



Milano
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al 10.09.2021

Milano Durini Design District *Milano Design Week 2021*

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Located in the heart of the city centre, Milano Durini Design District is a key reference point for innovation, style and 'Made in Italy' design. Despite these challenging times, this year, Durini District is back, ready and waiting to show the world the latest and most refined projects from the world of design.

From 4 to 10 September at **Milan Design Week 2021**, **Associazione Milano Durini Design** will be bringing together some of the leading companies in the sector, presenting the fruits of their work to professionals and the public. A showcase of new and exciting products, displayed in fascinating and unedited spaces, reaffirming that there is still positive vitality and important economic commitments being made to drive the country's recovery. The showroom of associated brands will also be presented in digital format, giving life to moments for cultural exchange, product presentations and important case studies, all in the presence of architects, international designers and sector operators. At this crossroads of learning and exchange, stores renew themselves, taking on new forms, unveiling some of the most exclusive lifestyle proposals in the world.

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“Located in the heart of Milan, the **Milano Durini Design District** currently has 28 associates who will be presenting their products in exclusive flagship stores. The MDD association is constantly gaining ground, thanks to the involvement of important sector operators, the opening of new spaces, and the launch of new brands that have chosen to become a part of this exclusive reality in an ever-evolving city.”, declares President Massimo Salamone: “The association is growing, and we are really pleased to be hosting prestigious brands from the lighting, outdoor and coverings sectors.”

Design culture and the appreciation of ‘Made in Italy’ products will once more be the focal point of the **Milano Durini Design District event**, which will officially be the first international appointment since the cancellation of the Salone del Mobile tradeshow in 2020.

**Milano Durini Design District,
where the heart of Design beats**

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Associazione Milano Durini Design

L'Associazione Milano Durini Design è giunta al suo sesto anno di mandato ampliandosi sempre più e annoverando di continuo l'interesse di diverse realtà aziendali/portatori di interesse diffuso presenti nel Distretto Durini.

Attualmente annovera tra i suoi associati i più importanti brand che incarnano e promuovono la cultura del design in tutto il mondo e che hanno scelto il distretto Durini come sede per i propri flagship store.

Obiettivi e finalità:

- promuovere l'identità del distretto e delle realtà commerciali/aziendali/professionali presenti;
- realizzare progetti di riqualificazione e identità urbana;
- incentivare il rapporto tra i portatori d'interesse per sviluppare sinergie, collaborazioni, relazioni;
- attuare iniziative collegiali di alto valore sociale ed aggregativo;
- coordinare le sinergie tra associati ed istituzioni.

Milano Durini Design è un progetto di valore aperto a soggetti istituzionali, aziende di design, professionisti, e a chiunque voglia farne parte in maniera attiva, condividendone obiettivi e finalità.

Associati Milano Durini Design

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