

## **PRESS RELEASE**

# **DISCOVER AT "THE SALONI" THE LOVE DESIGN® STAND**

From the 22nd to the 27th of April **LOVE DESIGN®** will be attending "The SALONI" of Milan with its own stand (Pad. 8/12 Stand Reception First Floor) thanks to the generous hospitality of COSMIT and FONDAZIONE COSMIT EVENTI. The intention is to drum up around **LOVE DESIGN®** the Benefit Event that brings the best Italian design products accessible to all.

The stand will be enlivened by the short film "**The exhibition**", a tribute from the Italian Production House **The Family** [the short film has been directed by *Stefano Quaglia*, with the creativity signed by the agency Grey Milano) with the aim to introduce to the public the **LOVE DESIGN®** Project.

This extraordinary charity event, created in 2003 and now at its fourth edition, is fostered jointly (since the first edition) by AIRC-ITALIAN ASSOCIATION FOR CANCER RESEARCH LOMBARDIA COMITEE and ADI-ASSOCIAZIONE PER IL DISEGNO INDUSTRIALE with a double aim: to support cancer research (400 thousand euro the sum raised in the past 2007 edition) and to encourage awareness and interest on Italian Design. This event has become the most long-awaited event of the Milan Fall becoming a happening that involves the cultural and social life of the city.

The next autumn appointment with the public is set from the **23rd to the 25th of October** at PAC - Padiglione d'Arte Contemporanea at via Palestro 14 in Milan, a location made available by the Assessorato alla Cultura del Comune di Milano. Three days useful to buy design products at a special price. These "objects of desire" will be accessible to all, thanks to the generosity of the producing Firms that have offered their products to AIRC.

**LOVE DESIGN®** ADI PROMOTING COMITEE has been particularly munificent not only by making available their design products for this event, but also promoting the event to other Firms inviting them to join in this important initiative.

To this day the following firms will take part to **LOVE DESIGN®**: **ALCANTARA, ALESSI, AGAPE, CAIMI BREVETTI, CANTORI, CASSINA, CASTALDI ILLUMINAZIONE, DRIADE, DAVIDE GROPPI, ELECTROLUX, ELICA, FIAM ITALIA, FLOS, FONTANAARTE, FRATELLI FANTINI, KARTELL, LIVING DIVANI, LORENZ, LUCEPLAN, MDF ITALIA, MAMOLI ROBINETTERIA, MARTINELLI LUCE, METALMOBIL Divisione di IFI, MOLteni & C., MOROSO, OLUCE, POLTRONA FRAU, SAMBONET PADERNO INDUSTRIE, SERRALUNGA, TEUCO GUZZINI, TESEO, VORTICE ELETTROSOCIALI...**

...we are waiting for new entries!

We wish to thank: the Production House The Family and their director *Stefano Quaglia* for making the short film "The exhibition", the agency Grey Milano for the creativity, ATM and Comune di Milano for their global divulging assistance and Open Care for offering the location.

**LOVE DESIGN®** is planned by The Family Events  
[www.lovedesign.airc.it](http://www.lovedesign.airc.it)

Milano, April 20th 2009