

DESIGN PRIDE 2017

THE STREET PARADE OF
MILAN DESIGN WEEK

APRIL 5TH
6.00 PM



DESIGN PRIDE WAS BORN IN **2016**
DURING THE EXHIBITION
"**SALONE DEL MOBILE**" IN MILAN.



IN 2017



THE IDEA CAME FROM THE FORWARD-THINKING DESIGN BRAND SELETTI. FROM THIS YEAR ALSO WUNDERKAMMER, A NO-PROFIT ASSOCIATION, AND YOOX, THE WORLD'S LEADING ONLINE LIFESTYLE STORE, ARE JOINING THE DEMONSTRATION.



SELETTI



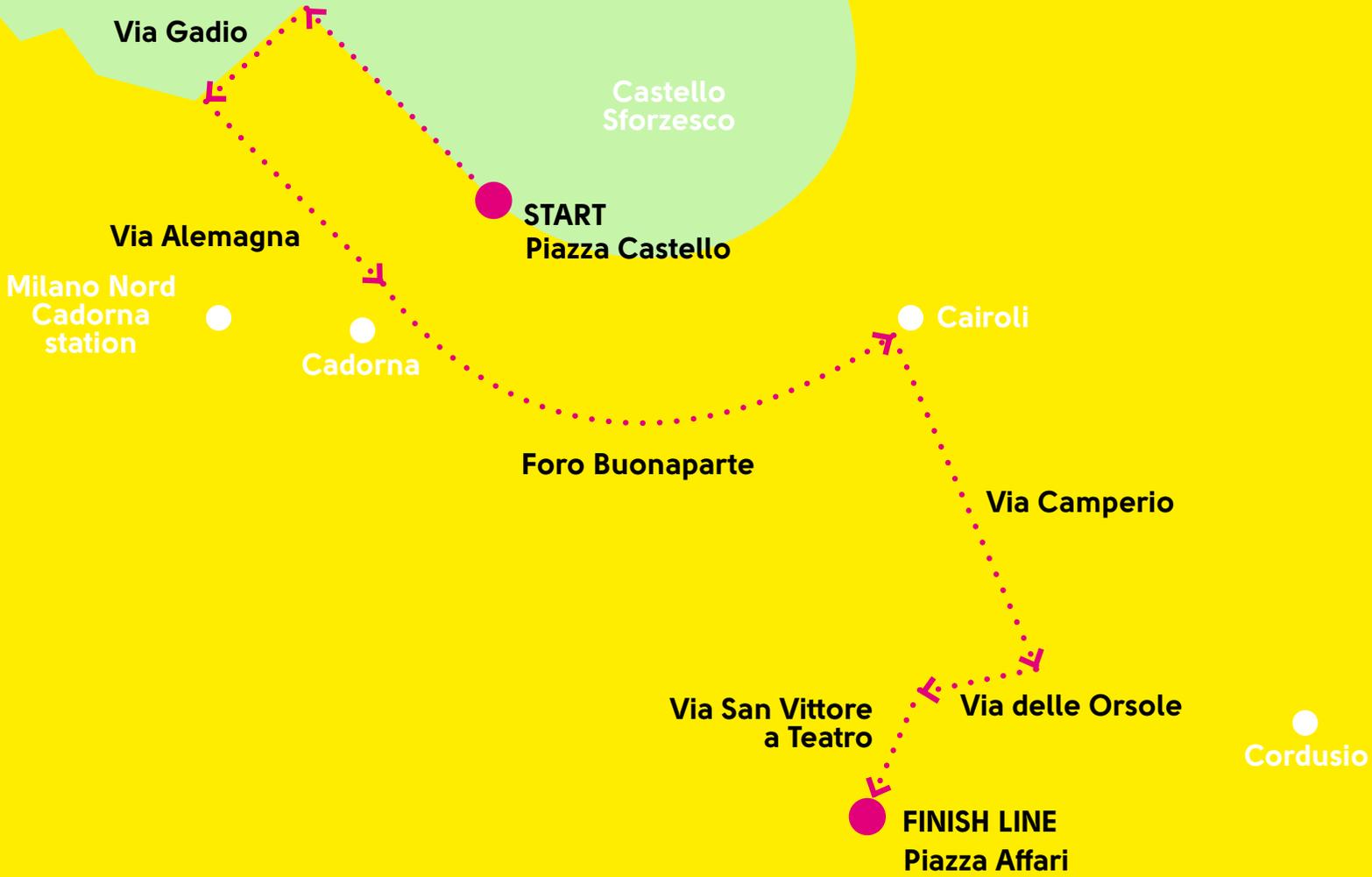
YOOX



A **STREET PARADE** THAT
CROWDS ALL THE STREETS
OF THE CITY.

**DESIGNERS AND
STUDENTS FROM
ALL OVER THE WORLD
EXHIBIT ARTISTIC
PROJECTS BASED
ON THE THEME
OF THEIR ORIGIN
COUNTRIES' CRAFT
TRADITIONS.**





THE ROUTE



**THE COMPETITORS
CAN TAKE PART
IN THE DESIGN
PRIDE ALONE OR
IN TEAMS.**

**COMPANIES CAN
SUPPORT THE PARADE
AS MAIN PARTNERS,
BRAND PARTNERS
AND MEDIA PARTNERS.**





IN 2016 WE INVOLVED PARTNERS
LIKE **PEPSI, GUFAM, DISARONNO,**
TOILETPAPER, RADIODEEJAY, TEMPO
AND **WALLPAPER.**

**IN 2017 RADIO DEEJAY
WILL BE WITH US AND THE
PROJECT WILL EXPAND:
IN APRIL IT WILL BE IN
MILAN, IN DECEMBER IN
MIAMI AND THEN IN EVERY
LOCATION, WHERE THE
MOST IMPORTANT DESIGN
FESTIVALS TAKE PLACE.**





#EVOLUTION

ARKEODYNAMIC



EVERY DESIGNER BRINGS THE
PROJECTED OBJECT WITH HIM/HER
**INSIDE A TRANSPARENT CAP PROVIDED
WITH SOUND DIFFUSERS.**



**THE TRANSPARENT CAP
OR THE CABINET PROVIDED
WITH SOUND DIFFUSERS
HAS THE PURPOSE OF
SHOWING AND VALUING
THE PROJECTED OBJECT
DURING THE PARADE.**

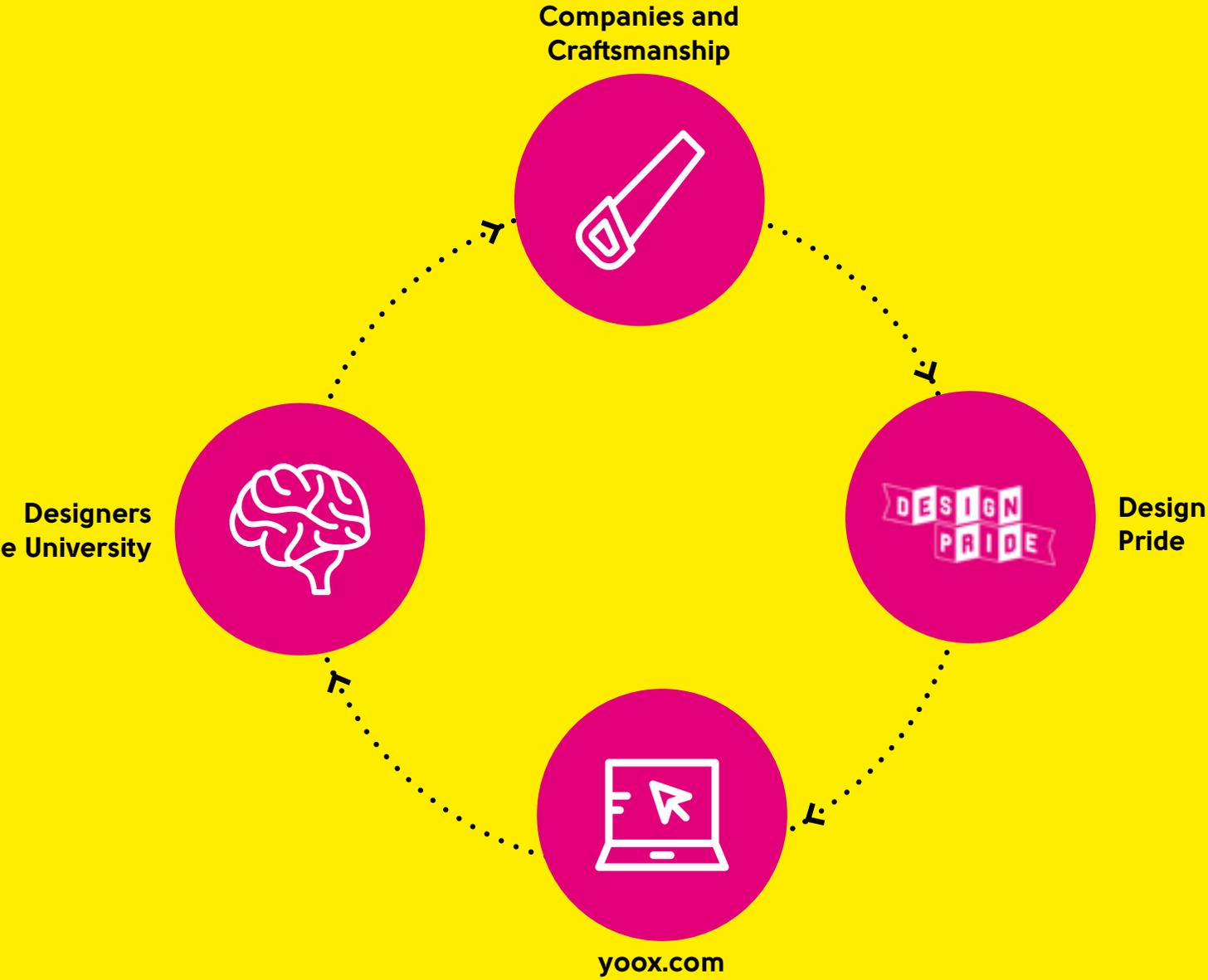




#EVOLUTION

**AIMING AT THE
COMMUNICATION
BETWEEN DESIGNERS,
STUDENTS,
UNIVERSITIES
AND COMPANIES
BY BECOMING A
PLATFORM ABLE
TO SHOW THE
POSITIVE SIDE OF
GLOBALIZATION.**







**A VIRTUOUS CIRCLE
THAN ENDS WITH
THE REAL POSSIBILITY
OF DISTRIBUTION
THANKS TO YOOX'S
INVOLVEMENT.**

STARTING FROM THE END OF 2017
THE **CHOSEN PRODUCTS WILL BE SOLD**
WITH A **ROYALTIES** POLITIC FOR THE
DESIGNERS AND AN **EVIDENT PROFIT**
FOR THE LOCAL ARTISANS.





#VISIBILITY

PRESS

A **DEDICATED PRESS OFFICE** WILL DEAL WITH GAINING THE **MAXIMUM VISIBILITY** ON THE MOST IMPORTANT ONLINE AND OFFLINE NEWSPAPERS.

+100 ITALIAN AND INTERNATIONAL PUBLISHING IN 2016





#VISIBILITY

SOCIAL MEDIA

A **FACEBOOK** PAGE AND AN **INSTAGRAM** PROFILE WILL **SUPERVISE LIVE** THE PARADE.



6,4 K VISUALIZATIONS





**WE BELIEVE IN
IT AND SEE US
ON APRIL, 5TH
FROM 6.00 PM**



FOR FURTHER INFORMATION
DESIGNPRIDE.ORG

SELETTI



YOOX

