

FIND: FIERA MILANO BRINGS ITALIAN DESIGN EXCELLENCE TO SINGAPORE

Fiera Milano, in a joint venture with dmg Events, organises in Singapore (22-24 September) the Asian event of reference for the design and furnishing sector thanks also to the support of the multidisciplinary studio Stefano Boeri Interiors, ADI - Associazione per il Disegno Industriale (Industrial Design Association) and the magazine INTERNI

Milan, 13 June 2022. There are 100 days to go until FIND (an acronym for Furniture, Interiors and Design), Asia's benchmark event for the design and furnishing sector, which will take place from 22 to 24 September 2022 at the Marina Bay Sands Expo and Convention Center in Singapore.

Covering an exhibition area of 10,000 square metres and featuring more than 500 industry benchmark companies, FIND will bring together more than 15,000 attendees for three days, mainly architects, interior designers, retailers, experts and design enthusiasts from all over Asia. The event, organised by Fiera Milano in joint venture with dmg Events, will be the highlight of the Singapore Design Festival schedule.

Singapore is a design hub in Asia with over 10,000 brands related to the furniture industry. Its access to the Asian market, and in particular to the ASEAN countries, a free trade area, represents an opportunity to reach 4.4 billion potential customers with a strong interest in luxury and Italian-made design. The market value of the furniture industry in APAC (Asia Pacific) in 2021 was USD 614 billion. Moreover, FIND will take place exactly one week before the spectacle of the Formula 1 race, which increases its appeal in Singapore because it takes place at night and on a street circuit.

"Thanks to FIND, Fiera Milano exports to Asia one of the most representative sectors of Made in Italy in the world," explains Luca Palermo, CEO and General Manager of Fiera Milano. "An event that underlines the essentiality of the trade fair instrument as a privileged stage to intercept new markets for companies wishing to expand their business beyond the European borders. FIND is a system operation that sees us as leading players thanks also to the partnership signed with dmg Events, a key player in the organisation of events at international level".

"We are incredibly proud and excited to host the Italian Design Futures Capsule at FIND, a specially designed area dedicated to Italian companies," says Mel Shah, Vice President Asia, dmg Events. "The capsule, a perfect image of the East meeting the West, will showcase the works of 30 emerging designers and leading Italian design and furniture brands that are shaping the future in which Made in Italy becomes a collaborative 'Made with Italy in Asia' movement. Singapore, the gateway to Asia, is the perfect destination to start a dialogue between West and East".

FIND will benefit from important collaborations with Italian design excellences able to promote and enhance Made in Italy in the world. Starting with the multidisciplinary studio Stefano Boeri Interiors founded by architect Stefano Boeri with architect Giorgio Donà, which at FIND will take care of the special area dedicated to Italian companies called "The Italian Design Futures Capsule". Stefano Boeri, already artistic director of the Supersalone 2021 in Milan and internationally recognised for his fame, uniqueness and work in the field of design and architecture, will develop and design with the team of Stefano Boeri Interiors the concept and exhibition format of the companies that will participate in FIND representing the made in Italy.

"We strongly believe in the first edition of FIND," say architects Stefano Boeri and Giorgio Donà. "The space designed for Singapore is imagined around a symbolic 'square' that will be a meeting place. Around this space there will be stands with the presence of Italian design and furnishing excellence. We would like the appointment to be also a moment dedicated to the promotion of ecological culture: sustainability,

recyclability and reuse of materials we would like to see concepts conveyed during the event. Therefore, FIND is a sustainable fair that will have the quality and intelligence of Italian design'.

International visitors to the fair will also be able to discover a capsule collection of Italian design icons created by the ADI Design Museum in Milan. In addition, ADI - Associazione per il Disegno Industriale (Industrial Design Association) will present at FIND the prestigious Compasso d'Oro awards, the most important recognition in the world of design that aims to highlight the qualities of products made in Italy and to recognise the value process that design imprints on the world of production and society in a transversal way. *"ADI has always worked to spread the ideas of Italian design," says **Luciano Galimberti, President of ADI.** "The presence at the 2022 edition of FIND of the objects awarded the XXVII Compasso d'Oro responds to this objective in today's world terms. The best results of our contemporary design, starting from the ADI Design Museum in Milan, bring to the largest markets and most dynamic economies the message of quality, sustainability and responsibility of Italian design to improve everyone's life."*

Among the event's partners is INTERNI magazine, which today represents one of the major international communication networks for design and architecture. The aim of the partnership with the magazine is also to create a symbolic bridge capable of promoting the link between Singapore and Milan, the meeting and exchange between West and East, and between designers and entrepreneurs. In addition, INTERNI will develop the content part of the event, curating master classes during the days of the event. *"FIND aims to become an authoritative platform for design in Asia, a good opportunity for exchange and mutual inspiration between West and East," says **Gilda Bojardi, editor-in-chief of Interni, as well as the creator of the FuoriSalone and curator of multiple international design exhibitions.** "It will certainly be an opportunity for dialogue and debate on the themes of product and interior design with well-known international designers, architects and opinion leaders through meetings and exhibitions of the best achievements in the field of design, creating moments of networking with sector operators and traders, and also an opportunity to discuss new perspectives for the present and future of architectural design and innovation in furniture design".*

Finally, FIND enjoys the support of the most important territorial institutions as it has been developed thanks to the support of the Design Council Singapore, SFIC/MP, Singapore Tourism Board and the Italian Chamber of Commerce in Singapore. It will also be able to count on the increasingly important collaboration with Ice Agency.