

INTERNI

FOR THE FUORISALONE 2016 INTERNI PRESENTS

“OPEN BORDERS”, AN EXHIBITION EVENT

INTERNI confirms its market leadership in the professional living segment

Milano, 11 April 2016 - **“OPEN BORDERS”** is the title of a much awaited exhibition event conceived by the monthly **INTERNI** for this year's FuoriSalone, the prestigious fringe of the Milan Design Week.

With the patronage of the **City of Milan**, **“OPEN BORDERS”** will run **from today until 23 April** in the courtyards of the University of Milan, at the Orto Botanico in Brera and, for the first time, at the Torre Velasca, where **INTERNI** has extended the reach of its urban animation initiatives.

In addition to Italian protagonists, the magazine has also involved designers of international standing – from Japan, China, Brazil, Russia, Great Britain, Poland – in collaboration with companies and institutions, with a view to putting together a varied mosaic of styles and visions. The designers include: MAD Architects with Ferrarelle and P.A.T.I.; Massimo Iosa Ghini with Ceramiche Cerdisa; Chen XiangJing with Jinghong International Furniture; Sergei Tchoban, Sergey Kuznetsov and Agniya Sterligova with Velko Group; Lissoni Associati with Audi; Stefano Boeri Architetti with Filiera del Legno FVG and Consorzio Innova FVG; Patricia Urquiola with Cleaf; Carlo Ratti Associati, Sebastian Cox and Laura Ellen Bacon with American Hardwood Export Council - Ahec, and many more.

“The theme of the exhibition event, now in its 19th edition, will this year develop as the extension of new synergies in a design vision, with **contamination** from **different expressive contexts**, such as the **cinema** and **photography**; as well as the application of architecture and design in evolving sectors, such as digital, technology and research into sustainability,” declared **Gilda Bojardi**, editor of **INTERNI**. “In the realisation of these interactive installations, macro-objects, micor-constructions and exhibitions, we work together with leading companies in the fields of innovation and research, with businesses with internationally recognised brands and small niche producers that support enterprise and creativity,” the magazine's editor concluded.

Among new features this year, the University of Milan will also become one of the official sites of the **XXI Triennale Internazionale di Milano**: the **Casetta del Viandante**, curated by Marco Ferreri, and realised as part of **INTERNI “OPEN BORDERS”**, and designated as the official exhibition of the XXI Triennale Internazionale di Milano ‘21st Century. Design After Design’.

Co-producer of the initiative **Audi**, the premium brand of the Volkswagen Group, has contributed with **Audi City Lab** in Torre Velasca, where, together with **INTERNI** it will present **Untaggable Future**, an ideas laboratory on four ‘untaggable’ themes (People, Cities, Energy, Light); and **Panasonic**, world leader in the development of electronic technologies and solutions.

Music will be provided by **R101**, the official radio station of **“INTERNI OPEN BORDERS”**, animating the opening night (12 April, at 9 pm) of the Exhibition Event with an exclusive concert featuring **Joan Thiele** and **Mahmood**, followed by a DJ Set curated by its music designers. The radio station will also have a fixed

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booth during the entire period of the FuoriSalone from which it will present links and interviews with the Design Week.

With “OPEN BORDERS”, which gives Milan unique and exceptional visibility, *INTERNI* confirms its **absolute leadership in the professional living segment**, with a system that in April, in addition to the flagship title, is made up of *INTERNI Panorama*, the free press *INTERNI King Size* and the Guida FuoriSalone. The entire *INTERNI ecosystem*, that is in the portfolio of the advertising sales company **Mediamond**, has recorded an increase of **+2%** in advertising sales compared with the same period of last year.

To find your way around the increasingly rich variety of events during the Milan Design Week, we can't forget the **Guida FuoriSalone®** - which is available also as a free app for iPad, iPhone and Android (tablet and smartphone) operating systems – which provides an overview of more than **400 events** and a day-by-day list of activities involving the companies, designers and architects participating in the FuoriSalone, and the **Guida Zee Milano** (available only in a digital version and included with the app) which offers a selection of new itineraries and fashion spaces around the city, from design to shopping, as well as from department stores to restaurants and hotels.

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