

INTERNI AT THE FUORISALONE WITH THE EXHIBITION EVENT “ENERGY FOR CREATIVITY”

*With issue number 650 of April, the magazine renews its editorial formula
with a new design and even richer content*

*INTERNI confirms its leadership in the professional living segment
with a market share of over 45%*

Segrate, 13 April 2015 - “**ENERGY FOR CREATIVITY**” is the name of the big exhibition event organised by the monthly **INTERNI** during the FuoriSalone.

Supported by **Expo Milano 2015** as a partner and with the patronage of the **City of Milan**, “**ENERGY FOR CREATIVITY**” will take place in the Courtyards of the University of Milan, **from today until the 24 May**.

A large number of world renowned architects and designers have been involved in the project, including: **Daniel Libeskind** with **Libeskind Design**, **Antonio Citterio** and **Patricia Viel and Partners** with Gruppo Cosentino, **Alessandro** and **Francesco Mendini** with Deborah Milano, **Piurarch** with Marazzi, **Luca Trazzi** with Veuve Clicquot, **Steve Blatz** and **Antonio Pio Saracino** with Marzorati Ronchetti, Vetreria Bazzanese and Zordan, **Bernard Khoury** with Margraf, **Philippe Starck** with Tog, **Kengo Kuma & Associates** with Tjm Design - Kitchenhouse, **Alessandro Michele** with Richard Ginori and many more.

“Our exhibition event, which is now in its 18th edition, provides a space for experimentation for installations of different sizes, able to stimulate inter-disciplinary synergies,” says **Gilda Bojardi**, editor of **INTERNI**. “Alongside the display of models and prototypes, micro-architecture, indoor and outdoor pavilions, illuminated installations and video projections, will be also theme-based exhibitions, performances, conferences and meetings,” the editor concluded.

Co-producer of the initiative is the international foundation **Be Open**, which conceived and promoted **The Garden of Wonders. A Journey through Scents**, an exhibition about the relationship between perfume and design at the Orto Botanico in the Brera district of the city, and **Audi**. The latter has contributed with the **Invitation Tower** installation, designed and built by Audi Design, but above all with the **Audi City Lab**, a space in Via Montenapoleone where **INTERNI** will stage a series of events that will focus on design and its relationship with light, connectivity and creative digital disciplines.

With this exhibition event, which gives Milan a unique and extraordinary visibility, the **INTERNI** system confirms its absolute leadership in the professional living segment, **with a market share of over 45%** in terms of space in the period January-March 2015.

To reinforce the magazine’s role as a **communication tool** in the world of architecture and contemporary design, the latest issue of **INTERNI** will feature a new design and layout developed by art director **Claudio Dell’Olio**.

And with issue n° **650** of **Aprile 2015**, **INTERNI** renews also the editorial formula with a both a **new layout** and **structure enriched** with **new features and background detail**, such as the section

Photographing with images as the protagonists: details of installations, designs and products, freely combined to present themes and ‘provocations’ from contemporary design. The **pages specifically dedicated to design** have been reinforced and given greater detail through **interviews** and thanks to the contributions of Italian and international **journalists and critics**, able to offer to the readers of *INTERNI* an increasingly multifaceted and inter-disciplinary reading of design.

An additional new feature announced to coincide with the FuoriSalone is the new **internimagazine.com**, which will exploit even more the potential of digital and the web, strengthening the ecosystem that revolves around the brand. The structure, design and content of the site has been completely reconfigured and a new version of the “Design Index” section will be created in order to bring together companies and professionals and becoming an important marketplace for the world of design.

In order to find your way around the ever richer array of events during the Milan Design Week, we couldn’t forget the **Guida FuoriSalone®** - which is also available as a free app for iPad and Android operating systems on tablets, smartphones and iPhone – which offers a systematic overview of more than **400 events** and a day-by-day agenda of all the appointments involving the companies, designers and architects participating in the FuoriSalone, and the **Guida Zee Milano** (only in the digital version included with the app) with a selection of new itineraries and fashion spaces fashion around the city as it prepares for the Universal Exposition: from design to shopping, department stores and restaurants, as well as hotels.