



ITALIAN DESIGN ICONS 2022



**“Every great design begins with
an even better story”**

Lorinda Mamo, designer

UPCOMING EVENT

Shanghai

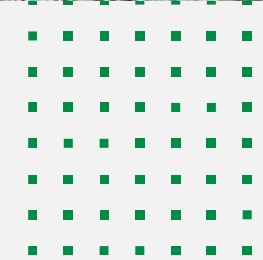
Date: 25, 26, 27 November 2022

Location: TBC



ABOUT ITALIAN DESIGN ICONS

During one of the hottest seasons for the international design in Shanghai, an exhibition named “Italian Design Icons” is going to celebrate the universal excellence in living in the Italian way.



THE STORY

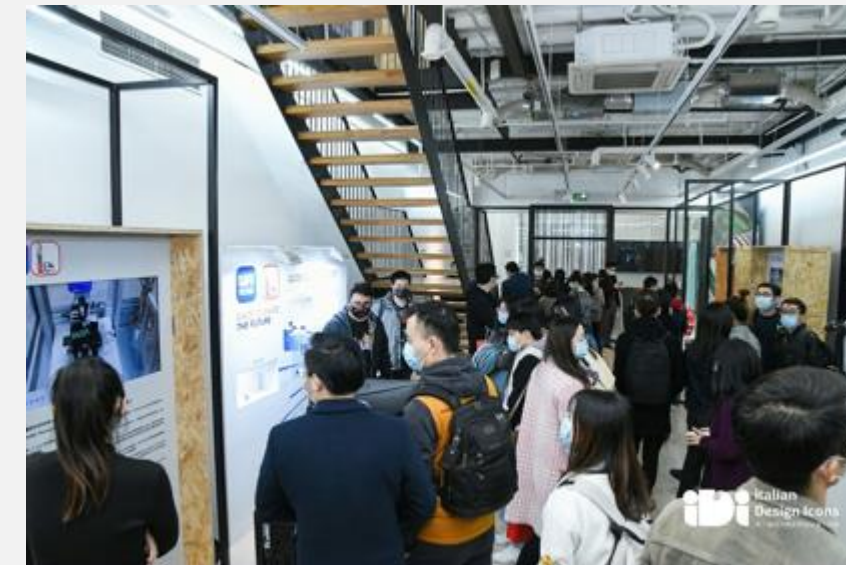
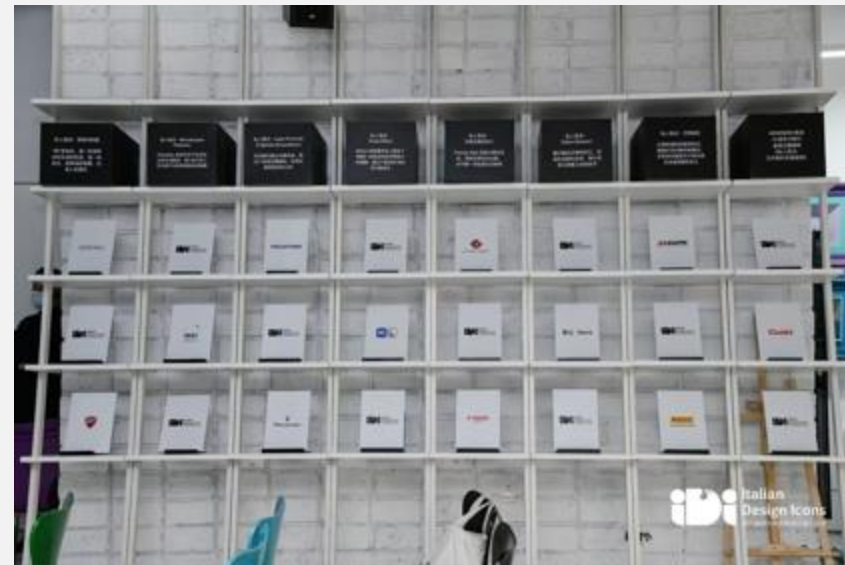




THE STORY OF IDI



SH HIGHLIGHTS





SOME OF OUR SPEAKERS



SOME OF OUR PARTNERS



Baidu 营销



MF MILANO FINANZA

MEDIA PARTNERS



Classeditori



胡润百富
HURUN REPORT



DiaSorin

FALCONERI
SUPERIOR CASHMERE

SUPPORTING PARTNERS



VO LPI
STUDIO

VUDAFIERI • SAVERINO PARTNERS
MILANO SHANGHAI



Camera di Commercio Italiana in Cina
中国意大利商会
China- Italy Chamber of Commerce



Fondazione Italia Cina
意中基金会

INSTITUTIONAL PARTNERS



ITA
ITALIAN TRADE AGENCY
ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane
意大利对外贸易委员会



LUISS



APEROL
SPRITZ



mammamia!
TRATTORIA • PIZZERIA

F&B PARTNERS



华饮 Smodrink
意大利葡萄酒专家
Italian Wine Specialist



VIOLA
italian premium beer

PATRONAGE OF ITALIAN INSTITUTIONS IN CHINA

The fourth edition of IDI in Shanghai was the opening event of the first edition of the "Creatività Italiana Milano | Shanghai - ALL AROUND ", which is sponsored not only by the Consulate General of Italy in Shanghai, but also by the Italian Ministry of Cultural Heritage and Activities and Tourism and the Municipality of Milan. In 2021, we will continue to collaborate with them and to be part of their program.

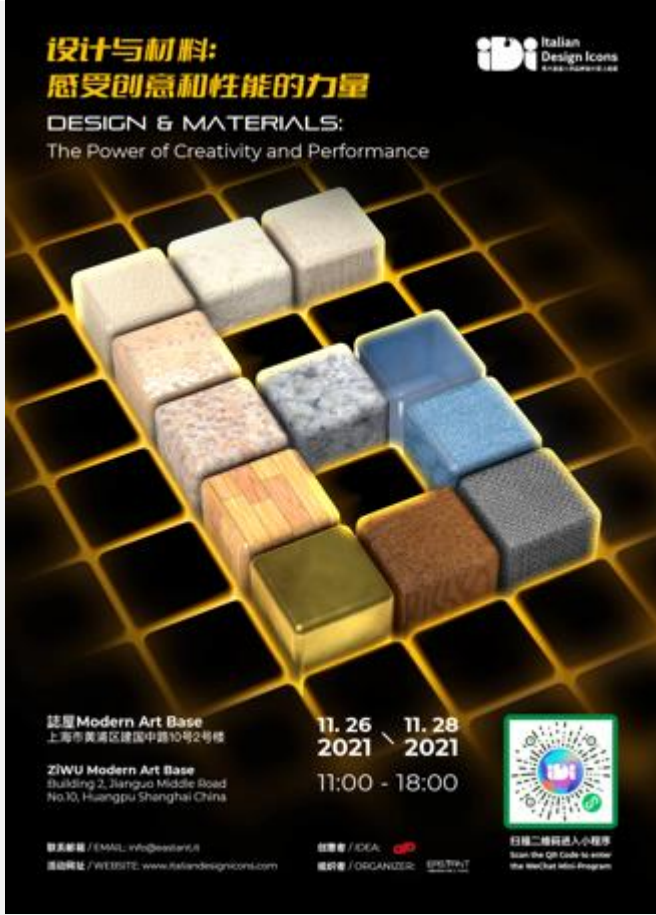


SOME OF OUR EXHIBITORS



IDI WAS FEATURED BY:





Key Visual



Two-sided Flyer



Two-sided Flyer



Backdrop

VIP INVITATIONS



AWARDS



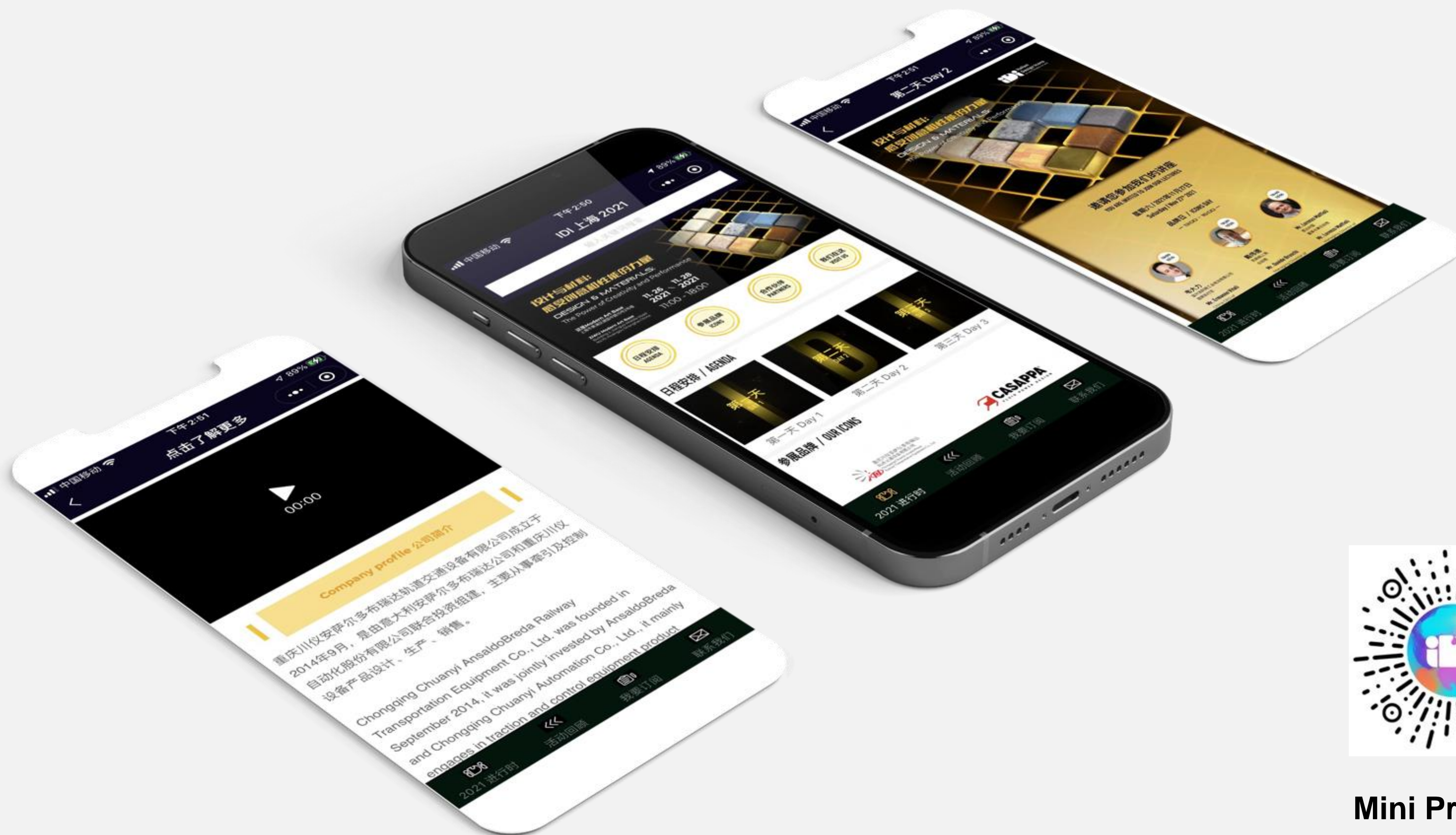
Most Influential Speaker of
Italian Design Icons 2021



Most Trending Brand of
Italian Design Icons 2021



MEDIA & COMMUNICATION



Mini Program

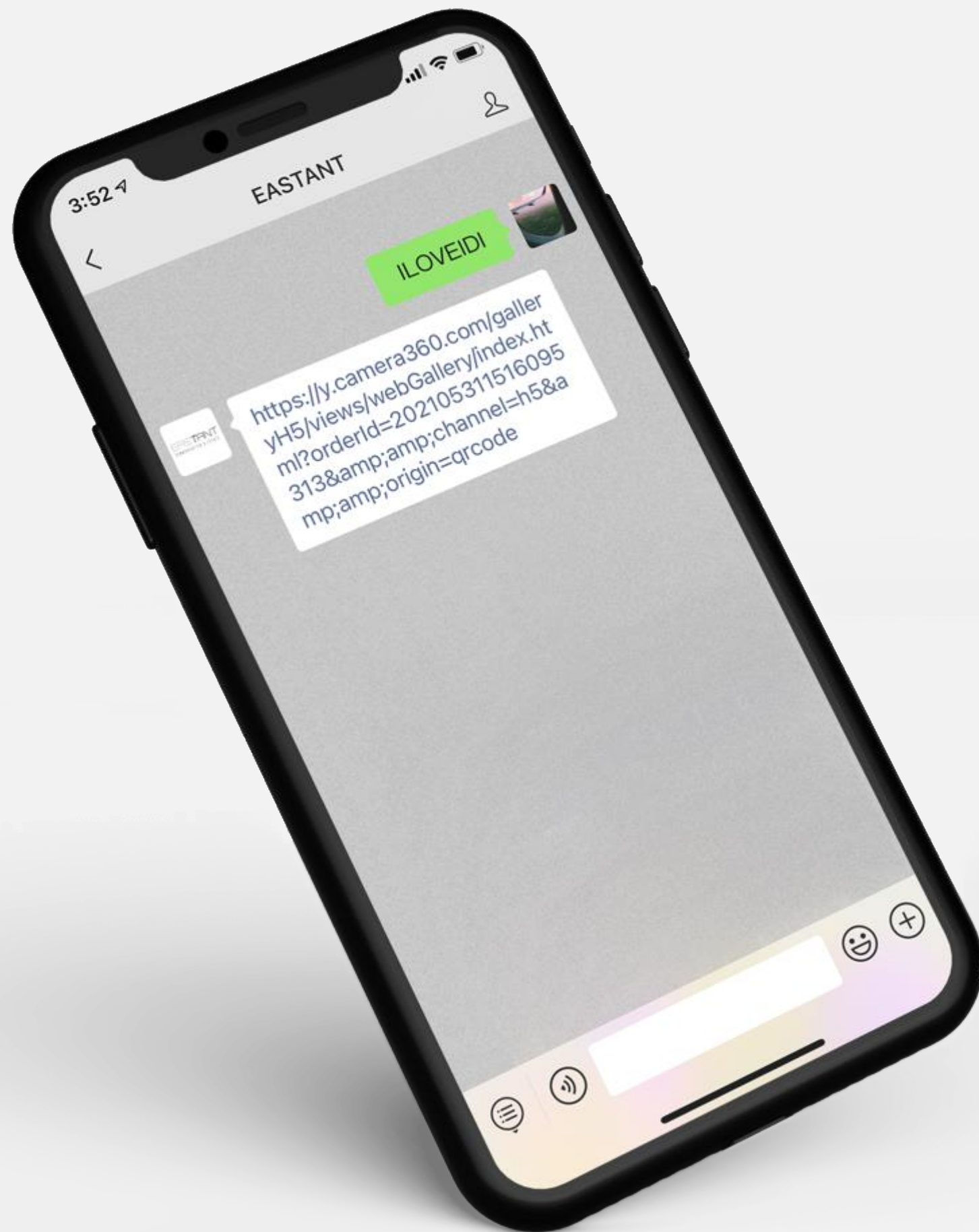


PHOTO CORNER

创建者 / IDIA
 组织者 / ORGANIZER
 支持单位 / WITH THE SUPPORT OF

意大利品牌设计展

照·片·墙

Italian Design Icons 6th Edition Shanghai 2021 Photo Corner

这里可以找到你在2021年第六届意大利品牌设计展（上海）上的精彩瞬间！
根据以下提示获取美照：

1. 扫描二维码关注
2. 输入关键字：IDISH21
3. 点击系统自动回复的链接获取照片

分享时记得使用我们的标签哦！

#eastant #iloveidi #italiandesign #madeinitaly
#creativity #performance #innovation #idi2021

Do you want to find your photo from IDI 6th Edition Shanghai 2021?
Follow these three easy steps to download your photo:

1. Scan the QR code to follow Eastant on WeChat
2. Insert the keyword: IDISH21
3. Press on the link and search for your photo!

Don't forget to share on your social media using our hashtags!

#eastant #iloveidi #italiandesign #madeinitaly
#creativity #performance #innovation #idi2021



THE CONCEPT OF SHANGHAI EDITION



Pictures only for reference

THE CONCEPT OF SHANGHAI EDITION





The Topic:

Re-Generation: Design & New Technologies for a Sustainable Future

According to IDD, Italian Design Day in cooperation with Italian Association of Industrial Designers

Date:

25,26,27th November 2022



- + Design Contest
- + Award Ceremony
- + ICONS Gala Dinner
- + B2B Opportunities
- + Universities Involved
- + Video Streaming
- + Chinese Attendees
- + Media Coverage



THE PROCESS



Confirmation email

Sign of the contract

Payment

Complete IDI information form

Speaker confirmation

Logistics plan for the product exhibition

Confirmation of the set-up plan

Provide company video and logo

Press conference attendance

ICONIC dinner attendance

VIP cocktail attendance

Retrieve the product from the exhibition



THE PRICE INCLUDES:



Booking an ideal spot for IDI 2022 exhibition



Picking out on the venue layout the exhibition stand for your product



Booking an ideal spot for IDI 2022 exhibition



Management of the pre / during / post event activities



Creation of VIP invitations & sending to VIP clients via courier



Event set-up



Media (pre-communication / post-communication)



Press conference



Lectures and activities



ICONIC Dinner
VIP cocktails



Professional photos and video



Business networking



Opportunities to increase your visibility in Chinese / International markets



Insurance

ORGANIZATION

An idea of:



Organized by:

EASTANT
COMMUNICATION & EVENTS

THANK YOU!


For more information, please feel free to contact us via

info@eastant.it or call us:

021 - 62567926 EXT 855 Yvonne (Chinese, English) or

021 - 62567926 EXT 854 Anna (Italian, English).

 +86 021 62567926

 info@eastant.it

 www.italiandesignicons.com | www.dpgroup.biz

 B1710 Sunyoung Center, no. 398 Jiangsu Road, Changning District, 200050 Shanghai – China

