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OPEN DESIGN ITALIA – 1st Edition
19th - 21st November 2010, Modena.

Open Design Italia is the first Italian event dedicated to design with a brand new approach.

It lasts for three days, and it represents an innovative idea that intends to explore in an original way the European situation, as well as to encourage the growth of a new way to look at this field.

Open Design Italia is aimed to designers, creative people and artists from all over Europe that made self-production and limited series production their professional choice. In the field of interior design, graphic design, fashion design and lighting design, self-production and limited series production make the designer the only person responsible for the entire production cycle, guarantying a perfect knowledge of the processing of the goods, which entails a high quality final product.

Open Design Italia is the only format dedicated to design that has a double geographical fulcrum. The event, infact, will take place around the two centres of Modena and Bologna. In alternate years one of the two cities will host the exhibition, in a very visible venue; whilst both of the cities every year will provide a rich series of off-sites events that will involve the whole urban area.

Temporary exhibitions, artistic performances and site specific installations will provide a useful link between the venue of the main event and the surrounding areas.

www.opendesignitalia.net

deadline 13/07/2010



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