



FUORISALONE 2013: *INTERNI* SHOWS "HYBRID ARCHITECTURE & DESIGN"

THE ABSOLUTE LEADERSHIP OF THE MAGAZINE IN THE SPHERE OF DESIGN SYSTEM COMMUNICATION IS CONFIRMED

Milan, 8 April, 2013 - "HYBRID ARCHITECTURE & DESIGN" is the name of the great exhibition-event created by the monthly magazine *INTERNI*, sponsored by the **City of Milan** and **Expo2015**, and co-produced by the BE OPEN Foundation and iGuzzini, which will take place in the courtyards of 'University of Milan, between now and April 21st, for the Milan Design Week.

"HYBRID ARCHITECTURE & DESIGN is dedicated to the theme of **métissage in architecture and design projects**," said **Gilda Bojardi**, director of *INTERNI*. "The concept of hybridization is interpreted as an encounter between cultures and technologies capable of generating answers to the uncertainties and problems of the contemporary world. Métissage, then, within this project, provides a credible alternative to the concept of the melting pot, the uncritical sum of cultures and traditions, and the leveling of languages, design and culture originated by globalization," Bojardi concluded.

With this exhibition-event, which endows Milan with a unique and exceptional visibility, the magazine is confirmed as the **absolute leader in the communication of the design system**. It is proved by the data which the system *INTERNI - INTERNI/Panorama*, *INTERNI Annual*, *INTERNI International Kingsize*, *Design Index* and *Guide Itinerari*- can boast in April 2013: a total circulation of **770,000 copies**, with a total foliation of **1,100 pages**.

HYBRID ARCHITECTURE & DESIGN also triggers a **stimulating dialogue between designers and companies**, which takes the form of **site-specific works**, designed as **new forms of intercultural communication**.

Numerous are the names of **designers, architects and companies** who have created "HYBRID ARCHITECTURE & DESIGN" with their projects: **Steven Holl** with Pimar, Teuco Guzzini and Ferragamo Parfums, **Christophe Pillet**, in collaboration with Studio Azzurro videomaker for BE OPEN, **Akihisa Hirata** with Panasonic, **Archizero** with Franchiumbertomarmi, **Mario Cucinella** with Marazzi, **Michele De Lucchi** with Safilo, **Daniel Libeskind** with Cosentino Group, **Simone Micheli** with Aqua Industrial Group, GLIP and Zambogroup, **Luca Scacchetti** with Wolf Haus, Speech & Tchoban Kuznetsov and **Mark Bravura** with Arch-Skin, **Dean Skira** with iGuzzini, GLIP, Zambogroup, **Autoban** with Deborah Milano Group and Wells, **Martí Guixé** with Levi's, **Federica Marangoni** with FART, the exposure of the prototypes of the competition **Decò Ter** supported by Regione Lombardia, **Przemyslaw "Mac" Stopa** with Samsung Chemical Europe.

INTERNI has also reserved a number of proposals for fans of the web: the applications of **FuoriSalone@Guide** and the Guide ZeeMilano are available free for iPad and Android operating systems on tablets and smartphones as well as iPhone.

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