



# FUORISALONE PASSPORT

**FS ID** - The 'Digital Design Passport'  
that unifies the Milan Design Week experience  
designed for the public and exhibitors.

[www.fuorisalonepassport.it](http://www.fuorisalonepassport.it)



# FUORISALONE PASSPORT



**FUORISALONE PASSPORT (FS ID)** It is a digital platform that transforms the Milan Design Week experience into a connected, fluid and intelligent ecosystem.

**One system, multiple benefits for accessing selected events with a single registration.**

# Project concept

A “**Digital Passport for Design Week**” that allows visitors, by registering just once, to obtain a unique QR code to access all events participating in the circuit proposed by Fuorisalone.

The main objectives of FS ID are:

- **Unification and Simplification:** A single login for all events, eliminating multiple registrations for each event.
- **Smart Traceability and Centralised Analysis:** Mapping Audience Flows and collect qualitative/quantitative data for useful insights.
- **Targeted Networking:** Facilitating connections between visitors and companies.
- **Shared Value:** Creating a digital ecosystem that generates knowledge and transparency.

# Value and benefits

**FS ID** aims to offer efficiency, sustainability, transparency, privacy, community promotion and innovation for the entire event system.

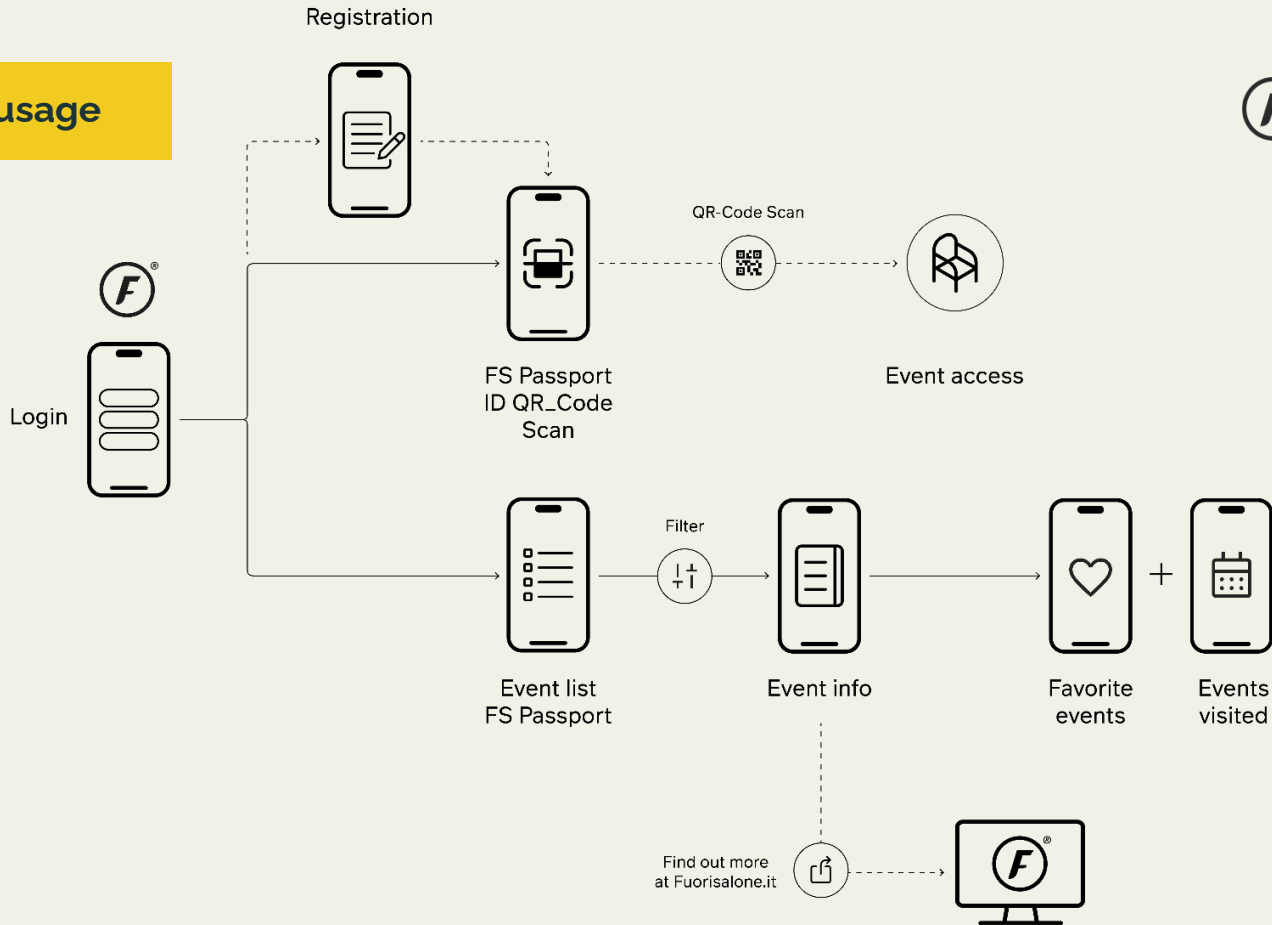
## Specific benefits include:

- **For Users:** Quick and smooth access, personal history, automatically collected materials and contacts.
- **For Companies:** Simplified access, collection of qualified and profiled data, analysis of flows and automatic reports, both personal and parameterised with other events.
- **For organisers:** Comprehensive overview of audience behaviour, planning tools and valuable information for sponsors and institutions.

# How the platform works

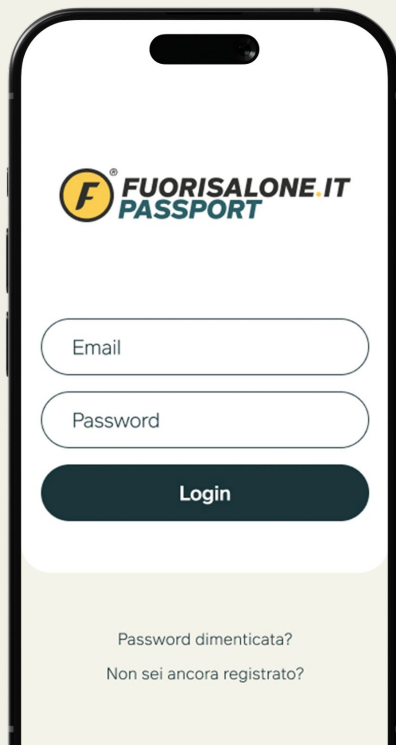
- **For users:** Single registration (web/mobile) connected to Fuorisalone.it, receipt of a personal QR code, access to events via scanning and a personal dashboard with events visited, information materials, contacts, route maps and suggestions.
- **For the company:** Dedicated dashboard to manage the event, QR scanner function for visitors, aggregated audience data (profiles, attendance) and customised reports with qualified leads (in compliance with GDPR).
- **For the organiser:** Centralised analysis platform with audience flows by area/time/category, heat map of the most visited areas, analysis by tag and reporting for partners/sponsors.

User-side usage



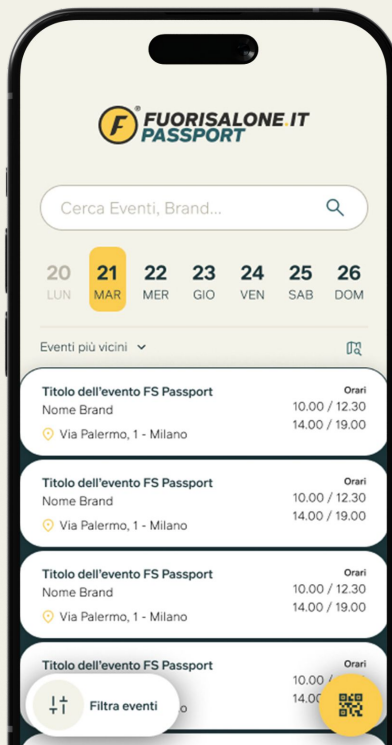
## Login

Access via the internet,  
no app download required.



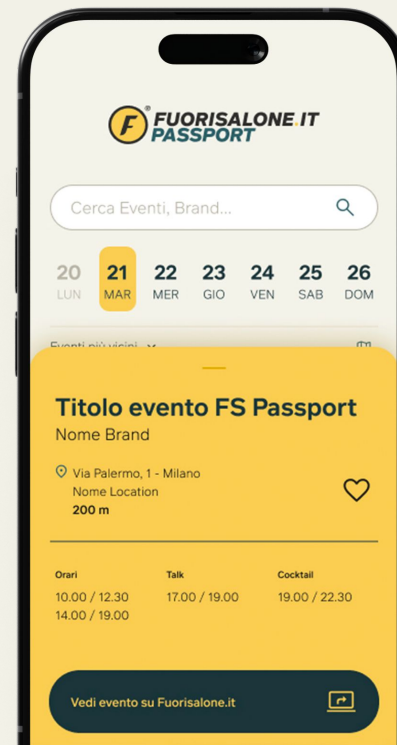
## List of events

Organised by date  
and geolocated.



## Event details

Detailed information sheet,  
with further details on FS.IT



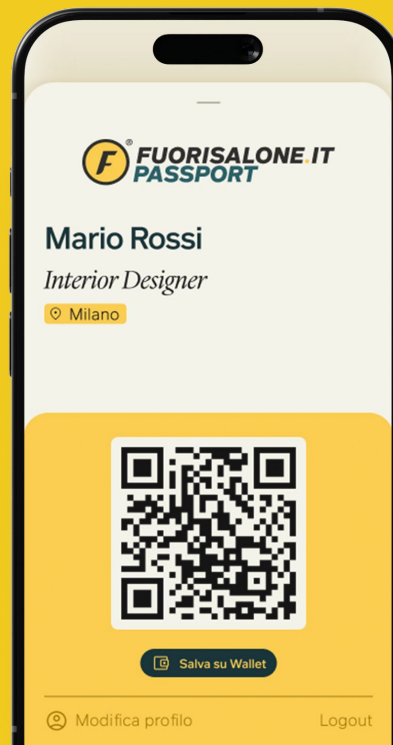
## Filters

Time, Category, Route,  
Favourites, Visited.



## FS Passport - ID Card

Your design passport!

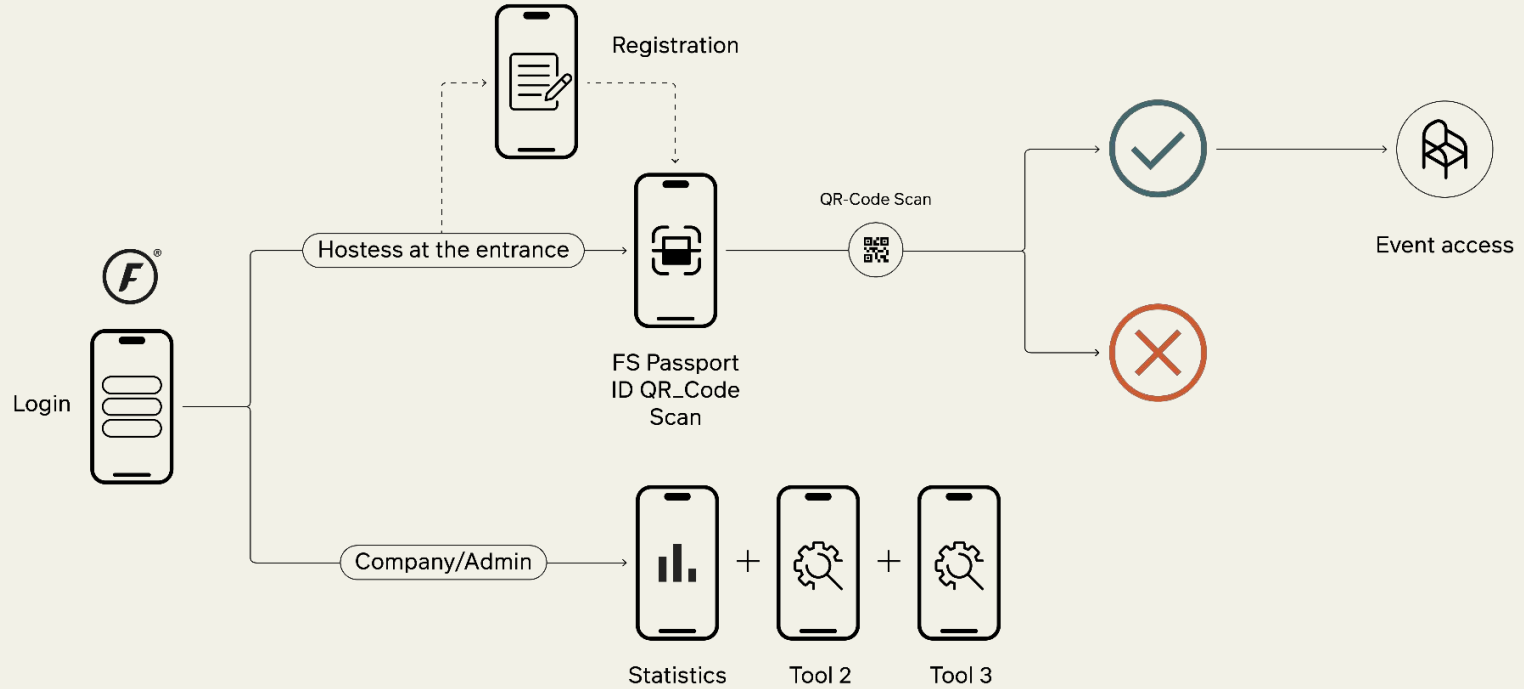


Name  
Surname  
Job Title  
City of origin



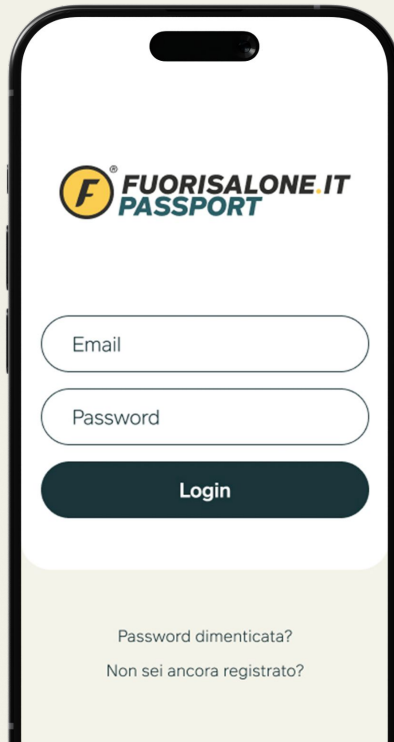
Personal QR-Code.

## Use by hostesses/companies



## Login

Access via the internet, no app download required.



## Functions

QR.Scan, Statistics, other..  
Depending on the type of user.



## Scan QR-Code

Scan Fuorisalone Passport



## Access to the event

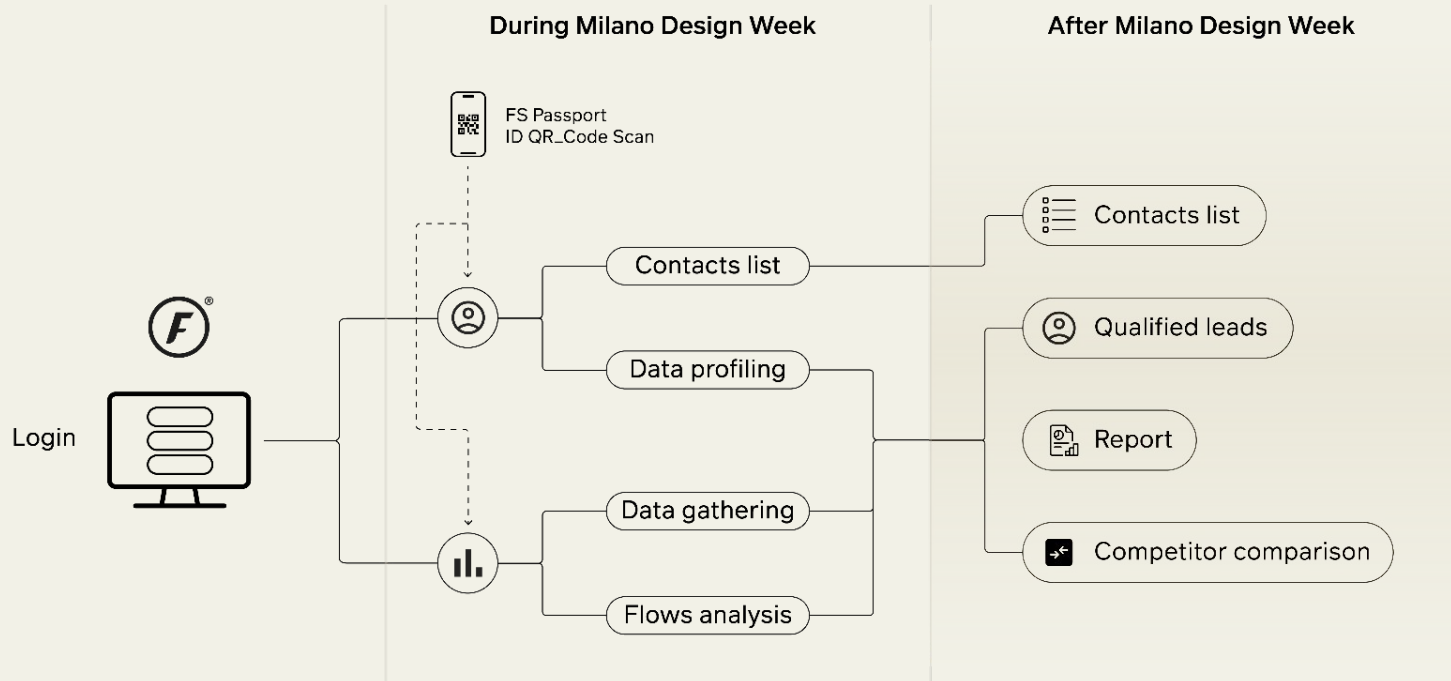
Access confirmed.



Access denied.



## Dashboard/company functions



# FUORISALONE PASSPORT



Registration for Fuorisalone Passport will be free  
and will be activated online from January 2026.

Let us know what you think: write to us at **[info@fuorisalone.it](mailto:info@fuorisalone.it)**



# FUORISALONE DIGITAL PLATFORM

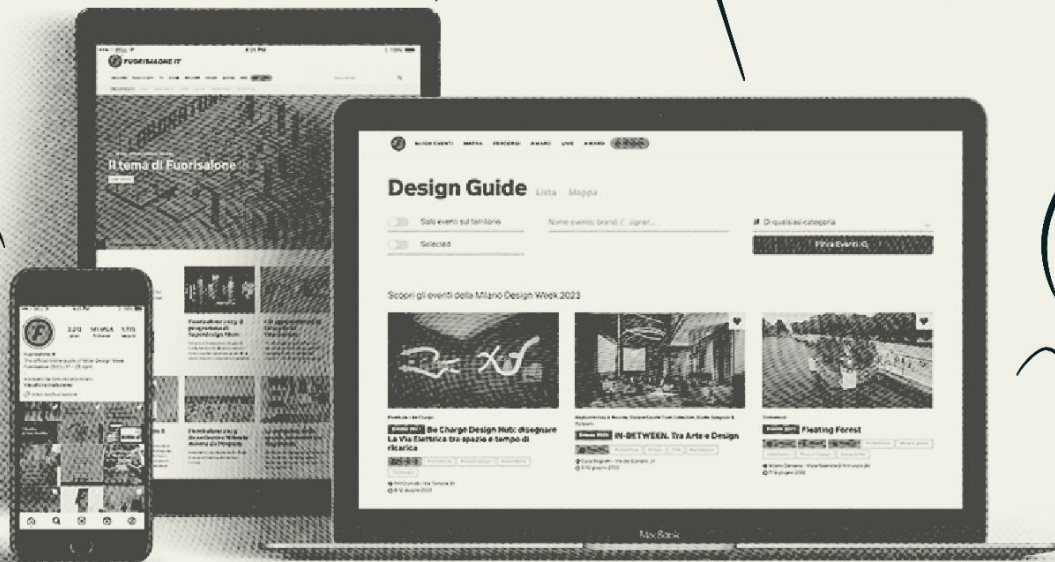
 **MILANO  
DESIGN AGENDA**

 **MAGAZINE ONLINE**

**Brand New!**  
**FUORISALONE  
PASSPORT**

 **SOCIAL PLATFORM**

 **DESIGN GUIDE**



## Fuorisalone.it platform tools



### Milano Design Agenda

Events all year round in Milan.

- Website
- Agenda
- Event caption
- Share event
- Save your favourites



### Magazine

News and insights for staying updated on everything that is happening in design.

- News
- Appointments
- Stories
- World Design Events



### Digital TV

Undemanding live programme content during events.

- Series
- Interviews
- Documentaries
- Talk
- Meets
- Products and Brands



### Social Media

Purpose-built digital content based on the tool and target audience to be reached.

- Instagram
- Facebook
- LinkedIn
- Pinterest



### Newsletter

Selected, formatted and directed communication to the public.

- **L'indispensabile**  
Insight into the week's topics
- **Osservatorio**  
Spotlight on trends and strategies from a B2B perspective
- **DayByDay**  
The unmissable events of Milan Design Week
- **Dem**  
Dedicated communications for your brand



### Fuorisalone Passport

Access events by registering just once.

- QR-Code ID Card
- Entrance management
- Geolocated events
- Events page
- Statistics and Reports

## Audience & Numbers



Web site

**910K**

Unique users

- . +4.8mln page views
- . 603k views magazine section

Average session lenght  
03:28 minuti.



Instagram

**20mln**

Impressions

- . 13.6 mln Reach
- . 393.3K Post engagement
- . 33.1k Average impressions per post
- . 4.3% Average engagement on reach per post



Facebook

**632.7k**

Impressions

- . 261k Reach
- . 6.1k Post engagements
- . 600 Average impressions per post
- . 2.3% Average engagement on reach per post



LinkedIn

**164.4K**

Impressions

- . 81.8k Reach
- . 10.5k Post engagement
- . 532 Average impressions per post
- . 4.7% Average engagement rate on impression



Newsletter

**33.2K**

Users

**42.5%**

Open rate

**2.1%**

Clic rate



User

**68%**

Women

**31%**

Men



Average follower data

**64%**

25/34 years old

**50%**

from Milan

# Useful links

## Brera Design District

Web site: [www.breradesigndistrict.it](http://www.breradesigndistrict.it)

Brera Design Week event guide: [www.breradesignweek.it](http://www.breradesignweek.it)

Brera Design Week 2026 memberships: [clicca qui](#)

Download pdf communication plans for Brera Design Week: [clicca qui](#)

Location in Brera: [www.breralocation.com](http://www.breralocation.com)

## Fuorisalone

Web site: [www.fuorisalone.it](http://www.fuorisalone.it) / [www.fuorisalonepassport.it](http://www.fuorisalonepassport.it)

Information section: [clicca qui](#)

Communication plans that can be activated throughout the year: [clicca qui](#)

Communication plans dedicated to Design Week: [clicca qui](#)

Complete media kit: [clicca qui](#)