



# ALPHA DISTRICT

GENERAL PRESENTATION  
MILANO DESIGN WEEK  
05-10 SEPTEMBER 2021



**THE YOUNGEST  
AND LARGEST  
DISTRICT  
OF THE  
FUORISALONE.**

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# ABOUT.

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## **A NEW REFERENCE POINT IN THE INTERNATIONAL DESIGN CIRCUIT IN MILAN**

Alpha District arose from the desire to redeem a multi-faceted urban area that has the potential to become a point of connection, sharing and culture through design-related initiatives. It's a project contributing to the territory, preserving the historical memory linked to the industrial vocation of the twentieth-century district - which has left no trace in the present - connecting it with the contemporary through the movement.

## **A STRATEGIC NETWORK OF SKILLS AT THE SERVICE OF THE TERRITORY AND COMPANIES**

Alpha District arises to create a network between the realities in the area and to promote commercial and cultural activities through a model of strategic development. Alpha District aims to implement the cultural, economic and social heritage that distinguishes the district.

## **TRANSVERSAL SERVICES FOR THE TERRITORY AND THE BUSINESS REALITIES**

The Alpha District project is active in different areas and offers services dedicated to the territory, but also companies in terms of strategic and creative consulting. To support exhibition and promotion operations during Design Week, Alpha District offers a consultancy and location search service.

**PLACES OF INTEREST**

- Piazza Gino Valle
- Parco Monte Stella
- Garage Italia
- G. Catozzi Sports Centre
- Nazionale shooting gallery
- Allianz Cloud
- Tennis Club Alberto Bonacossa
- USA Consulate
- Casa Milan museum
- Fieramilanocity
- Deposito mele
- Il sole 24 ore

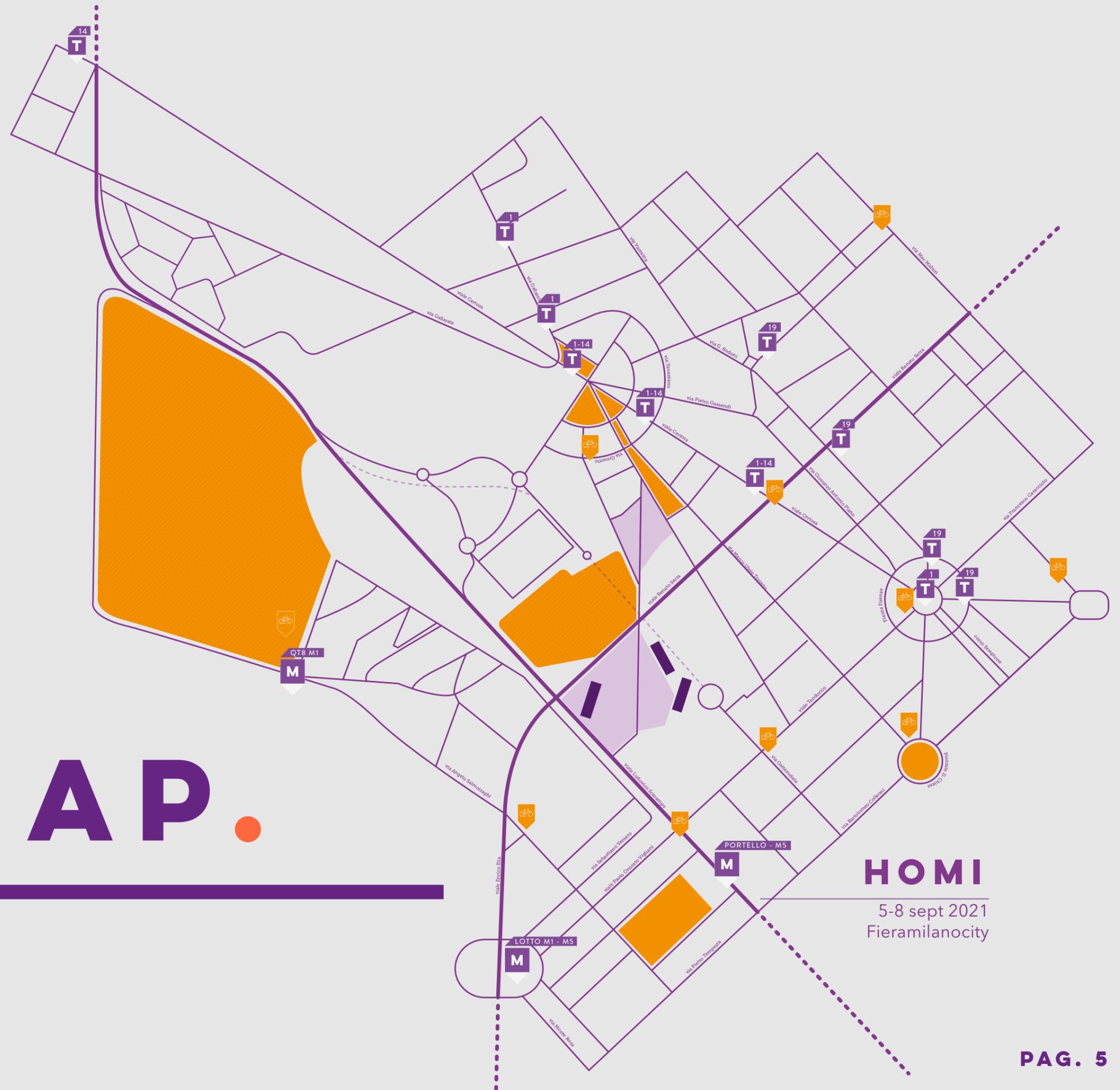
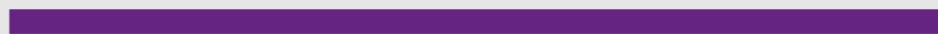
**AUTOMOTIVE SHOW ROOMS**

- Citroen
- Peugeot
- Land rover
- Jaguar
- Fiat
- Lamborghini
- Giuliani Auto
- Renault
- Toyota
- Lamborghini
- Yamaha
- Ducati
- Aston Martin

**RESTAURANTS SERVICES**

- Garage Italia
- Unico Milano
- Picanhas Churrascaria
- Casa Milan Bistrot
- Spazio Sampa
- Al Valentino
- Noi Pesce
- Sa Mesa
- Innocenti evasioni

**MAP.**



**HOMI**

5-8 sept 2021  
Fieramilanocity

# VALUES.

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## DISTRICT

The main asset will be the district itself, which will become an **open-air exhibition space**. The study of the territory, its history, its particularities and its future developments were, in fact, the starting point of Alpha District. Therefore, the district will be one of the great protagonists of the event, having the goal of promoting synergies and initiatives that create a new sense of belonging and community within the area.

## DESIGN

The design will be the other great protagonist of Alpha District, linking the transversality of the various projects and the actors involved like a fil-rouge. A **design for everyone**; a design that capitalizes on the craftsmanship and local heritage of designers and producers; an experiential design that uses an 'interactive' approach, namely, making design a tool that sparks an interaction between the installations, the public and the territory. The event will give rise to a **large collective exhibition** - made up of stories, installations and products - told by FORO Studio's storytelling design.

## INCLUSION

The intention is to go beyond the more institutional locations, **to make design a content of all and for all**, and at the same time capable of stimulating critical thinking. Hence the idea of making the **works usable around the clock**, available to the city at any time of the day, and of giving space within the installations to social and highly topical content.

## MOTION

Another keyword of Alpha District is related to movement. Movement as a reference to the memory of the neighbourhood historically linked to the **automotive** world, and as a reference to a constantly evolving city, which moves out from the centre towards new rapidly evolving areas. But that is not all. Within the district, Alpha District will promote **sustainable mobility** - such as sharing and electric motors - and the use of movement itself as a source of energy, through the use of dynamos.

# ART DIRECTION.

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The creative direction has been entrusted to **FORO Studio**, which will not only follow the curation of Alpha District but - thanks to its design approach and its **multidisciplinary expertise** - also the supervision of the exhibits, ensuring the project has a strong stylistic and aesthetic coherence. For Alpha District, FORO Studio has envisioned a design that invites interaction, and that arouses amazement and curiosity, leaving the public to interpret its message.

## ABOUT FORO STUDIO

FORO Studio was founded in 2014 in Milan. Since then it deals with architecture, interior design and brand identity, product design and graphics. The studio, composed by Fabio Romenici, Salvatore Ponzo, Alessandro Pennesi and Giuseppe Ponzo, is **an ensemble of architects and designers**: four professionals specialized in different fields that complement each other by combining their skills in a multidisciplinary approach. Among the clients of the firm, there are some important realities of the design world including Parah, Maryling, Westwing Italia, Chivas, Magistretti Foundation and Aoyama Design Forum. Over the years, FORO Studio has been awarded of **prestigious international awards** and recognitions, including the IF Design Award 2019, the German Design Awards 2019, the BIGSEE Interior Design Award 2019, and the Archilovers Best Project 2018.

[WWW.FOROSTUDIO.COM](http://WWW.FOROSTUDIO.COM)



# EVENT MANAGEMENT.

Alpha District, thanks to a dedicated team, offers **consulting services for the planning and production of events** within the district, evaluating solutions also looking at the new social and digital scenarios.

In the management of an event, Alpha District takes care of every process including logistics management and set-up, space design and visual graphics, perfectly reflecting what the event must communicate while never losing sight of all the production and communication aspects.

**For further information please contact:**

email: [events@alphadistrict.it](mailto:events@alphadistrict.it)





# DESIGN WEEK



# DESIGN WEEK.

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## THE MOST IMPORTANT MILANESE COLLECTIVE EVENT OF THE YEAR

Design Week or Fuorisalone does not have a precise geographical location: design has spread throughout the city of Milan, with it also the connected places of interest. The Fuorisalone is a fundamental strategic period for promotion, not only for companies operating in the furniture and design sector but for all companies operating in many related fields, including automotive, technology, telecommunications, art, fashion and food.

## A SECTOR ACTIVITY IN EXPONENTIAL GROWTH

In the 2019 edition, 434K visitors were registered at the fair. In its totality, the Fuorisalone in the city involves about 23K companies, 154K employees in an economic sector with a total value of 350Mio Euro. Due to its particularly favourable position for the exchange between the fair in Rho and the city districts, 87% of the hotels in the Alpha District (Portello/Fiera Milano City area) are occupied by design employees during Design Week.

## WITH THE PATRONAGE OF THE MUNICIPALITY OF MILAN



# NUMBERS.

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<b>250 K</b>	<b>VISITORS @BRERA</b>
<b>90 K</b>	<b>ADMITTANCES @SUPER STUDIO</b>
<b>26 K</b>	<b>ADMITTANCES @BASE</b>
<b>55 K</b>	<b>VISITORS @VENTURA</b>
<b>40 K</b>	<b>VISITORS @AUDI CITY LAB</b>

## HOMI AND SALONE DEL MOBILE TOGETHER FOR THE FIRST TIME

HOMI, the **Lifestyle Exhibition, entirely dedicated to the world of the living and home decoration**, lands to Alpha District and will take place in coincidence with the Salone del Mobile and the Milano Design Week. **From 5 to 8 September 2021 the Fieramilanocity and Mico facilities -facing Piazza Gino Valle - will host the event.**

**94,000 operators visited HOMI during its last edition** to see the new proposals from the **1150 exhibitors**. Even on social media, this exhibition had a good performance, with an increasingly keen interest of followers, who generated an **engagement of 58,000 interactions** during the four days of the event.

# INTERACTIONS.

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**300MIO** IMPRESSION ONLINE

**8,3MIO** TRANSFERS WITHIN THE CITY

# OTHER WEEKS.

Alpha District is the promoter of the locations within the district. Alpha District acts as a bridge between the owners of the spaces and people who are interested in exhibiting; both during Design Week and other weekends sponsored by the City of Milan.

Alpha District is an **active district all year round**.

**Milano Fashion Week**

**Milano Museo City**

**Milano Digital Week**

**Milano Art Week**

**Milano Design Week**

**Milano Piano City**

**Milano Food City**

**Milano Arch City**

**Milano Photo Week**

**Milano Green Week**

**Milano Movie Week**

**Milano Calcio City**

**Milano Bike City**

**Milano Pet Week**

**Milano Montagna Week**

**Milano Fall Design City**

**Milano Book City**

**Milano Music Week**



PATROCINIO  
Comune di  
Milano



# #BEALPHA

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Alpha District is open to companies and design insiders from all over the world, with projects and partnerships of different types and customizable according to individual needs:

## RESIDENT Local Realities

For all the **realities present in the Alpha District** area that want to join the project.

## EXECUTIVE Main Sponsor

For all the **realities that intend to promote their brand** following a targeted and strategic operational and communication plan, with a 360° visibility within Alpha District.

## EXHIBITOR Company/Designer

For **creatives from all over the world** who wish to participate as exhibitors/designers and organize a dedicated event or exhibition.

## OPERATIVE Technical sponsor

For all the **realities that want to join the district through different visibility options**, providing services and products that contribute to the support and technical implementation of the Alpha District system

MILANO  
DESIGN  
WEEK.

ALPHA DISTRICT



5-10  
SEPT  
2021.



WWW.ALPHADISTRICT.IT

# HOW WE DO.

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## AREA

Alpha District wants to boost an area full of potential, creating a cohesive community within it, yet open to change and evolution in the district.

## PLAYERS INVOLVED

The project aims to promote the players involved, through the initiatives and activities put in place by Alpha District, giving them the chance to create **tailor-made solutions** according to their individual needs.

## INSTALLATIONS

The exhibition runs along a precise route between **site-specific installations and landmarks that will involve public and private spaces** open to the audience for the occasion, seamlessly linking the district's outdoor places and locations. Thanks to FORO Studio's creative direction and its design skills, Alpha District also offers the chance to study **ad hoc installations** with the aim of ensuring stylistic and aesthetic consistency between the installations.



# CONNECTIONS.

Located along the road that connects FieraMilanoCity directly with the fairgrounds of Rho, the district boasts a dense network of links:

**M1 - LOTTO**

**M5 - PORTELLO, LOTTO**

**TRAM - 1, 12, 14, 19**

**BUS - 43, 57, 90, 91**



# COMMUNICATION.

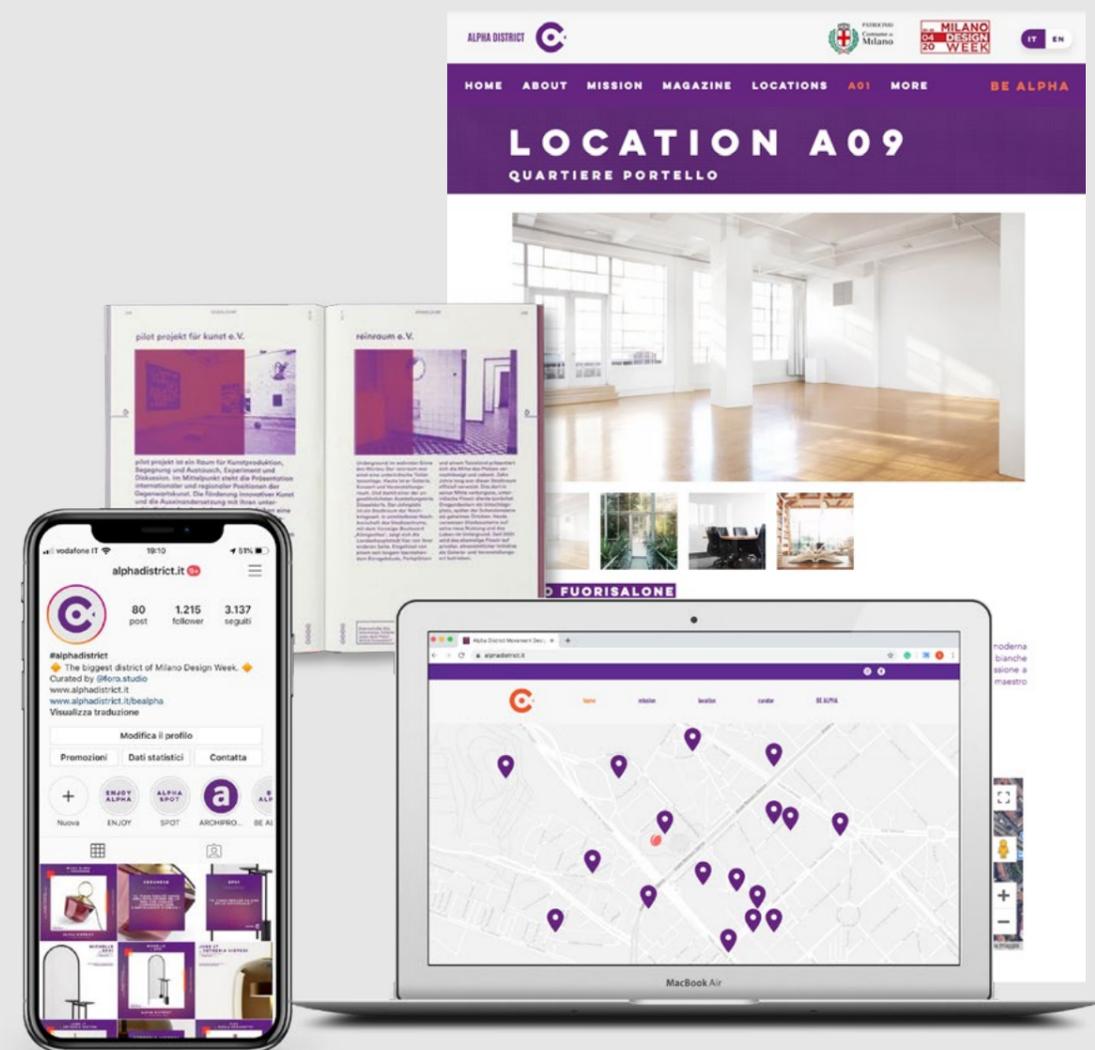
Alpha District relies on an **integrated network of communication tools** that aim to bring visibility through multiple channels.

The **website** is the hub for the retrieval of all information regarding the district. In addition to a **magazine** dedicated to news and themes of lifestyle, culture, architecture, there are monographic articles dedicated to exhibitors who actively participate in the events. Here - during the events - there will also be a **digital map** showing places of interest, exhibitions, temporary events and services available in the area. At the same time, the **social media channels** - Instagram and Facebook - act as a sounding board for the website to communicate all the most interesting content.

Also, online, exhibitors and events will be included in the official Fuorisalone circuit through the **Fuori Salone website**.

Offline institutional communication to the Italian and foreign press is entrusted to a press office that not only has the task of promoting the district but also the actors involved in exhibitions and events.

**10,000 printed catalogues** will be distributed throughout the area, which can be found at info points and in the main event venues, while a series of **QR codes** posted at the main transit points will refer to online content, thus offering easy access to maps and in-depth information.



# TOOLS.

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OFFICIAL WEB SITE

ONLINE MAPS

SOCIAL

PRESS OFFICE

FUORISALONE.IT

EVENTS CATALOGUE

URBAN SIGNAGE

OFFLINE COMMUNICATION

# SOCIAL COMMITMENT.

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The concept of Alpha District looks to the exchange of different experiences and ideas, which, being in touch with each other, evolve into something increasingly stimulating, generating change and continuous development. For this reason, we consider of fundamental importance the **connection between urban spaces and the people who live those spaces**, a total involvement between places and resources of the territory that work together towards common goals, towards a **cultural heritage** able to enhance the district.

In this period of health emergency Alpha District continues to pursue its four foundations: **district, design, inclusion, and motion** thanks to the exploitation of the urban part of the district: an **open-air exhibition** space that allows the organisation of inclusive events, open 24 hours a day and in full **respect of social distancing**.

Alpha District aims to help those who wish to express themselves on a cultural and creative level, making the spaces available for the organisation of exhibitions and events in total safety. It is a way to encourage people to face a difficult moment and **support those who work in the promotion of culture**.

The starting point is a reactivation and an incentive for the well-being of the community, which will allow continuing to **express itself and "make culture"** since culture is a fundamental resource from a social point of view.

# PARTNERS.

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# CONTACTS.

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**CAN'T WAIT  
TO MEET YOU.**