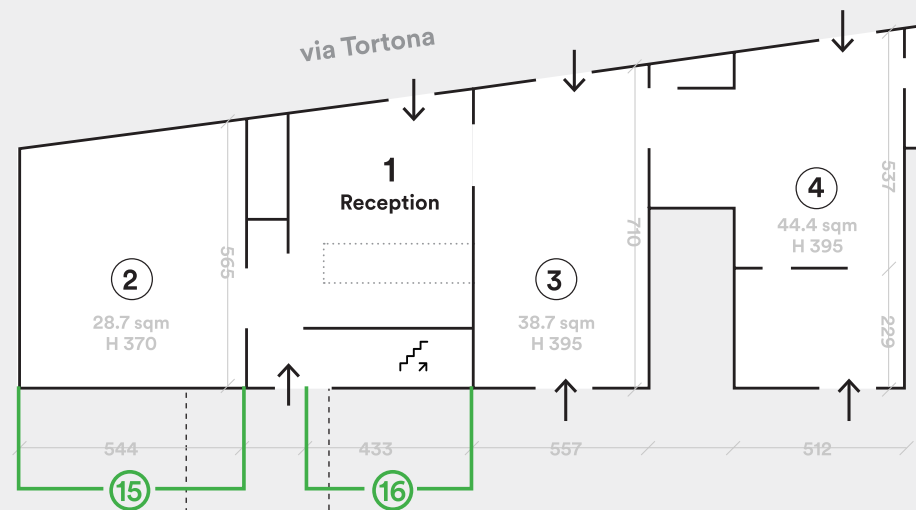
SOCIAL COMMUNICATION

→ 2 branded posts (1 on Facebook and 1 on Instagram @ArchiproductsMilano fanbase)



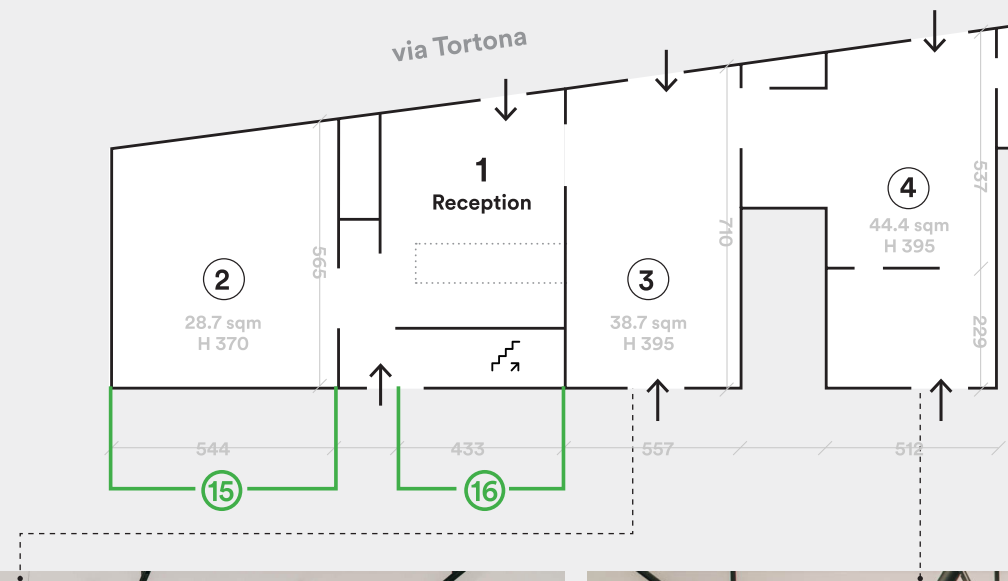
Gallery — The rooms

Ground floor



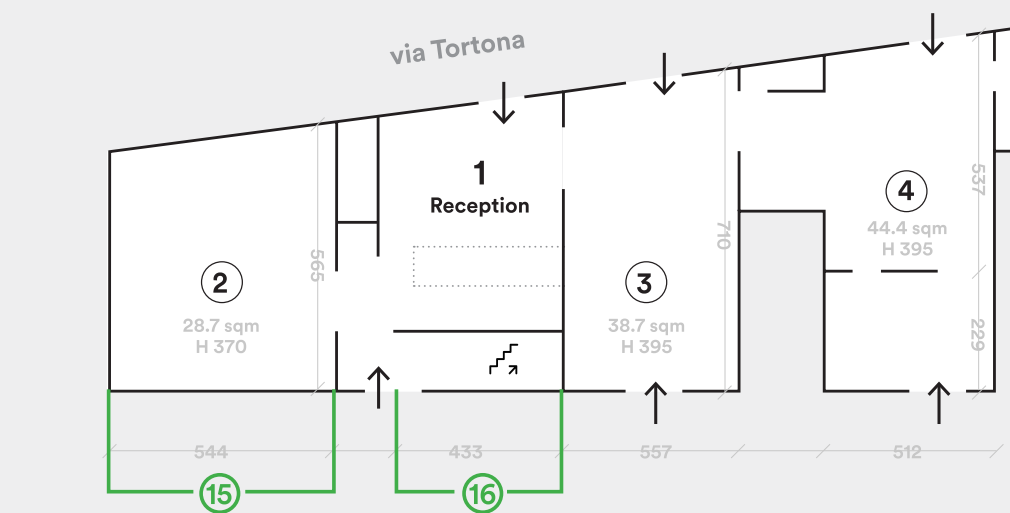
Gallery — The rooms

Ground floor



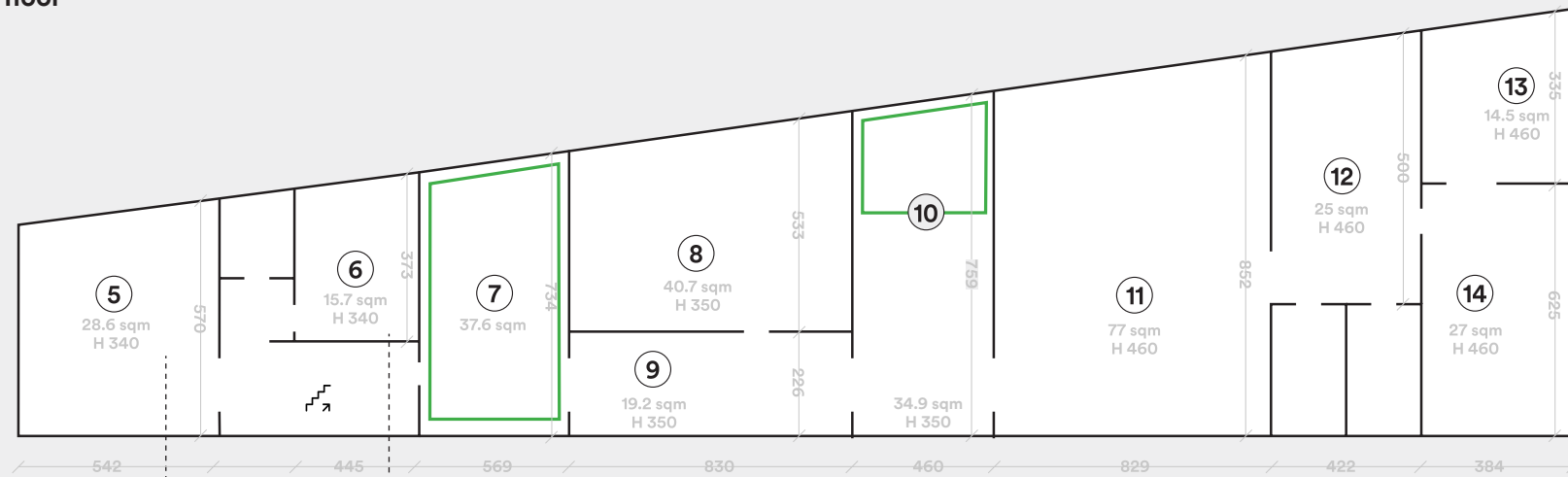
Gallery — The rooms

Ground floor



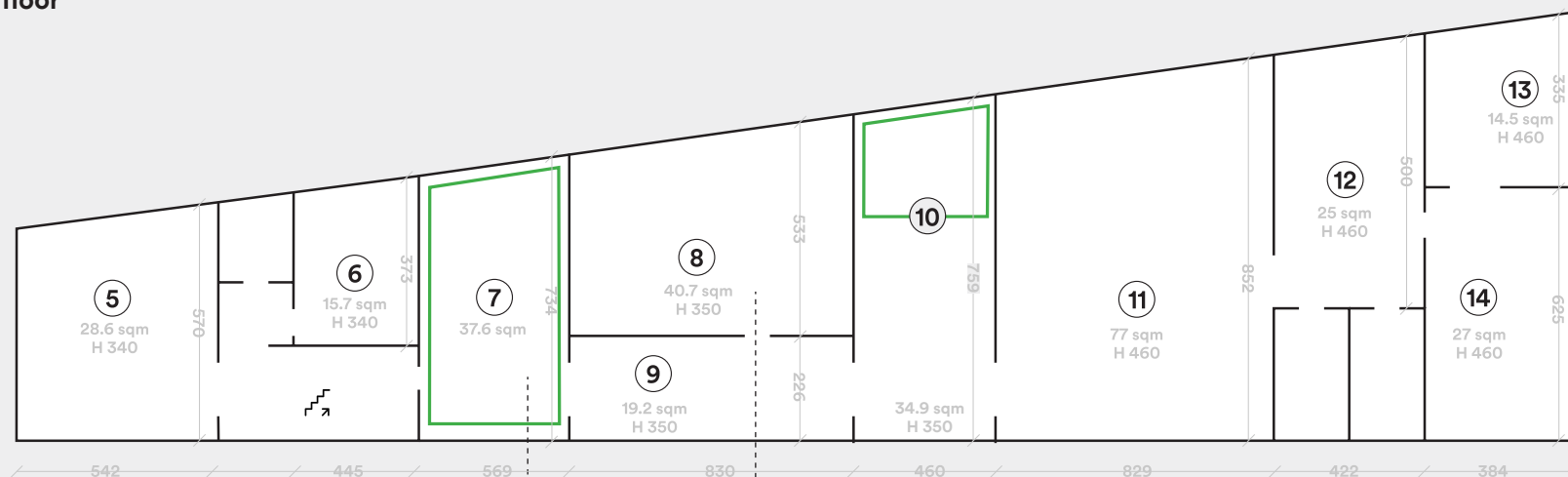
Gallery — The rooms

First floor



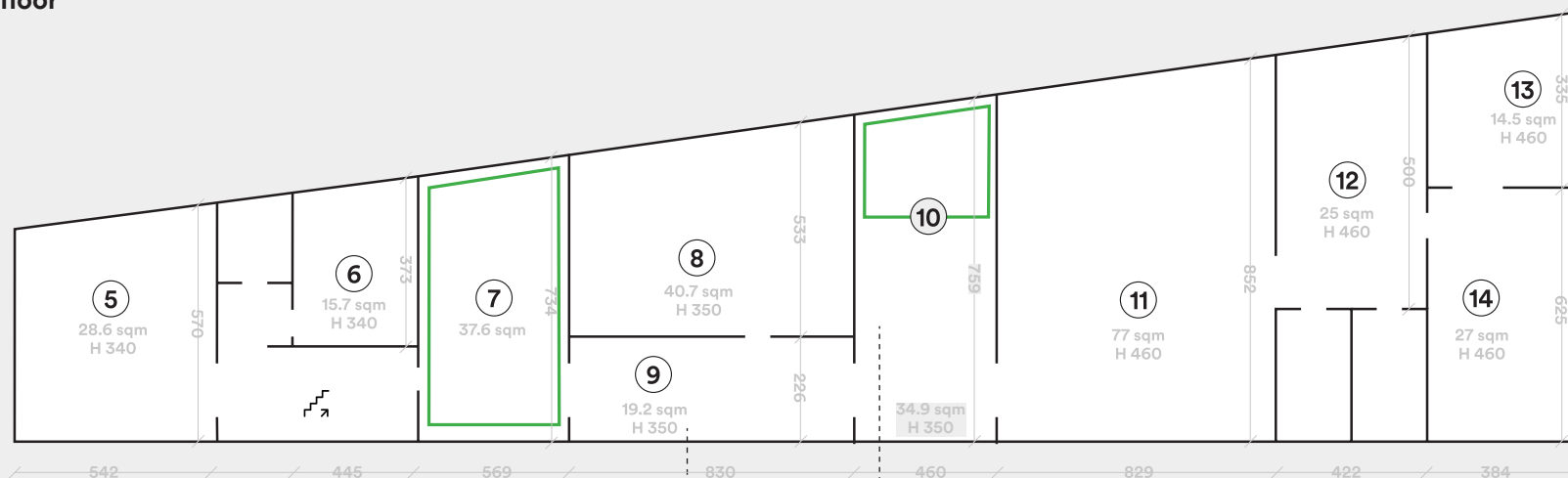
Gallery — The rooms

First floor



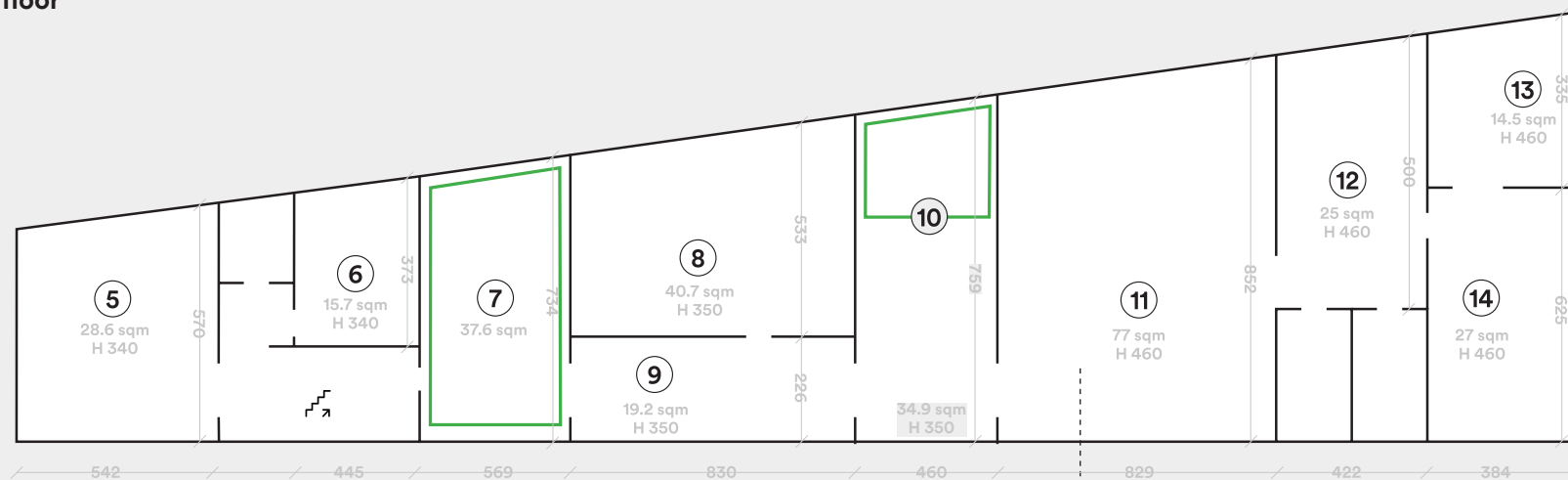
Gallery — The rooms

First floor

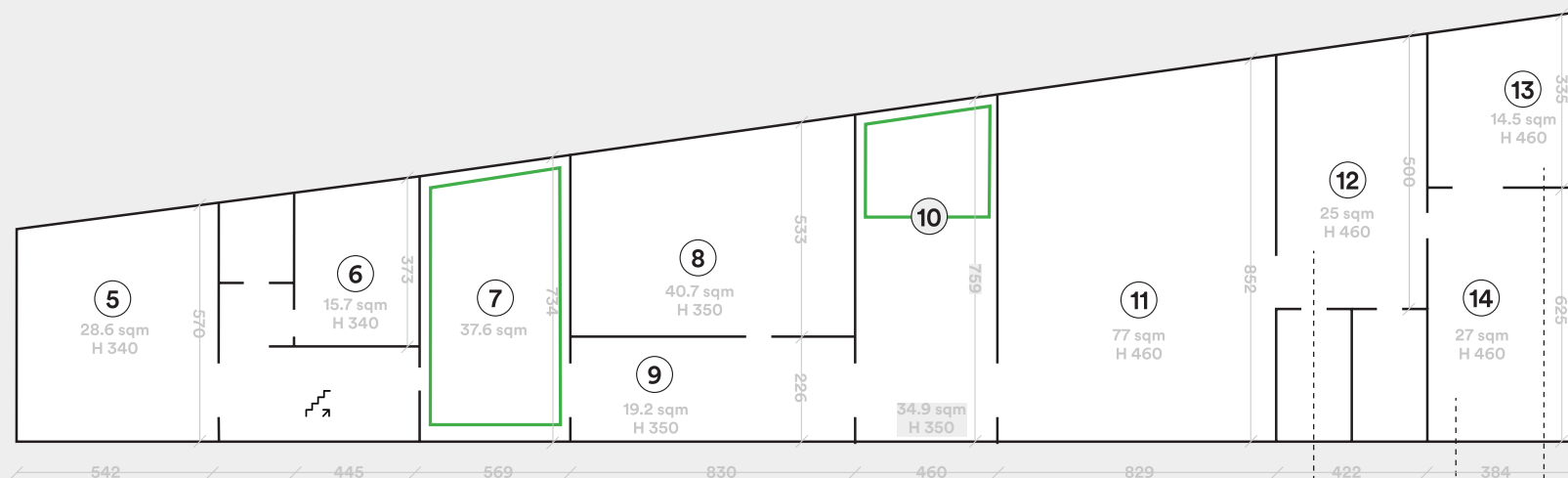


Gallery — The rooms

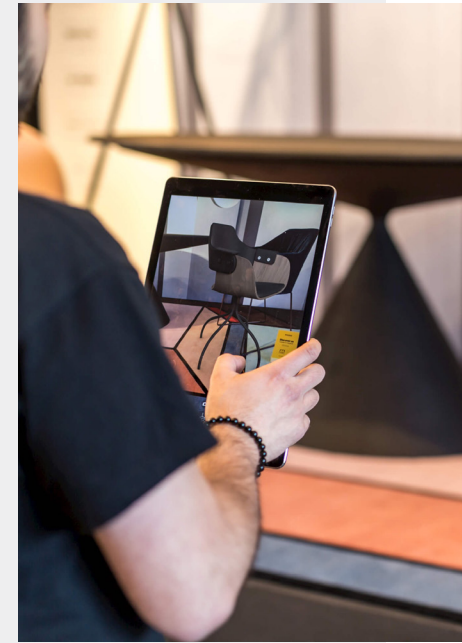
First floor



Gallery — The rooms



Gallery



Gallery



Gallery



Gallery



Gallery



Gallery



Partner 2018

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HORM | CASAMANIA

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LES JARDINS
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GOODBYE BADS

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DEPUIS 1966

hobbyflower

SPOL

Tarkett

texturae

THONET

VIZIA

VOLKER HAUG Studio

+d.
this is a message.

in toto Montréal a Milano

ATELIER
ZÉBULON
PERRON

CLASTE

J. J. J.

Foraine

ELI DECOR

CEREAL

Disegno

domus

lambert&fils

maison
milan

PASCALE GIRARDIN

KINFOLK

Openhouse

SURFACE

WOTH
wonderful things

TECHNICAL PARTNERS

AEG

AnZa.

British Fires
L'evoluzione del Fuoco

CANTELE

K
KRISTINA
DAM
Studio

kriskadecor®

KNAUF

LINVISIBLE®

CAPAROL
ICONS
BLOCCO PIRELLAever
LIFE DESIGNFILE
UNDER
POP®ideal
WORK
innovative surfacesMartin Design
PRODOTTORE FURNITURE SUDAMERICAOIKOS
colore e materia per l'architettura

sayduck

SURFACE

Tivoli Audio®

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vifa

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Libri di scegliere

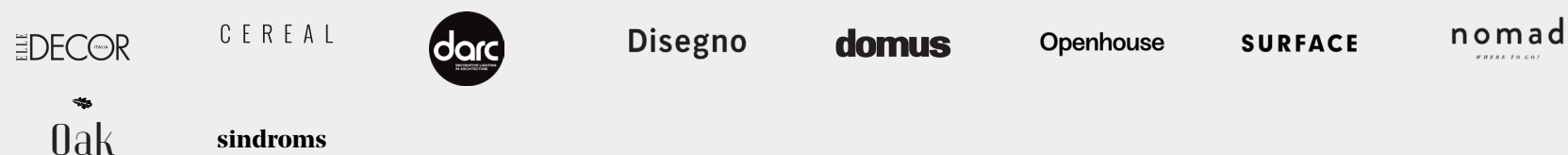
Partner 2019



TECHNICAL PARTNERS



MEDIA PARTNERS



visit milano.archiproducts.com
and contact us at sales@archiproducts.com
to receive information or to ask for a customized offer



Keeping The Balance For Over 150 Years



leaf
designed by o-ooo