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# HK design @FuoriSalone 2022



matteogatto&associati

MANCINI  
WORLDWIDE



Per

**INTERNI**  
THE MAGAZINE OF INTERIORS  
AND CONTEMPORARY DESIGN

# HONG KONG

Creative industries are important economic drivers for Hong Kong.

They help to increase the innovation capacity of the economy and can be a powerhouse for future economic growth. Hong Kong creative industries have immense development potential.

Hong Kong has developed a leading edge in key areas of creative industries like film, television, music, design, architecture, advertising, digital entertainment, and printing and publishing.

# HONG KONG

## A creative innovation showcase

Throughout its history, Hong Kong has been central to global material networks, where resources, objects and ideas have emerged, passed through, been exchanged, or destined.

With the rapid transformation happening in Hong Kong, design has taken on an increasingly critical role for urgent change resonant with today's global landscape.

Taking part in the Re-generations exhibition at the *FuoriSalone* in Milan can finally be a great opportunity to bring to light the development of the most recent dynamics of design and those who make it, showing the world its talents and excellence and comparing them with the global trends present in Milan, the capital of design.

# HK Design

## A collective exhibition

The aim is to bring together the main players (industrial and artisanal) operating in Hong Kong design industry, in a large anthological and collective exhibition, to showcase their excellences, creative and experimental capacity.

Not a fair or a collection of products but a true exhibition of design at various scales: an artistic installation of investigation and research, capable of presenting the contemporary values of **HK design** and its production to the design world, gathered in Milan during the Design Week.

Enhancing ideas, grasping creative inspiration, the use and reuse of materials as Hong Kong history teaches us, exalting the manual tradition of craftsmanship are just some of the values that can be put into play in the exhibition, which will present an opportunity for visitors to the *FuoriSalone* to discover new Hong Kong design itineraries.

## At the *FuoriSalone* Milano 2022

By *FuoriSalone*, we mean the set of events distributed in different areas of Milan, that take place during the Salone Internazionale del Mobile, staged in the halls of Rho Fiera. Every year, in April, *FuoriSalone* and Salone define Milano Design Week, the most important event in the world for design addicts.

*FuoriSalone* is not an exhibition event, it has no central organization and is not managed by any institutional body: it was born spontaneously in the early 1980s from the will of companies active in the furniture and industrial design sector.

It is the most important and prestigious event linked to the world of design on an international scale, with 400,000 visitors, a turnover of 250 million euros, professionals from 160 countries, 1,500 events registered in the city, 1,000 companies present at the Salone Internazionale del Mobile.

## Opportunities

**Milano Design Week** and **FuoriSalone** have always combined business and culture, making the history of design and furnishing industries yesterday, today and tomorrow.

The opportunities generated by participating in the event, can be summarized as follows:

- **Developing brand awareness**, the notoriety or recognisability of the brand; taking part in FuoriSalone allows you to broaden your horizons and make yourself known. As already mentioned, these are unrepeatable opportunities to *'get amongst the people'* and spread the word about your brand.
- **Acquire new leads**, i.e. new contacts: those who show interest in your company's product or service can be contacted later through marketing campaigns; FuoriSalone is an excellent opportunity to acquire a large number of new contacts to "work" on later to try to convert them into customers.
- **Meeting customers**: FuoriSalone should not only be about acquiring new customers, but also about meeting those who already know and use your products. Looking after existing customers is just as important, if not more so, than gaining new ones; customer satisfaction is fundamental, because they are the ones who make the brand's reputation grow.
- **Presenting new products or strategies**: what better opportunity to show previews or brand new products? FuoriSalone is an excellent showcase and also allows you to take people's pulse, observe their reactions, gather criticism and suggestions to improve your marketing strategy.
- **Observe others**: it's not just about the competition. Of course, it's important to be informed about your competitors' moves, but FuoriSalone is *also a time to learn* interesting ideas and strategies from those who market products or services in a completely different sector.

## How we can support companies willing to participate

The team could support the companies and the institutions willing to join the opportunity with different level of services, according to the commitment needed to achieve the prefixed goals.

In particular, the team can provide support and professional activities in the following areas:

- Design of the installation
- Building of the installation
- Maintenance and logistic activities
- Selection of suppliers
- Coordinating the overall project
- Masterplan
- Storytelling
- Catering
- Events (hostess, etc.)
- Other activities linked to the project

## Target audience

The opportunity to join FuoriSalone and the audience of Milan during the Design Week is addressed to several typologies of “actors”, not only private companies but also institutional ones, such as:

- Design and Technology Institutes
- Hong Kong governmental bodies
- Private companies
- Public Authorities
- Universities and dedicated schools
- Private Institutes



## Supportive and promotional activities in Hong Kong

Besides the participation at the Design Week, we can also imagine a range of dedicated activities with the aim of stimulating the awareness of Design Week in Milan, operating with a long term view and creating the conditions to join the opportunity in the upcoming years. In particular, we can imagine:

- **A dedicated Italian Design event** in our Consulate/Cultural Institute/Embassy, with Italian designers introducing the Design Week with the participation of a royal parterre of local companies and authorities
- **Create liaison among Italian and Hong Kong companies**, developing projects and interactions
- **Any other activity** with the presence of Italian Excellent Designers and referrals, according to our Institutions on site with the aim of stimulating potential future participations

# HK Design

## How to apply

Through our Consulate you can manifest your interest in participating in the collective exhibition **HK Design at FuoriSalone** during the Milan Design Week in April 2022.

Please send your interest to this e-mail: [commerciale.hongkong@esteri.it](mailto:commerciale.hongkong@esteri.it) to be contacted by the design staff of the exhibition and the magazine Interni, organiser of the FuoriSalone event.

The team will organize a customized participation model for you, tailored to your brand and requirements, complete with exhibition, travelling and accommodation solutions and the creation of events within the event.

Participation includes a wide range of online and offline visibility solutions that will give international prominence to the initiative.

For all those companies that, in addition to participating in the collective exhibition, wish to be present in Milan during Design Week with individual presence solutions, ad hoc solutions can be devised, such as temporary showrooms and stands at the Salone in the City Fair.

# HK Design

## The curators



matteogatto&associati

**matteogatto&associati** matteogatto&associati is a creative coordination hub specializing in experience design for major events and projects on the metropolitan scale. matteogatto & associates is an artistic direction and creative coordination studio capable of designing immersive and engaging experiences, from architecture to design. matteogatto&associati was born from the experience carried out in the direction of the design of Expo Milano 2015, where, in the preparation of the general Masterplan of the site, we were able to coordinate hundreds of creative subjects at different scales. We approach each project with enthusiasm to create experiences and generate emotions and wonder. Based on the specificity of each project, we search for the best talents for you to form ad hoc creative teams made up of the best professionals available on the international market, at every scale: from the spoon to the city.

**Matteo Gatto** Degree in Landscape Architecture and PhD in Urban Projects and Policies. He is the principal of Matteo Gatto associati creative hub for the coordination of various scale's projects, as well as Creative Director of Studio Ega, an important events agency. Chief Architect and Director of the Visitor Experience of Expo Milano 2015, after having signed the project of the exhibition site, he took care of the development of the contents through the project of the thematic areas and the elements to take care of the visitors' experience. In particular, he directed the project for the wayfinding system, for the spaces at the service of the visitor, for the spaces linked to events and food, and also coordinated the offer of the partners and the participants, in order to draw a visitor experience declined on the schedule of events. He was Director of Urban Planning and Architectural Design of Arexpo S.p.A., a company created with the aim of enhancing the land on which the Universal Exposition of Milan took place. For EXPO DUBAI 2020, he is also involved in the project of Italian Pavilion.

The **Mancini Worldwide** company was born in 2019 from the entrepreneurial idea of



Alessandro Mancini to put in synergy personal and professional networks, made up of years of relationships developed in international companies.

The company is located in Milan where it coordinates the professional connections with partner and customers all around the world.

Thanks to our well-focused relational and commercial network, we offer a wide range of services ideal to match all the needs of small, medium-sized and large companies, providing strategic and customized advices linked to the customer's requirements. Strong of 20 years of experience in touristic and leisure industries, the company's mission is to professionally connect private and institutional actors who work every day in the construction, supply and promotion of products and services of excellence.

**Alessandro Mancini** Managing the relations worldwide with government organisations & delegations, local authorities, entrepreneurs, companies, public bodies, International organisations. Supervising the co-workers and consultants team, starting from the proposal to the costumer, until the closing, development and execution. Dealing and organising both local and International meetings, handling the negotiations and following the contract phases progress. Cooperating with Italians investors worldwide identifying and supporting the realisation of partnerships and project development. Providing high strategy consultancy to the board of directors of both Antalya 2016 and Astana2017; former Ticketing & Tourism Director and Business Developer for Expo2015 Milano, Head of the Ticketing and Tourism Division, managing the whole team. Strategic planning of presence at the major exhibitions worldwide, managing the relationships with Italian institutions all over the world for the brand's spread and the promotion. Managing the relationships worldwide with government organisations & delegations, local authorities, entrepreneurs, companies, public bodies and International organisations in over 140 countries.