

# TI ODIO MILANO TI AMO

After the success of the first edition, **nss edicola** returns to Milan with "*Ti Odio Milano Ti Amo*", the project that tells the story of the love-hate relationship with the city.

**Over 5k participants at the launch event**

**Over 10k users at the newsstand**

**Over 3 million social engagements**

**nss edicola** returns with a new location, in Piazza Giovine Italia, in one of the key places of Milanese culture, with a new, larger space to meet the demand of all consumers and curious people of the project, along with new products that will allow the public to encounter the theme in different moments and ways.



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If during the first edition "*Ti Odio Milano Ti Amo*" offered a narrative of the city interpreted by some of the most influential creators and communities of the capital, for this edition held during Design Week, the idea of the project is to reflect on Milan as a welcoming urban space for sharing ideals, content, and stories. The city will be at the center of the narrative from an urban planning and design perspective, with a strong lifestyle focus on the stories and characters that have made it great. The activation continues in its phygital form, grouping various activities:

- **A new edicola**, located in Piazza Giovine Italia and open from Saturday 13th to Friday 26th April from 10.00 am to 7.00 pm, intended as a physical place for meeting and exchanging opinions on Milan, as well as a point of sale for dedicated "*Ti Odio Milano Ti Amo*" merchandise.
- **A launch street party** on Saturday 13th from 6.00 pm to welcome the opening of the newsstand with the nss community amidst music and free beer.
- **Merchandise dedicated to the project**, to summarize under a single slogan the feelings for a city that leaves no one indifferent, including t-shirts, long sleeves, sweatshirts, and tote bags in three different color variants, as well as a new exclusive collection of objects to bring the slogan even to the table.
- **A digital cover** reflecting on the urbanistic change of Milan and, through a traveling tour of the city aboard one of its historic trams, collects the opinions of those who have actively contributed to its transformation: from Stefano Seletti to Serena Confalonieri.

Last but not least, nss joins The Glitch camp initiative, a free urban camping experience for design students from around the world organized by IED from April 15th to 21st at the football field of the Centro Sportivo Cappelli Savorelli. To expand opportunities for young people to experience Milan Design Week, nss will provide its support through a welcome kit for each camper, as well as curating a review on the impact of housing issues in contemporary society at the Surfers' Garden.

The weeks of nss edicola activities will be filled with initiatives supporting the project, including exclusive drops and events gathering different city communities. You can stay updated on everything that will happen on nss store and nss magazine social channels.

#### About nss edicola:

Nel dicembre 2023 nss ha lanciato il progetto nss edicola, uno spazio fisico che promuove le attività quotidiane di nss magazine e la cultura digitale oltre alle attività di nss store. Inoltre, l'edicola di nss è intesa come spazio culturale per la valorizzazione artistica e commerciale della città di Napoli, fungendo da punto di attrazione per collaborazioni, idee e progetti, nonché da catalizzatore fisico e negozio per J'Adore Napoli.

#### About nss:

nss nasce nel 2009 originariamente come blog di streetstyle per poi evolversi in un magazine e una piattaforma digitale con nssmagazine.com. Grazie alla sua esperienza nel campo della moda e dei media digitali, nel 2014 nss ha creato nss factory, una creative media agency specializzata nella comunicazione digitale a 360 gradi. L'obiettivo principale di nss factory è sempre stato la costante ricerca di nuove tendenze, persone e prospettive sul digitale, puntando ad un approccio fresco e innovativo su un'ampia varietà di contenuti media. nss factory ha saputo trasmettere il suo tocco unico attraverso campagne di moda, editoriali e fare la sua parte nel ridefinire il ruolo di blogger, talenti e creatori digitali, dimostrandosi un player capace di stare al passo con il mondo della moda in continua evoluzione.

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