
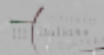
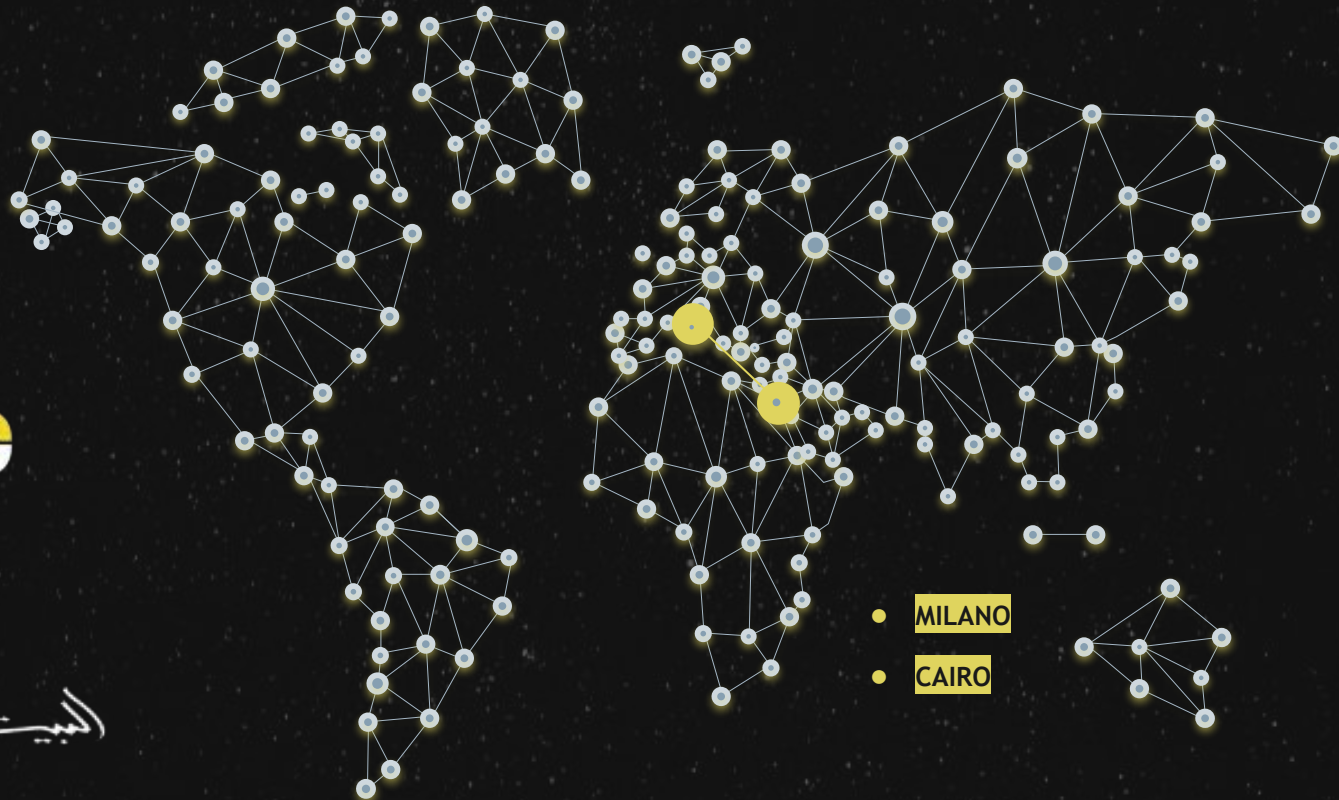




# cairo milano design

 FUORISALONE.IT

القبة



CAMERA DI COMMERCIO ITALIANA PER L'EGITTO  
ITALIAN CHAMBER OF COMMERCE IN EGYPT



# What is **CMD Fuorisalone.it**?



Cairo Milano Design is a **collaboration** between **Fuorisalone.it** and **El-Beit** magazine.

- It's a platform that **connects the members** with each others allowing them to learn about different cultures and market places.
- It opens up **new business opportunities** by creating link between both Cairo and Milano and the rest of the world.

This collaboration is an advantage point for Cairo and Milano design communities (*Designers, manufacturers, architects and developers*) to reach the world.

# Why Cairo & Milano?

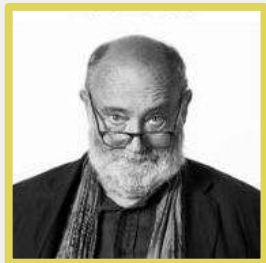


- Design in Cairo was born to satisfy the need of a supply chain of materials, furniture and objects.
- Egypt is witnessing a renaissance through building new cities in various areas of the country. It's expanding in different areas from the capital, offering better and more contemporary living atmosphere
- Creativity and design are expressed in the innovation of the very rich heritage of Egyptian culture and tradition



- Milan leads the world of design while looking for new authentic inspirations.
- A strong chain of manufacturers and designers attracts hundreds of thousands of people from the creative industry every year for Milan Design Week.
- The city confirms its power as a global engine of Design, with the Fuorisalone in its center, it turns into a theater of international design exhibitions

# Meet the **Founders**



Luca Fois

- Co-founder of **Zona Tortona** in Milan.
- Creative counselor and professor of Event Design at **Politecnico di Milano**
- **Consultant** for many **design firms** in Cairo and Milan



Christian Confalonieri

- Communication and services designer and founder of **Studiolabo** platform (combining **Furisalone.it** and **Brera Design District**)
- Fifteen years of experience in the field of **web design** and **user experience**.



Sawasan Mourad

- Editor-in-Chief of **El-Beit magazine**, the leading home, Decor, Architectural design magazine in Egypt.
- Her **transformative vision** is based on building relevant capabilities, nurturing a culture of collaboration, adopting leading edge technology and developing integrated solutions for **Egyptian artists in the field of creative industries**.

# Meet the Team



Elisa Astori

- Strategic advisor for **Cairo Milano Design**.
- Senior Executive in **Draide** 1999-2016
- Architect at the office of **Antonio Citterio Patricia Viel and Partners**, Milan. 1998 -1999
- Stage in **Rafael Moneo Valles**, Madrid. 1997 -1998
- Coordination of **Product Development Activities**. 1999 - 2016
- **Consultant** for many **design firms** in **Cairo and Milan**



Touil Nassim

- Strategic advisor for **Cairo Milano Design**.
- Partnered with **Egypt's Ministry of Environment** to create a docuseries highlight the natural preserves.
- **Spearheaded digital marketing** initiative backed by Governor Newsom targeting residents of the **State of California**
- Managed paid **digital content** for all MO4 Network's platforms
- Former **Project Director** at **Emotional Particle**



Bassam Abdul-Latif

- **Project executive manager** of **Cairo Milano Design**. Works on the planning and implementation of the project, monitor progress and working the best solutions to all stakeholders.
- Senior member of **El-Beit magazine**
- **Consultant** for many **design firms** in **Cairo and Milan**



# Cairo Milano Design

## 1st edition Recap 2021

- The first edition of **Cairo Milano Design** was a great success. It was the first time for Egyptian designers and Egyptian brands to have this **high exposure for a full year on an international level.** People around the world were able to explore designers' profiles at anytime, viewing their **new collections, achievements, upcoming projects and previous work.**
- The platform had **high visibility on social media** among all the big international names in the field.
- The platform launched under the auspices of the **Dr. Mostafa Madbouly; the Prime Minister of Egypt,** and was supported by the **Embassy of Italy in Cairo.**
- **Leading Egyptian Designers** were keen to be part of the Launching of **CMD Fuorisalone.it** and it took place at the **Italian Cultural Institute in Cairo**
- Throughout the year, Cairo Milano Design organized several **events and round table discussions** all related to **design and the industrial community**
- A fully detailed coverage of **Cairo Design Week** and **Salone del Mobile** in September 2021

# 1st edition recap 2021

## Coverage on El-Beit magazine

- Cairo Milano Design gets exposure on El-Beit magazine

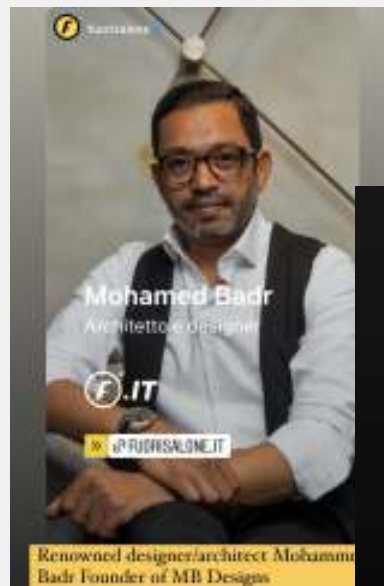




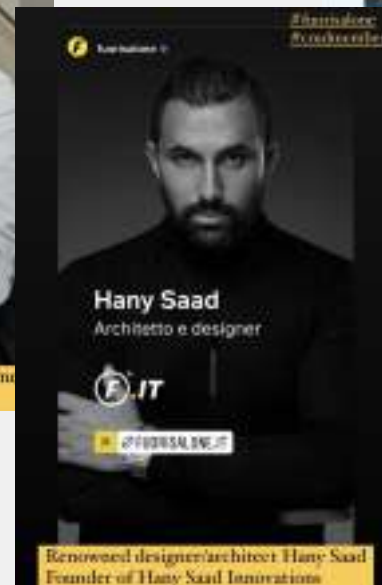
# 1st edition recap 2021

## Cairo Milano Design on **Fuorisalone.it**

- Cairo Milano Design gets exposure on Fuorisalone.it social media platforms



Instagram Stories

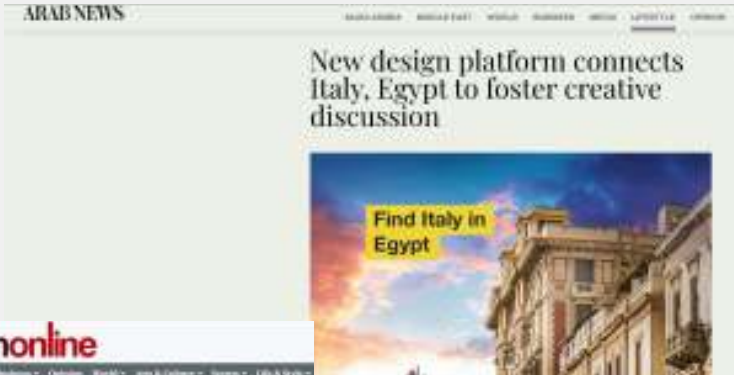




# 1st edition recap 2021

## Cairo Milano Design online

- Articles and videos published on several online platforms mentioning Cairo Milano Design.



# Join Cairo Milano Design (CMD)



*Joining Cairo Milano Design means:*

- Digital **visibility for a full year** on an international scale.
- **increasing your brand awareness** and reaching an entirely **new segment of customers**.
- A chance to position your brand among the **leaders of the design industry** and get **visibility worldwide**
- Our **2022 agenda** enables on ground events that are curated on a professional level powered by **Fuorisalone.it** and **El-Beit magazine**

# Cairo Milano Design Agenda 2022 2nd edition



# Cairo Milano Design **Agenda 2022** 2nd edition

## Cairo Milano Design

Full year membership

## Milan Design Week

June 2022

## Design Days in Cairo

October-November 2022

## Digital Forum

## Design leaders

- Launching the **2nd edition** of **Cairo Milano Design** platform in Cairo.
- A deeper level of **connections** between designers and brands around the world.
- **Expanding the benefits** and offering **higher level of exposure** for the participating designers and brands.

- **Brera Design District** will be open to all Egyptian designers and brands to exhibit.
- Through **Cairo Milano design** Egyptian companies are offered very **special rates and venues** through the official agenda of **Fuorisalone.it** and **Brera Design district**.
- MDW celebrates **60 years of Salone del Mobile** in 2022.

- For the first time in Cairo and the Middle east; Bringing **Italian brands, designers and experts** to Cairo by **Cairo Milano Design** under the umbrella of **Fuorisalone.it** and other prestigious partners.

- Series of **talks and panels** between Egyptian, Italian and regional designers to **exchange expertise** and discuss the current **challenges facing the international design industries**
- **Create, connect and communicate** is the code aimed to be achieved in this design forum.

- Creating an entity that combines the **leaders in the design industry** to be counselors for the future designers by offering advice and expertise.

# CMD Fuorisalone.it

## Overview





# Communication tools & Channels

## Overview



### Fuorisalone.it

- **Event Guide**
  - Basic visibility of the event page
  - Brand Page
  - Designer pages
- **Newsletter**
  - N.1 box in the newsletter
- **Social media**
  - N.1 social media issue on **instagram**

### Brera Design District

- **In District**
  - Infopoint
  - Totem
  - Flags
- **Printed materials**
  - Events Guide
  - Map
- **Online**
  - Website 2022
  - Brera Website
  - Social media
  - Newsletter

### El-Beit Magazine

- **In District**
  - Milan Design Week Exhibition
- **Print**
  - Events Guide
  - Magazine
- **Social media**
  - Social media coverage
  - Social media release



# Communication tools & channels: Detailed



## Itineraries

A form of orientation for the public of the **Milan Design Week**

- Organizes the event pages by district of the city or by reference project
- Evolved with **Fuorisalone Digital** to include thematic or typological itineraries, which do not actually involve a presence on the territory.

Cairo Milano Design



## Newsletter

## Design Guide

- The Design Guide turns out to be the heart of the new **Fuorisalone.it** platform

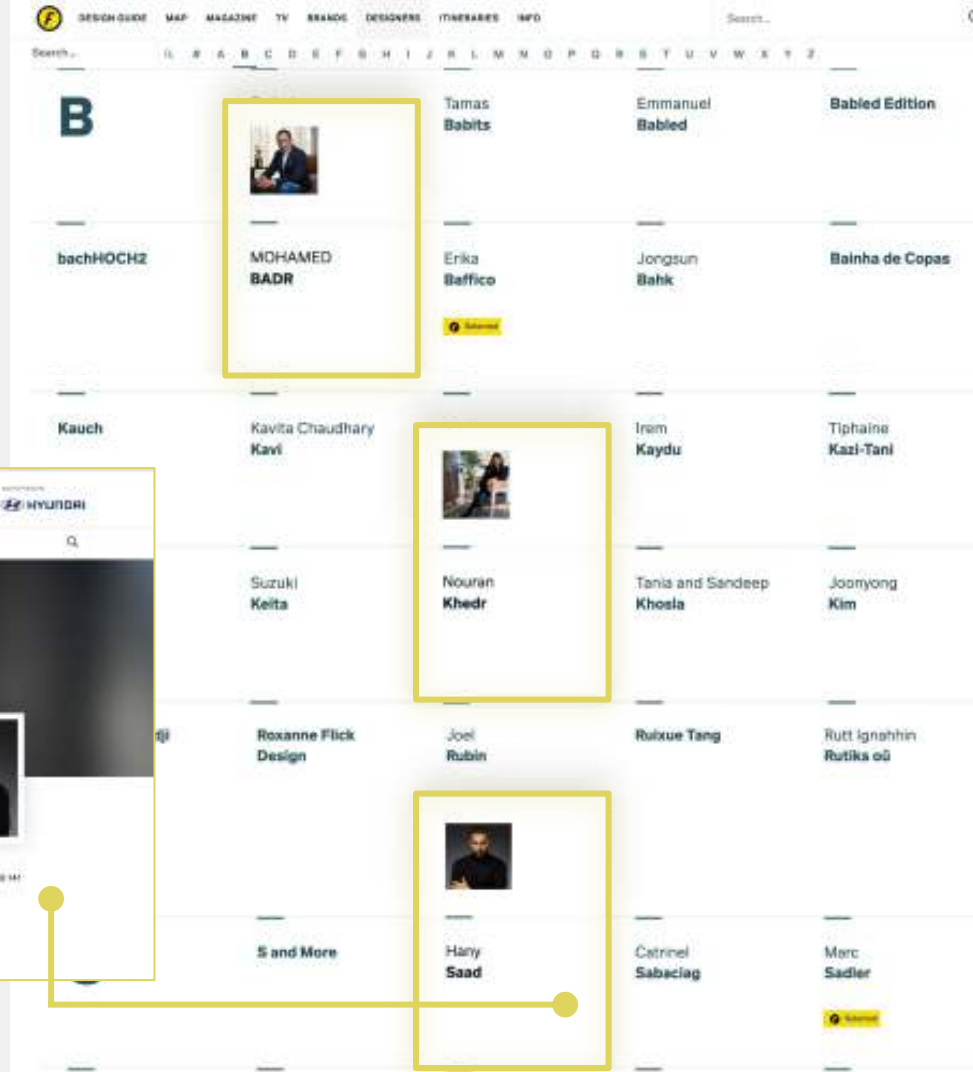
[illegible]

- A **fundamental communication and promotion tool** in the new editorial plan of Fuorisalone Design Guide.
- It evolves, changes format and adapts to target and context to be **useful, interesting and engaging** for the audience.

## Design Guide

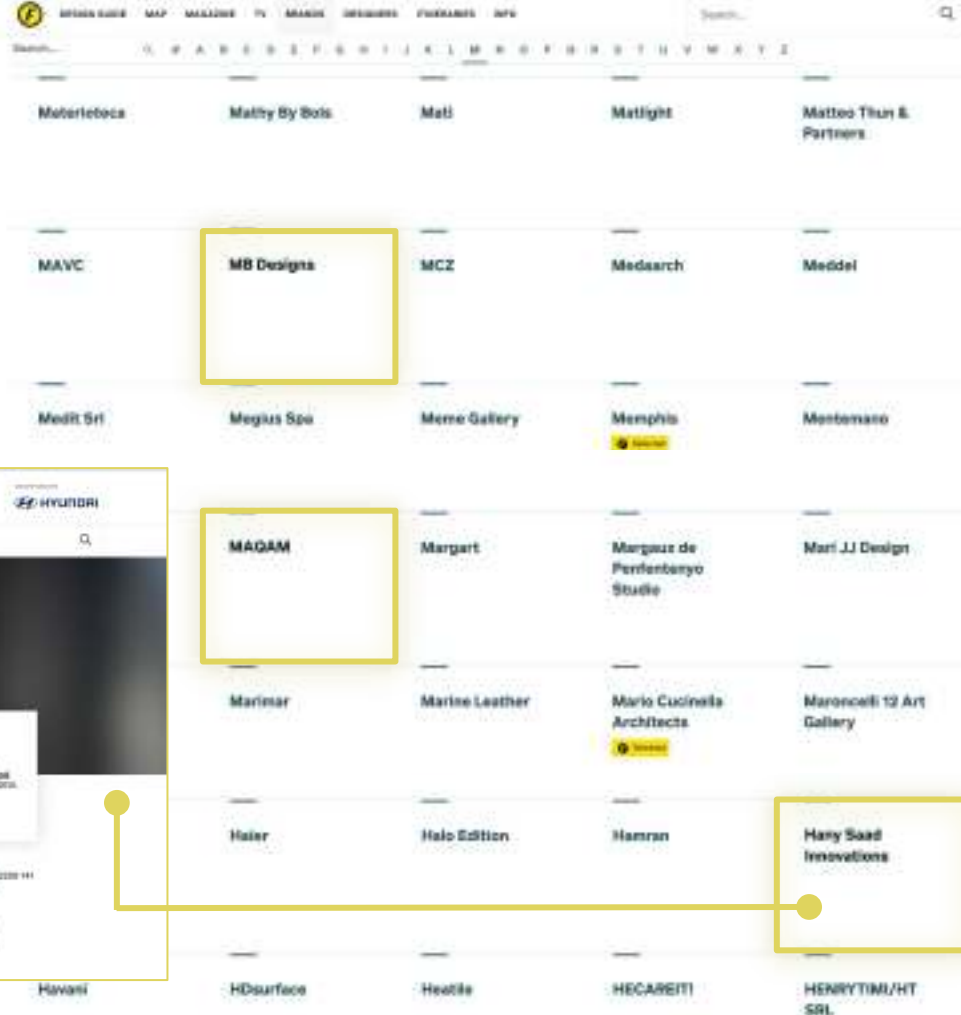
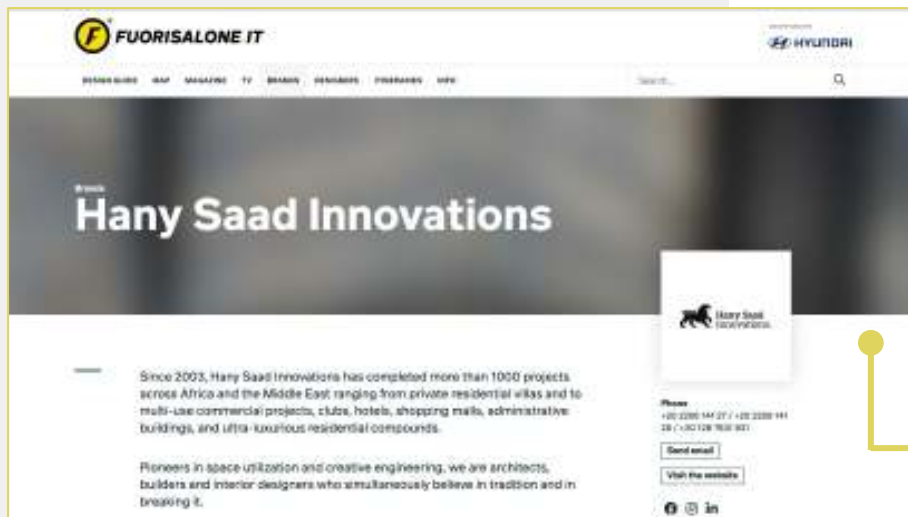
## Brands and Designers

- Dedicated pages on the protagonists of design, indexed content and connected to create an archive that is always up to date and linked to all the content on the platform.



## Brands and Designers

- Companies taking part in the project can upload their own profile and update it overtime, as well as linking or creating profiles or create files on designers who have signed products, collections or projects.



## Social Media

Shared communication  
Instagram/Facebook/Linkedin

- **Fuorisalone.it** communication also includes intense activity on social media
- Content for social posts is shared with our **Social Media Team** to ensure editorial coherence and consistent feedback to the investment made.
- There are various types of activities that can be planned:
  - **Dedicated posts**
  - **Countdowns or teasers/preview activities**
  - **Contest with #hashtag**
  - **Take-over post/stories**



Highlighted is the work  
of Egyptian Designers

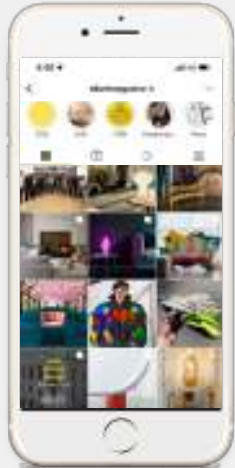




## Social Media

Social media release on El-beit magazine and Cairo Milano Design platforms

Instagram Page



## Printed materials

- El-Beit Magazine
- Design Guides in Milano

Design Guide sample



El-Beit Magazine

## In the district - Rollups

- Rollups to be displayed at the exhibitors showrooms/space to be clear to the visitors during the event.





**MILAN DESIGN WEEK**

**CMD Fuorisalone.it**

**X**

**Brera Design District**



CMD Fuorisalone.it 2022 theme

**Between Space & Time:**



Quality  
Fragility · Culture  
Technique · Sharing  
Protection · Experience  
Exploration · Care  
Urgency

cairo  
milano  
design

Brera  
Design  
District

CMD Fuorisalone.it 2022 theme

## **Between Space & Time:**

**Space and time** are the two dimensions at the heart of the debate and international agendas that today determine the frame of reference for the design culture defining its context of action.

The choice of the theme comes from the observations emerged over the last two years, from the dialogue with companies and designers and from the COP26 programme manifesto: **we don't have much time to think about our space and only planning every action in a conscious way can we think about the future.**

The reflection is not limited to this. Indeed, we think of the various possible interpretations of the theme to give life to communication projects capable of extending the message and sharing different points of view.



Brera  
Design  
District

cairo  
milano  
design

- **Exhibition Spaces**
  - SOLO exhibition
  - GROUP exhibition
- **Printed materials**
  - Events Guide
  - Map
- **Online**
  - Website 2022
  - Brera Website
  - Social media
  - Newsletter

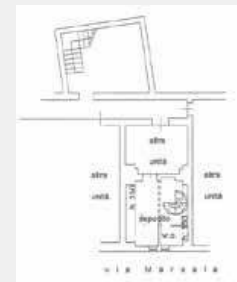
# Exhibition Spaces (offered by Brera Design District)

## SOLO Exhibition

### SOLFERINO/MARSALA

UP TO 2 EXHIBITORS

- **Address:**  
Via Solferino, 25 Showcase Via Marsala
- **SQM Location:**  
75 sqm of area with 1 shop window on the street
- **Main Features:**  
The location with great charm is located in the renowned Via Solferino area, a characteristic and privileged area of Milan as it boasts a high residential quality.
- **Included Services**
  - Lighting system
  - Power consumptions
  - Heating and air conditioning
  - Wi-fi connection
  - Warehouse
  - Toilet
  - Communication to the mailing list



# SOLFERINO/MARSALA

UP TO 2 EXHIBITORS



# Exhibition Spaces (offered by Brera Design District)

## GROUP Exhibition

### PORTINERIA GARIBALDI

#### 3-6 EXHIBITORS

- **Address**

C.so Garibaldi, 59 Milan

- **SQM Location:**

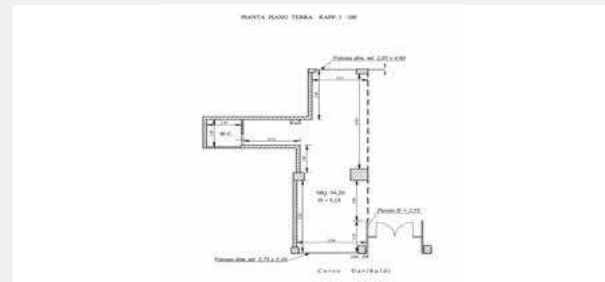
**120 sqm** of area with 1 shop window on the street

- **Main Features:**

The location is in fact the prestigious concierge of the Garibaldi 59 building, a unique space of its kind, with great charm and a bright and modern environment. Located in the renowned Brera/Garibaldi area, a characteristic and privileged area of Milan as it boasts a high quality residential and pedestrian walkway.

- **Included Services**

- Lighting system
- Electricity consumption 3KW
- Wi-fi connection
- Backstage area for the bathroom
- Toilet
- 24/24 active cameras
- Communication to the Mailing List (15 thousand)





# PORTINERIA GARIBALDI

UP TO 5 EXHIBITORS



## Print - Map and Events Guide

The map and Events Guide are two of the most widely used orientation tools in the district during Design Week.

Each year, more than **50,000** maps and guides are printed and distributed, both in the days leading up to and during Design Week, at our Info Points and at each of the participating exhibitors' venues.



## In the district - Totems and Flags

- A classic system of **flags on rows** is planned to mark the main streets and delimit the district boundaries.
- Each exhibitor will have a **placeholder totem** to be **displayed at their showroom** or exhibition space to signal the presence of the event to visitors.



## Website 2022 Edition

The structure of the site follows a consolidated template.

- Brings to the foreground the **main projects**
- **Interactive map** of the district indicating the various exhibitions, showrooms and companies
- **The agenda** of the events and territorial projects



## Social Media

Brera Design District has focused on the role of social media, especially the official **Facebook** and **Instagram** pages, as a tool to promote the events and activities taking place within the district.



## Newsletter

The importance of **well-chosen communication, shaped and targeted to our audience**. The newsletter is a fundamental tool for communication and promotion of the Brera Design Week.



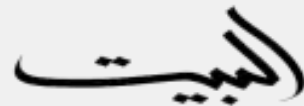
# Data & Numbers

## Edition 2021





Brera  
Design  
District



**121.2K**

Instagram/ [@fuorisalone](#)

---

**85.0K**

Instagram/ [@breradesigndistrict](#)

---

**19.5K**

Instagram/ [@elbeitmagazine](#)

---

**38.4K**

Facebook/ [@fuorisalone.it](#)

---

**23.0K**

Facebook/ [@breradesigndistrict](#)

---

**520.0K**

Facebook/ [@elbeitmagazine](#)

---

# Partnerships & auspices



# Under the auspices of:







# Industrial Partners



**CAMERA DI COMMERCIO ITALIANA PER L'EGITTO**  
ITALIAN CHAMBER OF COMMERCE IN EGYPT



**EGYPTIAN  
FURNITURE  
EXPORT  
COUNCIL**



**Chamber of  
Woodworking  
& Furniture  
Industry**

# Partners

## Travel:



## Shipping partner:



## Design:



## Accommodation:



## Event:



## PR (Public Relations):



# cairo milano design

