



mdf italia

Milan Fall Design Week 2018

Design interpreted by Pierpaolo Ferrari for MDF Italia

October: Milan is still the capital of design

From 12th to 21st October, Milan renews its appointment with creativity, innovation and the culture of the project. **Milan Fall Design Week** represents the second annual date for the general public with the world of design, that involves the whole city with a rich scheduling of events, meetings, exhibitions and workshops.

Within this lively Autumn week focused on design, we caught the opportunity to communicate our brand by participating to Mondadori's Innovation Design District cross-media communication project, targeting end-users and project managers, scheduled to be held from the Fall Design Week (October 20-21) until the end of Milan Design Festival (October 25-28).

The IDD project is born from the October issue of **Icon Design**, the magazine expressing the culture of the project and its key players, featuring the **BEST** photoshoot by **Pierpaolo Ferrari**.

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Talented Pierpaolo Ferrari, one of the most renowned and famous contemporary photography artists was asked to interpret both the brand new products and iconic pieces of historical design brands.



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MDF Italia selected one of its icons, Random and Random 3C bookcases, to be creatively interpreted by Ferrari.

Every product is a portrait, an artwork, interpreted through an evocative and eye-catching picture in the contemporary and international style of both the magazine and the photographer.

The service images printed in large size become a **photo exhibition** set up at Anteo Palazzo del cinema. Until the end of October, the installation offers visitors a showcase about design and contemporary living trends.

The service pics, mounted in pills, become a design story, for the **Digital Out of Home magazine**, the first one in the world, using 10 maxi LED walls placed in strategic points of the town, developing over 1,500,000 contacts per day.

On October 25-28, during the four days of the Design Film Festival, the pics mounted on a video will be on air.

The film festival confirms to be a global event, the most meaningful one dedicated to the disclosure of design and architecture culture, featuring top quality contents and a deep dialogue with an affluent public.

Moreover, pictures become a web story on Icondesign.it website.

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