



FUORISALONE 2014: INTERNI PRESENTS THE EXHIBITION EVENT “FEEDING NEW IDEAS FOR THE CITY”

The INTERNI system confirms its strategic role in terms of advertising thanks to the strength of the brand and the activities organised to celebrate the title’s 60th anniversary

Milano, 7 April 2014 - “**FEEDING NEW IDEAS FOR THE CITY**” is the name of an important exhibition event – developed by the monthly **INTERNI**, along with **Expo Milano 2015** as partner and the patronage of **City of Milan** – to be held in the courtyard of the University of Milan from today until 18 April, as part of the *FuoriSalone*, fringe events of the Milan Design Week. The co-producer of the initiative is **AgustaWestland**, which has contributed with a competition for young designers “Flydeas for the City” and **Audi** with the installation “*primarchittetura*” by Walter Maria de Silva.

“**FEEDING NEW IDEAS FOR THE CITY** also aims to introduce and develop the theme of Expo Milano 2015 *Feeding the Planet. Energy for Life*”, declared **Gilda Bojardi**, the editor of **INTERNI**. “We have brought together original contributions from designers of international standing and leading companies in the fields of innovation and research who have identified and produced temporary installations to develop the theme of “feeding” in a metaphorical and multidisciplinary sense,” Bojardi concluded.

With this exhibition event, which gives Milan unique and exceptional visibility, the **INTERNI** system confirms its strategic role also in terms of advertising, with **sales up by 7%** in the period January-April compared with the same period of 2013: an excellent result achieved thanks to the strength of the brand and the activities developed for the Design Week and the magazine’s 60th anniversary.

A large number of world renowned **designers and architects** have contributed to the exhibition event: **Walter Maria de Silva** for Audi, **Torafu Architects** with Panasonic, **Kengo Kuma & Associates** with Salviatore and with Asahi Building-wall, Kajima, Obayashi, Shimizu, Taisei, Takenaka and Ferragamo Parfums, **Archea** with atelier-a and Architettura Sonora, **Paola Navone** with Deborah Milano and Gruppo Pozzi, **Speech Tchoban/Kuznetsov** with Velko 2000, **dRMM** with the American Hardwood Export Council - Ahec, **Nemesi&Partners** with Italcementi Group and with Styl-Comp Group, and many more besides.

FEEDING NEW IDEAS FOR THE CITY will also be an opportunity to celebrate the **60th anniversary** of **INTERNI**, from the beginning one of the leading observers of international contemporary design. To underline the significance, six well-known architect-designers – Antonio Citterio, Paola Navone, Matteo Thun, Giulio Cappellini, William Sawaya and Rodolfo Dordoni – have created an ad hoc installation: six tables that combine to form a 72-metre-long table, placed at the Portico del Richini. Each designer interpreted an assigned decade with the use of special surfaces and selecting different objects, seating and lighting.

But this year **INTERNI** will also extend its activities to another location in the heart of Milan, the **Orto Botanico di Brera** (the University of Milan’s botanical garden), that will host the installation “*Giardino*”



Geometrico" (Geometric Garden) by Lissoni Associati, created together with Laminam and Living Divani. The magazine has also planned a series of actions for the restructuring of the garden, some of which were completed in 2013, for example the construction of a pathway for the sight impaired (undertaken by the Orto Botanico with the Rotary Club of Milan) and the new entrance in Via Fratelli Gabba (overseen by the Amici di Brera).

2014 is also the **25th anniversary** of the **FuoriSalone** and the **Guida FuoriSalone®** - which is also available as a free app for iPad and iPhone, as well as Android-based tablets and smartphones – which this year features over **500 events** and continues to be an indispensable tool to find your way around the ever-increasing range of showroom, exhibitions and events.

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