

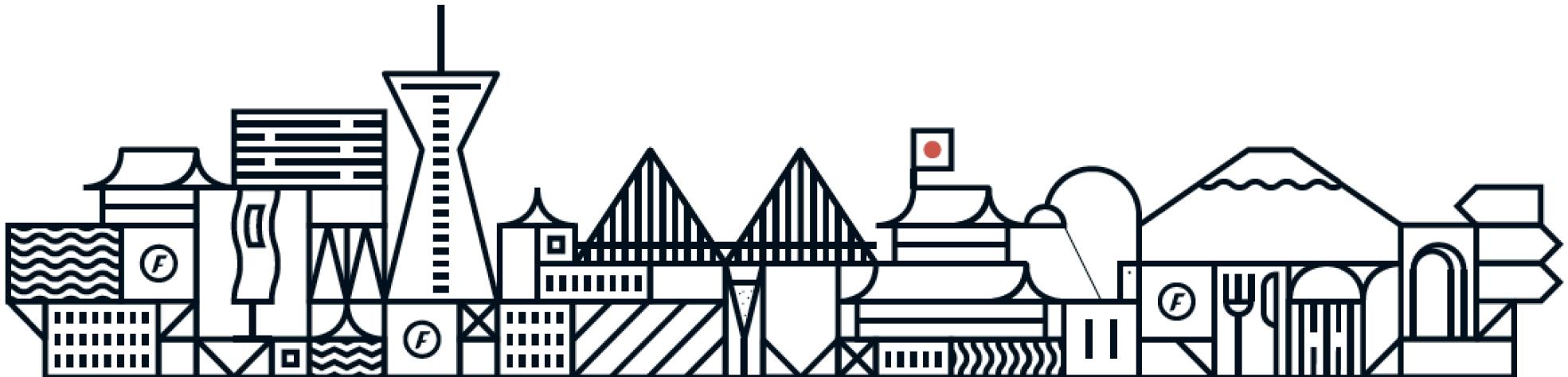


# Fuorisalone • Japan

## The Design Network between Italy and Japan

# Fuorisalone Japan

[www.fuorisalone.jp](http://www.fuorisalone.jp)



# Who conceived Fuorisalone Japan?

**The project Fuorisalone.jp** has been created by Studiolabo, communication and concept design studio based in Milan.

Studiolabo offers strategic consultant services, branding and graphic design, promotes and produces cultural events related to the world of design and to local marketing. Studiolabo is also author of Fuorisalone.it and Brera Design District.

In the Fuorisalone.jp project, the creative agencies Drill and MYSMONDO will participate as cooperating partners on the Japanese side. With them, Studiolabo worked to the event OSAKA×MILANO Design Link for Daimaru, in October 2019.

**But first of all, Fuorisalone.jp will be represented by all the stakeholders of local design: Japanese designers, companies, brands, creative agencies, foundations, schools and institutions. It's indeed for them that we have designed the project and with this presentation we are going to explain its general concept.** Our interest is to involve personally as much realities as possible, in order to share experiences, design projects and events, so that we can put on a big and powerful network between Italy and Japan, in the name of design.

# What is Fuorisalone Japan

**Fuorisalone.jp** is an online platform and a consulting service that aims to communicate the best of Japanese design, creativity and lifestyle, using the typical Occidental language and design-thinking, starting from the creation of dedicated communication tools, from Milan in direct connection with Tokyo and Osaka.

**It promotes the best design exhibitions on show in Milan during the Design Week and connects the Italian and Japanese design communities to form a single network, creating a cultural and commercial bridge between the two countries.**

## How do we intend to develop the project?

The brand and the vision of the Milan's Fuorisalone will be used on fuorisalone.jp to provide tailor-made services, exclusive products and design-oriented events for the Japanese market.

Fuorisalone.jp - having a strong identity and a privileged relationship with Milan and its Design Week - aims to become a collector of all design projects carried out in Japan. To achieve this goal, over the next 3 years Studiolabo will launch a series of partnerships in order to create an international network.

# Perchè Fuorisalone Japan

## **Because we love Japan.**

Japan today represents a strategically very important potential market, extremely stimulating and rich in contents, skills and craftsmanship excellences: a world that offers the possibility and the space to create important projects of great cultural and social impact.

Just think of Tokyo, an extremely vibrant, creative and innovative city, both in Fashion and Lifestyle: a sophisticated and spontaneous creative breeding ground, a reference point for both the Oriental and Occidental markets.

In our personal experience, in Japan we have discovered many incredible realities, often disconnected from each other, and with no relation to international markets, in particular Milan despite the massive presence of Japanese brands and designers during Milan Design Week.

**Are you interested in Fuorisalone Japan? Do you want to know more about the project and what we are going to do in the upcoming months?**

Keep in touch with us!

If you consider it worthwhile, share this presentation and the form with your colleagues and with whom you think may contribute to the project.





# Milano Design Week and Fuorisalone

# **Milano Design Week is the world's most significant international event dedicated to Design.**

Every year, coinciding with the Salone Internazionale del Mobile, Milan becomes the stage for Fuorisalone (that literally means beyond the Salone del Mobile, within the city of Milan). These two “souls” represent an unique showcase and an unprecedented commercial opportunities for the design's world.

More than a thousand installations, parties, exhibitions, performances edited by companies operating in the sector, but also by related and crosscutting sectors such as automotive, technology, telecommunications, art, fashion, luxury and food.

## **The numbers generated in the 7 days of MDW**

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**1.348**  
**Events  
in the city**

**800**  
**International  
exhibitors**

**+500k**  
**Visitors  
in the city**

**+19mld**  
**Profit  
in Euro for the city**

# **How Fuorisalone is born and how it is connected to the city of Milan**

Fuorisalone is not a Fair. It does not have central organization: it came about spontaneously in the early 80's from the desire of furniture and industrial design companies to have a space in the city open during and after the fair hours, free from the logistics of a Fair.

From about 15 years, thanks to the open approach of the city of Milan and the increased accessibility of air transports, Fuorisalone has become a must-see destination for professionals, companies and design lovers. All visitors populate the city, that uses to become a key destination and a strategic place for the launch of new products, for all the different sectors involved.

Every year during Fuorisalone, design literally takes over Milan, mixing with the urban context and putting on an unprecedented show.  
Milan is Fuorisalone, Fuorisalone is Milan. Today we think Fuorisalone can also be Tokyo and Osaka and the whole Japan.



# The role of — Fuorisalone.it

## **Fuorisalone.it has been the reference platform and the official guide of Fuorisalone in Milan since 2003.**

Conceived and designed by Studiolabo, over the years it has been chosen by companies and designers for the promotion of their brands, projects and events. An essential tool for orientation, understanding and getting to know the Fuorisalone, fuorisalone.it offers various communication formats and a dedicated consulting service.

Today Studiolabo focuses on the development of international communication projects where the skills and relationships established over time are used as strategic tools for new projects and towards opening new markets.



## The first Fuorisalone experience in Japan

In 2019, fuorisalone.it has been among the main partners of Daimaru in the production of the event OSAKA×MILANO Design Link, which took place in the district of Shinsaibashi, Osaka, achieving a pretty huge success.

The professional expertise of Studiolabo and fuorisalone.it is now crucial in exploring new markets.

### First among all, Japan!



# Fuorisalone Digital - a new scenario starting from 2020

## **The new beginning**

On 27th March 2020, in the heart of the Covid-19 health emergency, the Board of Directors of the Salone del Mobile.Milano announced the cancellation of the 2020 edition. The most important trade fair in the sector will take place directly in 2021.

## **What is going to happen from 15 of June 2020?**

According to the dates set for the 2020 edition (15 - 21 June) Fuorisalone.it does not stop and launches its new **Fuorisalone Digital platform**. Our website [www.fuorisalone.it](http://www.fuorisalone.it) will be at the core of a system that includes the introduction of two new tools (**Fuorisalone.tv** and **Fuorisalone meets**) and the possibility to distribute content on two new channels (**Fuorisalone Japan** and **Fuorisalone China**).

We are convinced that Milano Design Week is a combination of many excellences, a unique moment of exchanges, experiences, emotions, visions and that it cannot be reduced to a digital version. However, digital can be important for companies that need to reach the Fuorisalone public even without being physically there.

# Fuorisalone Digital - one platform, 4 new tools

Fuorisalone.it enriches its offer with four new tools in addition to the reference portal of the event [www.fuorisalone.it](http://www.fuorisalone.it) and the magazine [www.fuorisalonemagazine.it](http://www.fuorisalonemagazine.it) active all year long, with an editorial plan that presents the best of design, in Milan and around the world. The new tools will be autonomous formats but will all refer to the portal [www.fuorisalone.it](http://www.fuorisalone.it), gathering together all contents.

## **FUORISALONE.TV**

Tool dedicated to on demand and live streaming videos, starting from June 15, aimed to present, in an innovative way, projects and ideas of companies and designers; to face and discuss about the new scenario we are living; to define a new approach to the market and the distribution.

## **FUORISALONE MEETS**

For the whole month of June the Fuorisalone.it webinar platform will connect companies with partners, customers, retailers and selected public. The aim is to do training and promotion, creating direct contact between companies and operators in order to present new products, share strategies with the retailers and meet new potential customers.

## **FUORISALONE JAPAN**

Web platform dedicated to Japanese design, to promote the Fuorisalone event and the cultural and commercial exchange between Italy and Japan, thanks to a service of dedicated consultancy.

## **FUORISALONE CHINA**

Launch of the official Fuorisalone.it accounts on WeChat, Weibo and Tencent Video aimed to share content and companies previews, to offer training occasions and networking.

# The new Fuorisalone.it platform

Overview of the new Fuorisalone.it offer with definition of tools, communication channels and content distribution methods between Italy, China and Japan.

Fuorisalone.it is at the heart of the system, organizes and presents the contents that are proposed in the two new tools and distributed through social channels and the magazine.



NEW TOOLS 2020



MAIN PLATFORM



NEW PROJECTS  
DISTRIBUTION CHANNELS



# Why — fuorisalone.jp?

# **Japan offers many opportunities and fuorisalone.it has decided to invest on them.**

In Japan there is a massive presence of designers, brands and companies operating in the world of design and architecture. There are very important artisans and professionals. Nevertheless, different cultural approaches can create difficulties in the relationship with other countries and markets, like the Italian one.

Fuorisalone.jp wants to stimulate these limits, becoming a cultural and commercial link between the two countries.

Japan today represents a strategically very important potential market, extremely stimulating and rich in contents, skills and craftsmanship excellences: a world that offers the possibility and the space to create important projects of great cultural and social impact.

Just think of Tokyo, an extremely vibrant, creative and innovative city, both in Fashion and Lifestyle: a sophisticated and spontaneous creative breeding ground, a reference point for both the Oriental and Occidental markets.

# **Fuorisalone.jp objectives are:**

## **→ Promote!**

**Opportunities dedicated to the  
Japanese market**

## **→ Communicate!**

**Services that support the relation  
between Italy and Japan**

## **→ Showcase!**

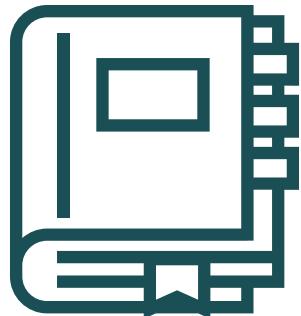
**The best of international design live at the Fuorisalone in  
Milan with a focus on Japan**

## **→ Connect!**

**A single design network between people, events,  
projects**

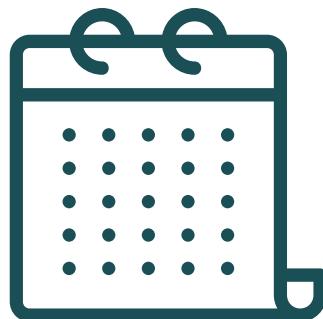
# Fuorisalone.jp will provide for three tools:

Index, Agenda and Magazine, are all tools to discover the best of Design Made in Japan, curated by Fuorisalone.jp.



## Japan Index

The list of main protagonists, places and design-oriented brands in Japan



## Japan Agenda

The must-see events of Japanese design and creative calendar



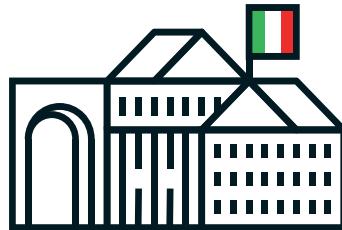
## Magazine

Trends and editorial insights from the world of international design.

# **Fuorisalone.jp will also provide for a personalized support, especially dedicated to Japanese designers and brands.**

It will be possible to get in touch with the Fuorisalone Consulting Team for personalized support, thanks to the skills of a multidisciplinary staff based both in Milan and Tokyo.

## **Milano**

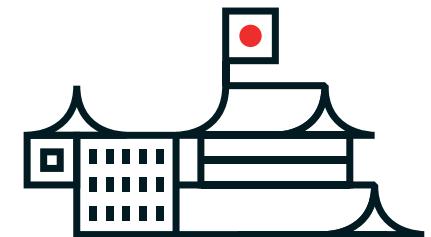


In Milan, Fuorisalone Consulting Team can give support to those who want to participate to Fuorisalone, offering services such as location scouting / shipping and logistics / permits / catering / security as well as local architects / fitters / press office and local pr.

It can ensure an overview of the whole process and a dedicated communication plan for the event, managed by an Italo-Japanese staff, operating in the two locations of Milan and Tokyo.

The services offered go beyond Design Week and focus on promotional activities and networking with the Italian market, offering direct support and strategic advice for the activation of new opportunities.

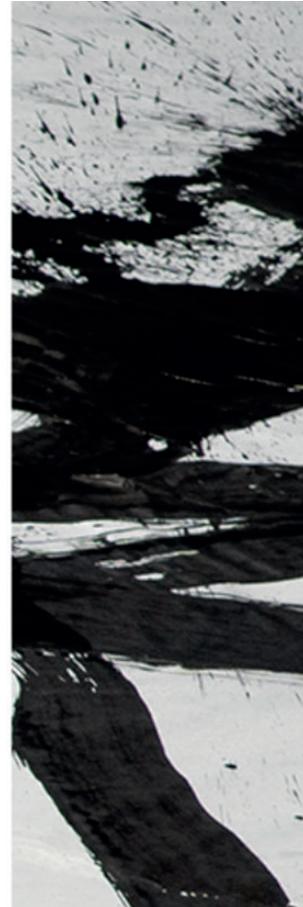
## **Tokyo**



In Tokyo, Fuorisalone Consulting Team create and develop a local design community, through networking services and events.

It can offer direct advice for international companies aimed at creating business opportunities in the Japanese market in terms of product distribution and positioning, as well as for co-marketing development with companies, designers and local craftsmen.

It can create dedicated formats for the world of Interior Design through the activation of projects in the form of a collective, signed by Italian designers and brands with the support of public and private institutions.



Take part in  
— Fuorisalone.jp!

**The Japanese creativity represents an important resource for the Fuorisalone.jp Japan Index!**

We invite you to share the news, totally free of charge, by responding to our call.

**Get in touch with Fuorisalone.jp:**

write us at [angela@studiolabo.it](mailto:angela@studiolabo.it)  
and at [hello@fuorisalone.jp](mailto:hello@fuorisalone.jp)

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