**PRESS RELEASE**

**Design in Apulia comes to Milan for Tortona rocks, the highlight event of Fuorisalone, with the exhibition *"Into the blue, painted blue (Nel blu dipinto di blu)"***

***Record exports in 2021 for the region’s furniture industry: +44.7 percent***

Boosted by strong exports in the furniture sector, totalling over 433 million in 2021, the Apulia Region will be in Milan from June 6 to 12, during the Salone del Mobile, to promote regional design and designers in one of the main events of the Fuorisalone circuit: Tortona Rocks, a contemporary design exhibition project involving the Tortona district, an unmissable port-of-call during Milan Design week.

The Section for Trade, Crafts and International Business Promotion of the Apulia Region in collaboration with Puglia Sviluppo, has teamed up with Tortona Rocks to showcase the exhibition "*Design in Puglia. Into the blue, painted blue (Nel blu dipinto di blu)*," which debuted with great success at Expo 2020 Dubai during the event’s “Water Week”.

As the regional minister for the economic development pointed out, "we wanted to be part of the Tortona Rocks project, during the Fuorisalone circuit in Milan, because it is the most suitable setting for promoting Apulian design which is helping to the entire furniture sector to push further into foreign markets. In 2021, a year complicated by the ongoing pandemic, in Apulia we witnessed the highest sector export growth in the past ten years: up 44.7 percent on 2020, for an overall value of more than 433 million euros, with a strong positive balance compared to imports. The products that we are presenting in the design exhibition "*Into the blue, painted blue (Nel blu dipinto di blu)*", will turn the spotlight on the excellence of Apulian companies and designers, creating an important opportunity to promote Apulian design in a prestigious showcase during a strategic week for the visibility of Made in Italy in the world."

Inspired by the title of the most famous Italian song in the world, brainchild of Domenico Modugno, an Apulian from Polignano a Mare, who both performed and co-wrote the song, the exhibition celebrates the importance of water, a source of life and economic development, which has accompanied and shaped the history of the region. Water, salt and fresh, is the blue gold of Apulia.

And it is precisely focusing on the colour blue that 22 Apulian companies and designers have designed and created objects, taking inspiration from the use of water and the basic needs it satisfies, as well as from the very image of this precious resource. More than 50 objects are on display: lamps and sculptures, tables and partitions, vases, jugs and washbasins, decorative objects and sculptures, as well as sofas and armchairs, based on a mix of materials, from glass, metal, ceramics and natural stone to fabric and wood. Blue is perceived through a partition or a sinuous wave, it becomes light in the transparency of glass and is reflected in the background of ceramics, it is inspired by sustainability in functional objects such as the water pourer for the disabled or the ceramic rainwater filter.

The design exhibition can be visited every day in the Greenstage space, Via Savona 33, from 7 to 12 June (10 a.m. to 9 p.m.). The press preview is scheduled for 6 June from 11 a.m. to 7 p.m.

**Companies and designers exhibiting in the exhibition “*Into the blue, painted blue (Nel blu dipinto di blu)"*:**

The list of companies and designers featured in the exhibition: “**A Sua Immagine (Brand Asilaser)** from Castellaneta (Ta); **ADN** from Triggiano (Ba); **Arkine** from Triggiano (Ba); **Artego** Artigianato Creativo from Lecce; **Peppino Campanella** from Polignano a Mare (Ba); **CNC Design** from Mola from Bari (Ba); **Mario D’Aquino** from Casarano (Le); **Valentina De Carolis** from Pezze from Greco – Fasano (Br); **F.lli Parisi** from Taurisano (Le); **La pietra di Luca** from Cisternino (Br); **La terra incantata** from Grottaglie (Ta); **Concetta Lauriero** from Altamura (Ba); **Maria Concetta Malorzo** Vetri d’arte from Brindisi (Br); **Marzo Arreda** from Novoli (Le); **Ciro Masella** from Grottaglie (Ta); **Pimar** from Cursi (Le); **Piero Montillo** from Altamura (Ba); **Rdd Italia** from Altamura (Ba); **Sprech** from Martano (Le); **Tera** from Conversano (Ba); **Cosimo Vestita**, from Grottaglie (Ta); **Wood Pallet Design** from Castellana Grotte (Ba).

Bari, May 19th, 2022

Press office