

HEREBY PRESENTING

THE HOUSE OF EXCELLENCE

17.04-21.04
2023

CLASS AND EXCELLENCE COMES FROM RESPECT TO THE PAST
AND VISION FOR THE FUTURE WITH A DISTINCTIVE STYLE.

CASA DELLE ECCELENZE

THE EVENT

Automotive Design

Industrial Design

Product Design

Interior Design

Architecture Design



Fuorisalone 2023

Fuorisalone is an established international event for design, taking place in Milan, defining a part of Milan Design Week being the most important time of the year for Milan and the world reference point for the design industry since 60's, alongside with Salone del Mobile.

CONCEPT

REPRESENTED DESIGN

BEAUTY CREATED WITH ATTENTION

Design with

Permanence

Attention to Detail

A Seek for Beauty

Story

Design as

Social and Cultural Driver

Trendsetter/Icon

Arts & Craftmanship

CONCEPT

BUSINESSES

FOR ESTABLISHMENTS UNDER THE FIELDS OF

Automotive Design

Fashion Design

Industrial Design

Experience/Interaction Design

Product Design

Visual Merchandising

Interior Design

Graphic Design

Architecture Design

Metadesign

Artists/ Art Galleries

MARKET

SPONSORS & VISITORS

ESTABLISHED BUSINESSES

- Design with Distinctive Design Style and Methodology
- Design with History & Timeless Asset
- Design for Expressive Approach
- Design with International Excellence

TARGET CLIENTS

- Young Generations (Gen Z/Millenials)
- Interested in Design as a Concept
- Looks for Experiences
- Seeks Arts & Craftmanship among Commercialized
- Respects the Exclusivity, Humble Branding, Awareness and Historical Accomplishments
- Seeks Meaning within Actions & Events

CONCEPT

GOALS

INTERPRET A LANGUAGE
OF EXCELLENCE

through various fields, shifting
chaotic design scene towards
ultimate design thinking through
methodology.

GATHER THE BEAUTY IN
DESIGN

with detailed focus on Story,
Impact and Timeless Design

REACH TO THE
YOUNGER AUDIENCE
THROUGH IMMERSIVE
EXPERIENCES

with established branding on
‘Excellent Design’

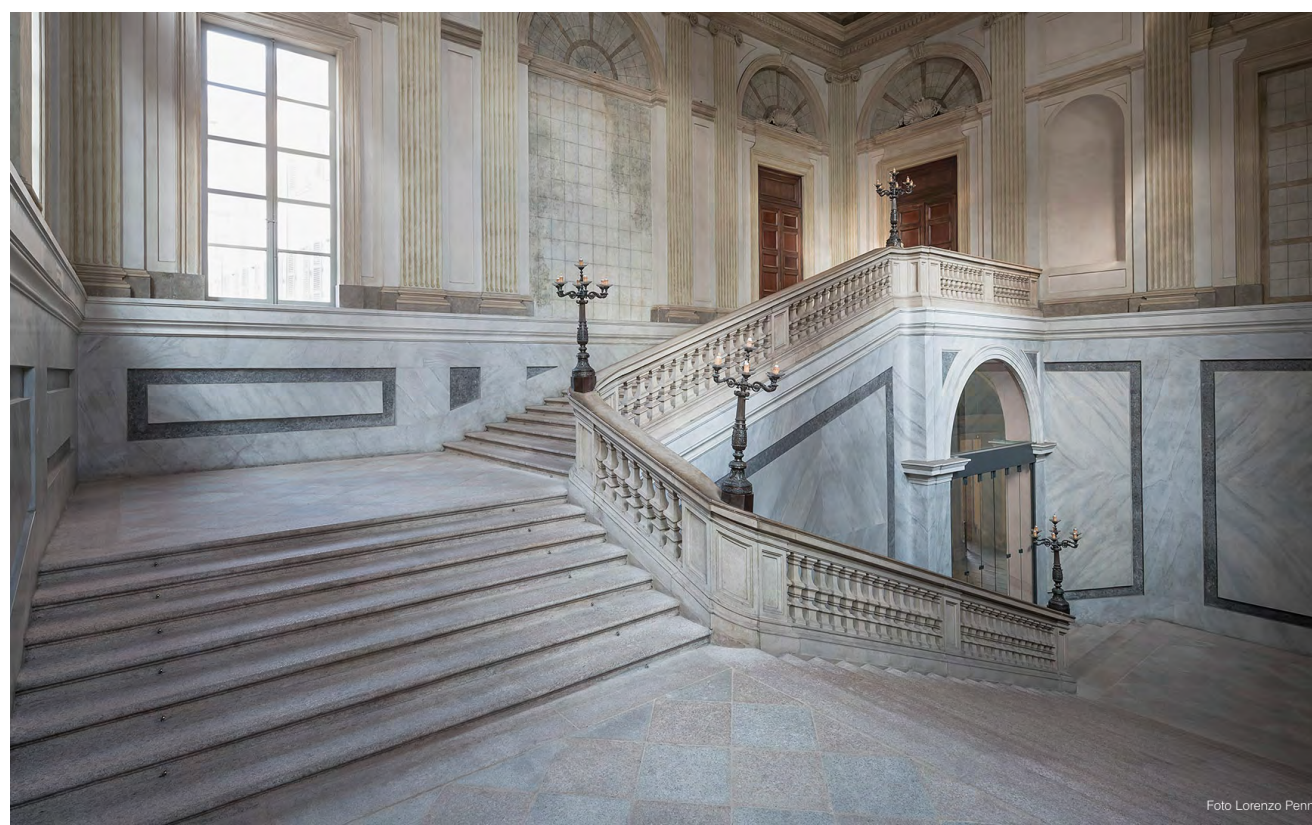
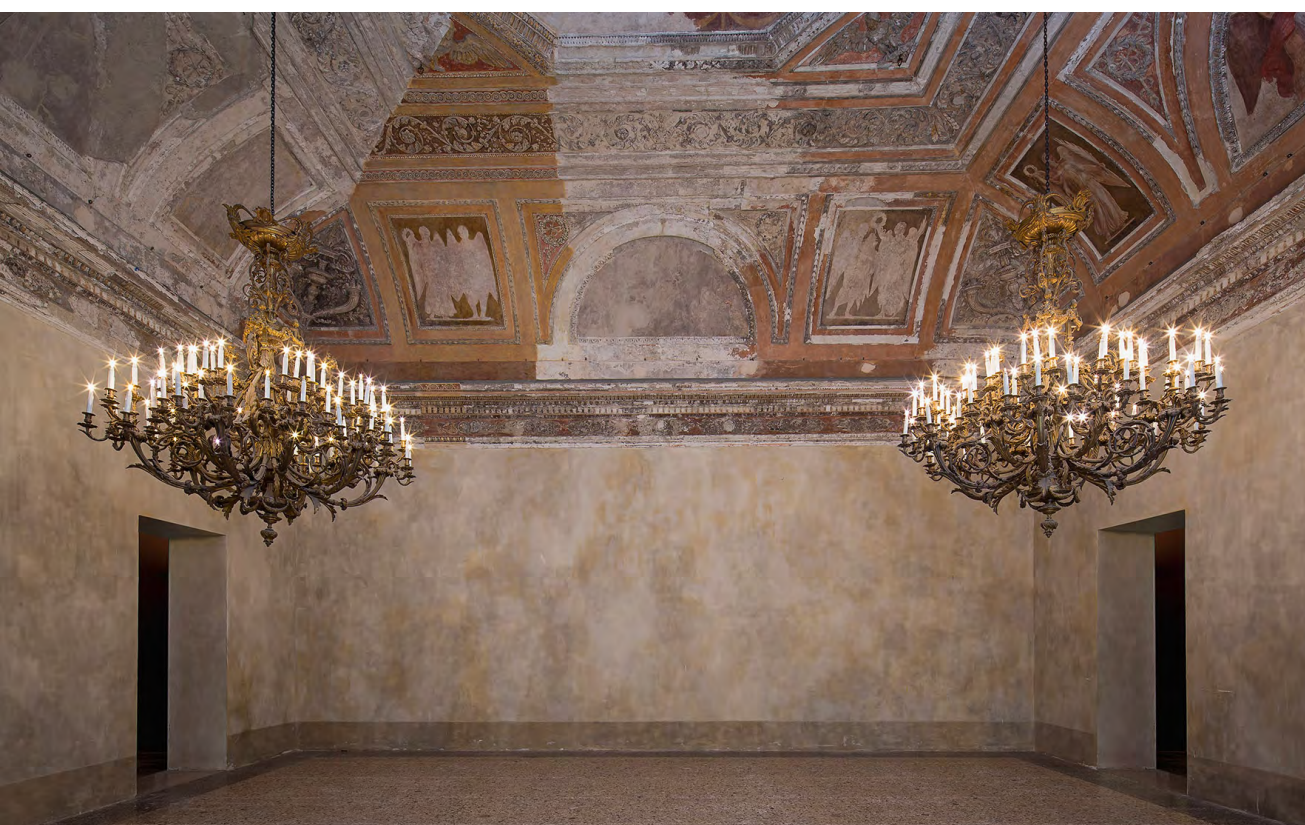


LOCATION



PALAZZO REALE MILANO

Originariamente progettato con un sistema di due cortili, poi parzialmente demoliti per lasciare spazio al Duomo, il palazzo è situato alla destra della facciata del duomo in posizione opposta rispetto alla Galleria Vittorio Emanuele II. La facciata del palazzo, seguendo la linea dell'antico cortile, forma una rientranza rispetto a piazza del Duomo, chiamata piazzetta reale.¹





HISTORICAL TRENDSETTER & ESTABLISHED POWER HOUSE

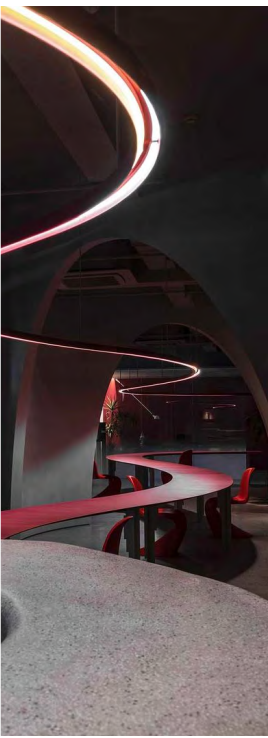
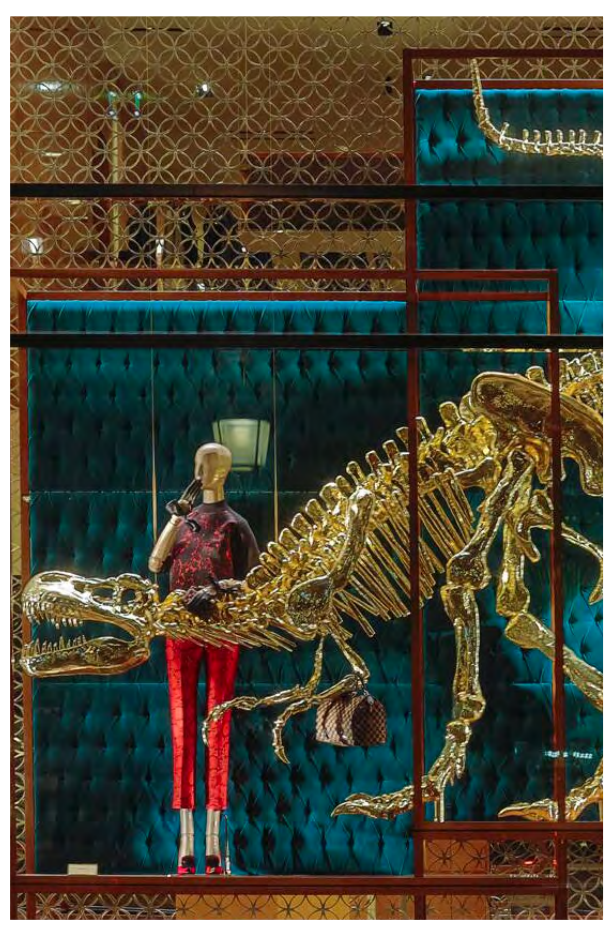
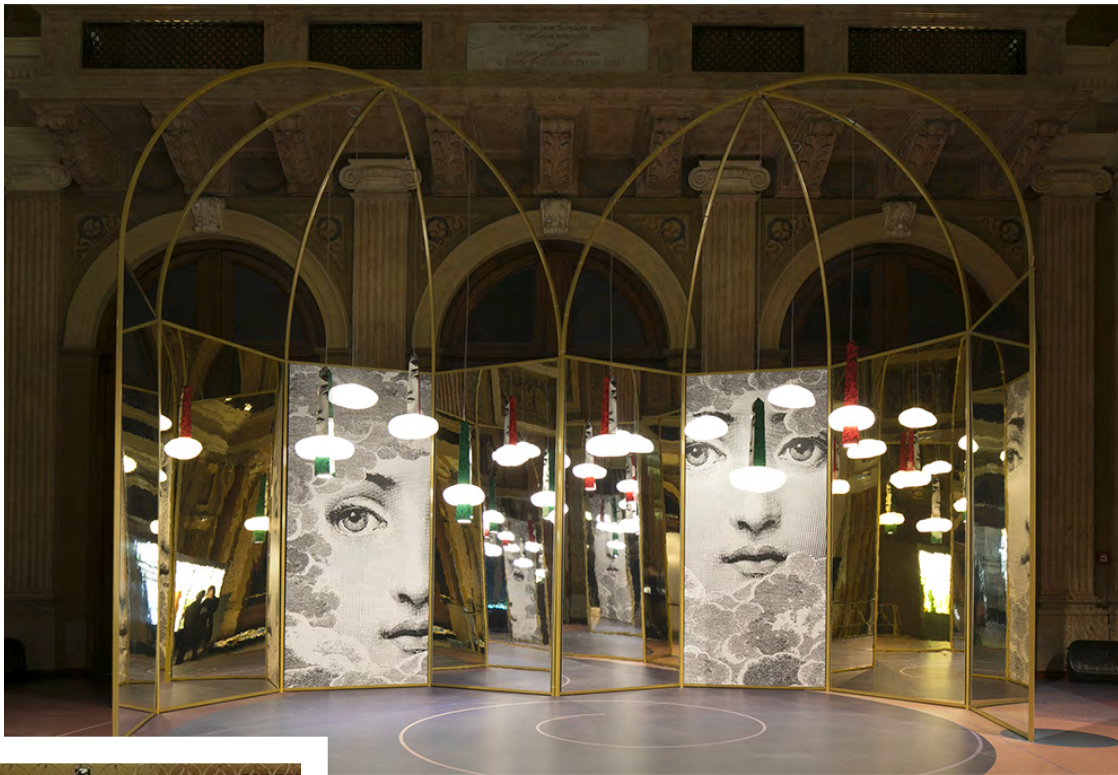
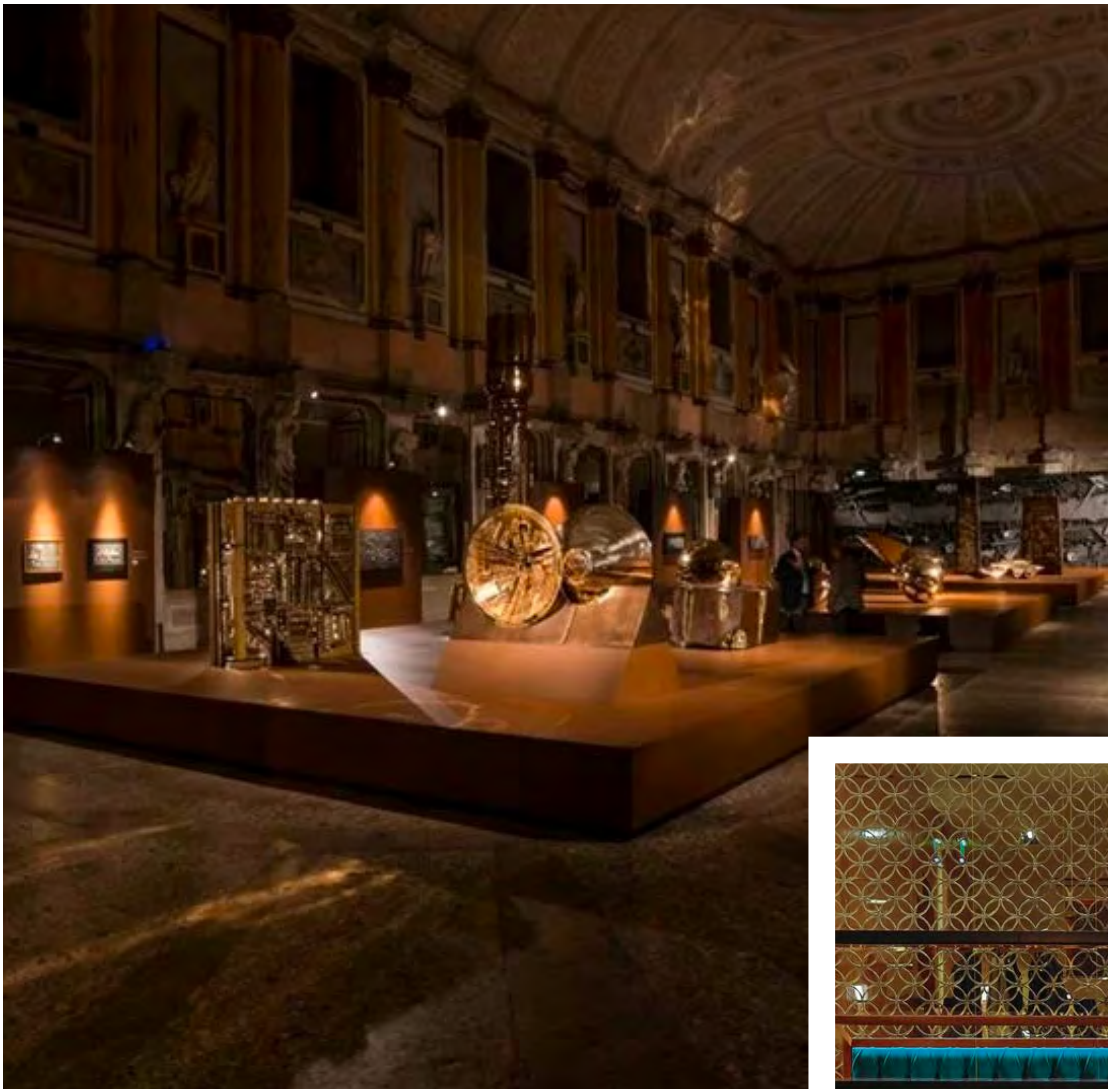
Le origini di Palazzo Reale sono molto antiche e la sua storia corre intrecciata a quella di Milano e di quelli che l'hanno governata. Dagli Sforza a Napoleone, dalla peste ai bombardamenti, sono molti i personaggi e gli eventi che hanno influenzato la struttura e le funzioni del Palazzo, specchio dei poteri forti che si sono alternati al governo della città e che ne hanno cambiato il volto nel corso dei secoli, fino a farne il più prestigioso spazio per le grandi mostre d'arte a Milano che oggi conosciamo. Scorrere la storia di Palazzo Reale significa leggere i cambiamenti che hanno coinvolto una delle città più importanti d'Italia e i suoi abitanti.

The ultimate goal is impact. We believe that excellent design creates an impact, personally, environmentally and/or socially.

This is what we are celebrating in Fuorisalone’23, the excellent design that creates goosebumps and that spark in the eye of viewer.

Design does impact our daily lives with function, so where does excellence come from? It is when passion, story, and the craftsmanship combines; and design becomes an experience.





LOCATION

ROOMS

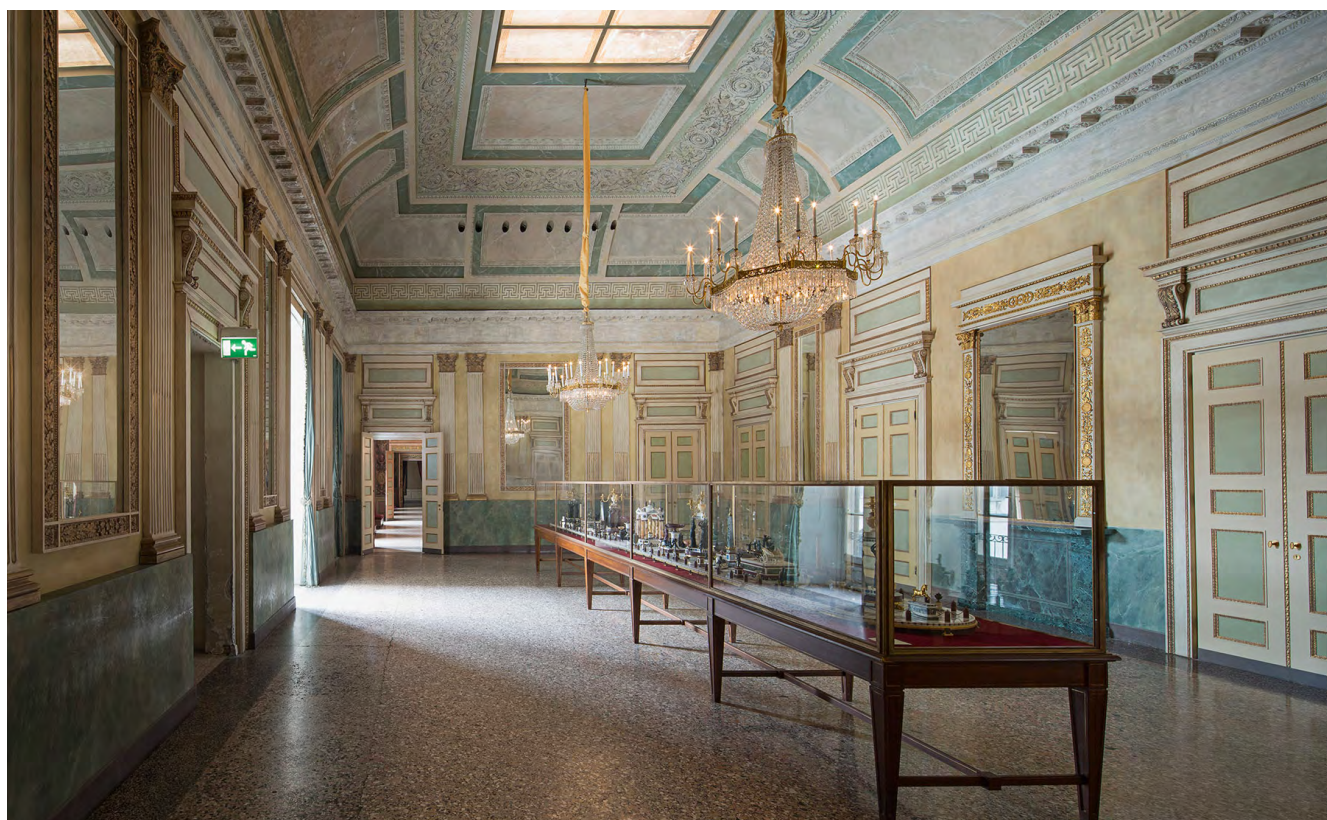
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Sala delle Otto Collone



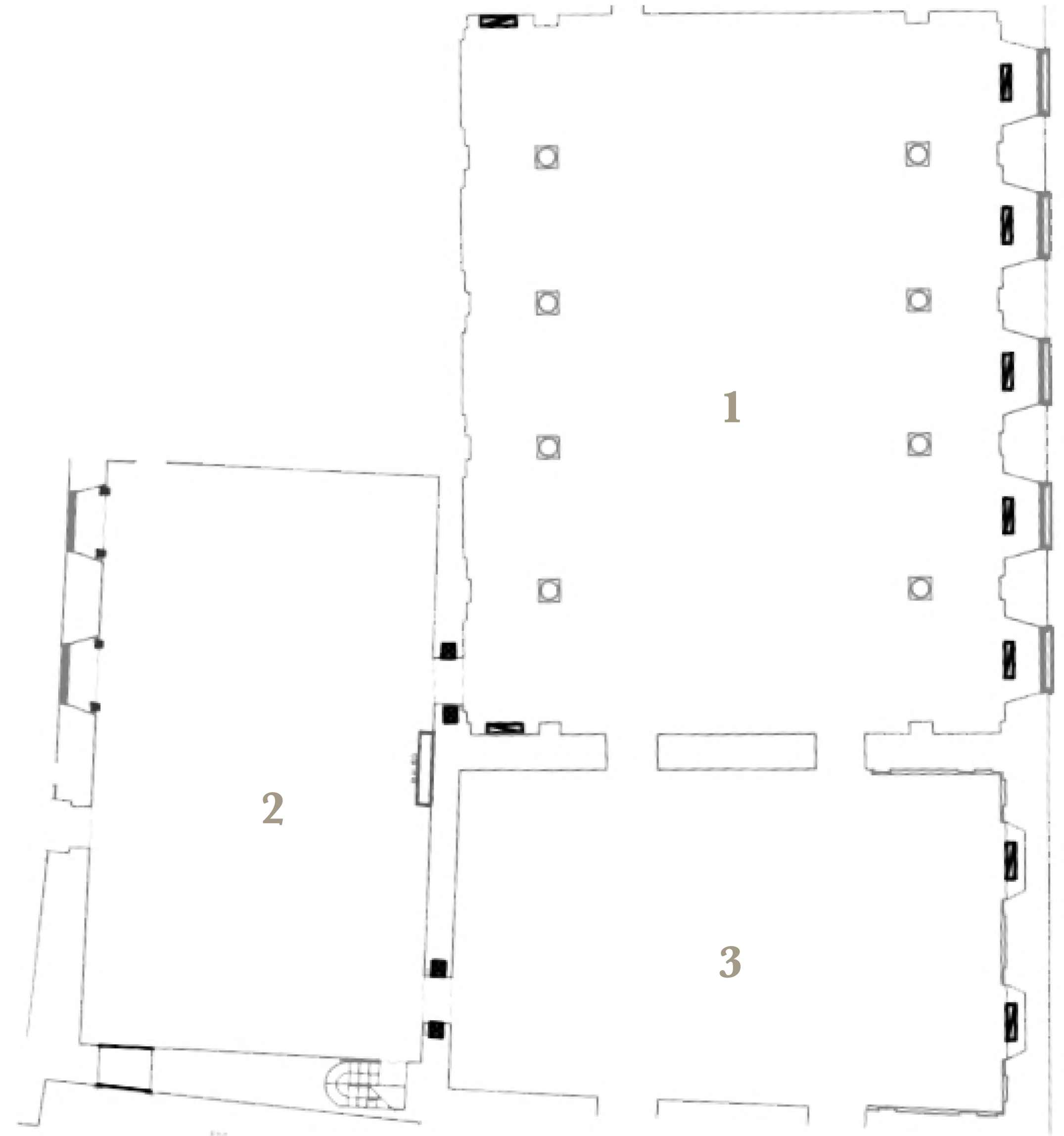
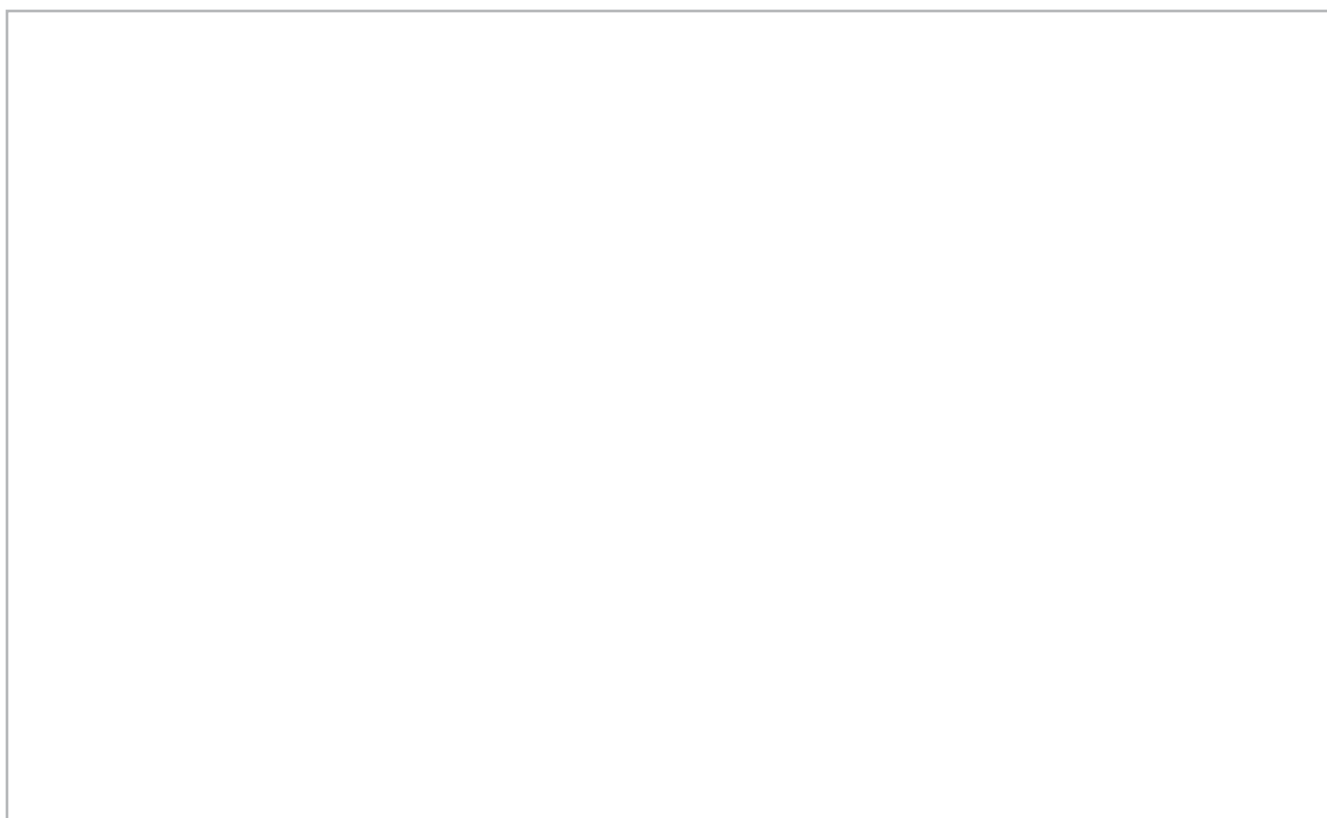
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Sala del Centrotavola



3

Sala del'Esperienza Immersiva



LOCATION

ROOM CONCEPTS

Sala delle Otto Collone

The Scope of Design: Beauty for Beauty

Sala del Centrotavola

Design through Character: The Designer’s Message

Sala del’Esperienza Immersiva

Timeless but Modern: Immersive Experience Room



Sala delle Otto Collone

Design Beyond Function: Beauty for Beauty

While creating excellence you need to have very strong roots and an eye for experience through the design.



Sala delle Otto Collone is designed to showcase the beauty in design. A gathered collection of pieces that have/had impact on the design world, along with a contribution to methodology & language, has been harmonised to create a moment of excellence, in one of the most impactful locations of Milan.



Sala del Centrotavola

Design through Character: The Designer’s Message

When a field exceeds its borders and becomes universal for everyone, the need for it is quite obvious. When there is need, there will be providers and there will be artists. One design will be made for the world through research, and the other is made in ones own.



Sala del Centrotavola is here for a discovery among the messages, for the initial thoughts, and for the expressions of designers, that are creators. It is an human centric concept that talks about the core of design; the idea. Among the details; it is important to remember and value the core. To value its passion, message, inspiration, and wishes; to break the distance between design and human.



Sala del'Esperienza Immersiva

Timeless but Modern: Immersive Experience Room

Design gets created through the collaboration of men and tools. Before there were fire and hammers; then molds and nails, now we have laser cut and 3D printing, what's next? The term design exceeded as far as the tools that it came with, it's moved from a product towards an experience. While craftsmanship is the foundation, technology is the new tool, and the product is the impactful immersive human centric experience.

Explore the new lengths of design, how a product becomes an experience.



SALA DEL’ESPERIENZA IMMERSIVA

EXPERIENCES

AIMED TOWARDS
PROFIT OF
ASSOCIATION &
BRAND ENHANCEMENT

Showcase Room with Integrated
Digitilasation

Tailored through Brand Values and Goals
Communication Aimed Experiences

Immersive Completely Dressed
Designs Lifestyle Room

AIMED TOWARDS
PROFIT OF
COMMUNICATION

Showcase Room with Integrated
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EVENTS

VARIETY

RECEPTIONS

Excellence as Heritage

Culture of Craftsmanship

Designing for Identity

Timeless Materiality

WORKSHOPS

Restauratation

Installation

Art of Design

EXPERIENCES

Cinema of Design
(in collaboration with Milano
Design Film Festival)

Design Your Icon

Polaroid Media Merchandise

EVENTS

FOR 5 DAY PERIOD

1

Sala delle Cariatidi

2

Sala delle Cariatidi

3

Sala del Centrotavola

Morning

12.34

Afternoon

Evening

Morning

12.34

Afternoon

Evening

Morning

12.34

Afternoon

Evening

Morning

12.34

Afternoon

Evening

Morning

12.34

Afternoon

Evening

REDUCTED FOR COOPERATE PRIVACY

GIFTS

Event Media Merchandise

POLAROID IMAGERY

A MEMORY OF EXCELLENCE

An Assigned Photographer taking polaroid pictures to give out for the visitor to own branded content with experience attached to it creating a ‘timeless memory’.

PRINT COMMUNICATIONS

EVENT CONTENTS

LAYERS OF DISCOVERY

- A.

BROCHURE

BACK
- B.

BROCHURE

FRONT
- C.

BROCHURE

SEMI TRANSPARENT MAP

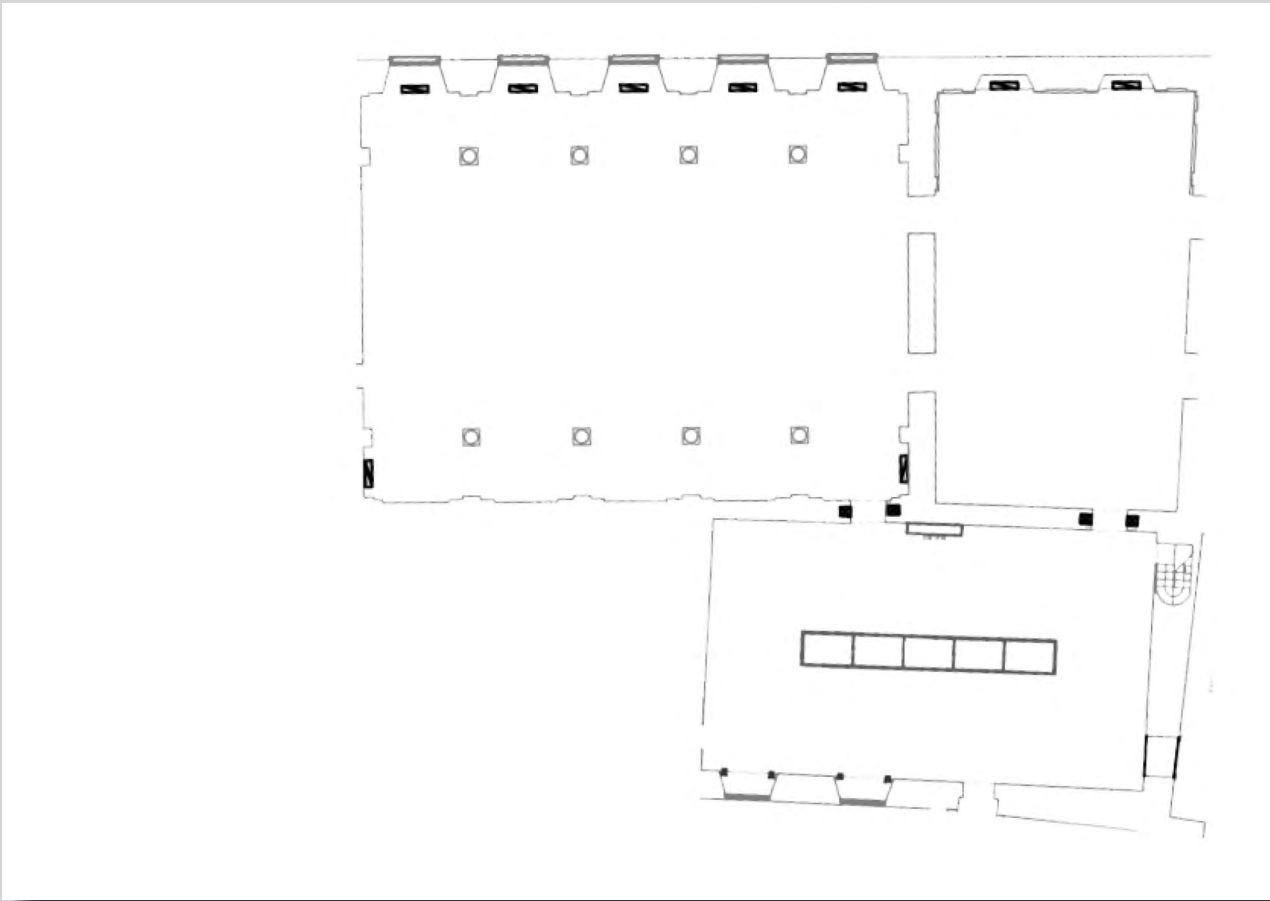
A



B



C





HOUSE OF
EXCELLENCE

12-17/04/2023



Class and excellence comes from respect
to the past and vision for the future with
a distinctive style.

AN IMMERSIVE EXPERIENCE CREATED BY THE ROYALS OF DESIGN

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adipiscing elit. Donec dapibus luctus
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House of Excellence
Fuorisalone '23, Palazzo Reale, Milano

COMMUNICATIONS

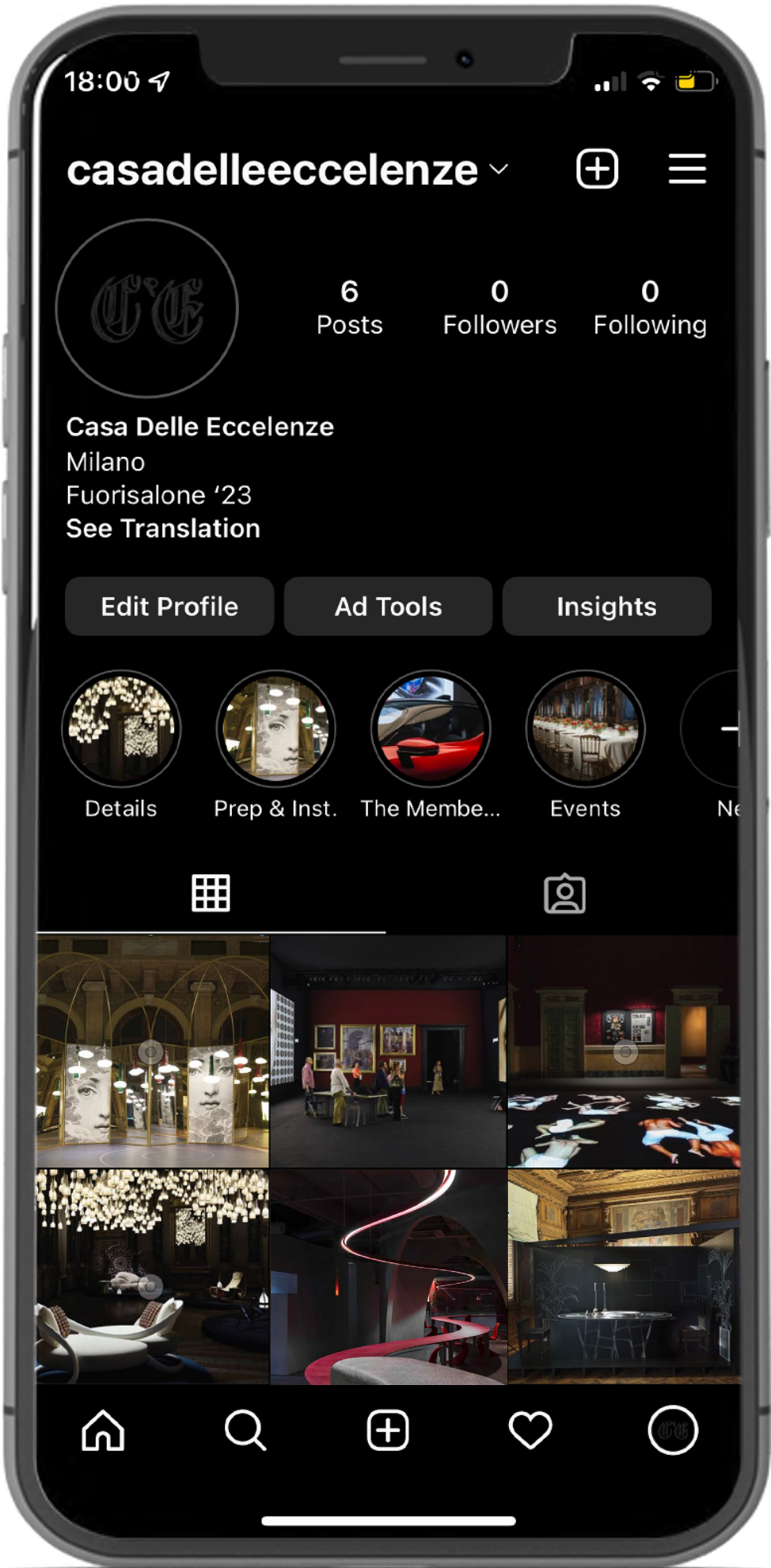
Social Media Design

- D1. STORIES
- D2. GRID
- D3. INTRODUCTION POST

D1



D2



D3

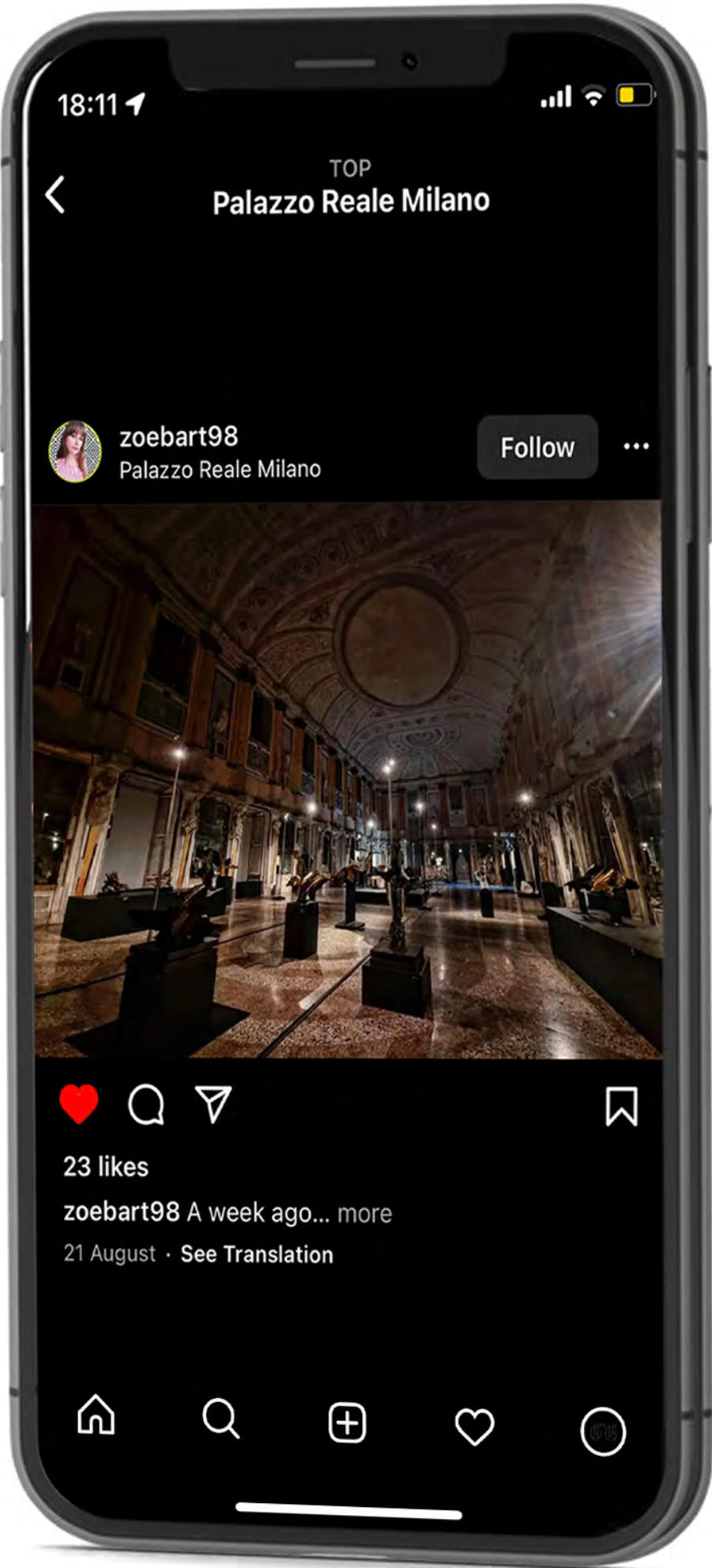


COMMUNICATIONS

Posts Design

- D4. ONLINE INTERACTION
- D5. CTA EMAILS
- D6. POST

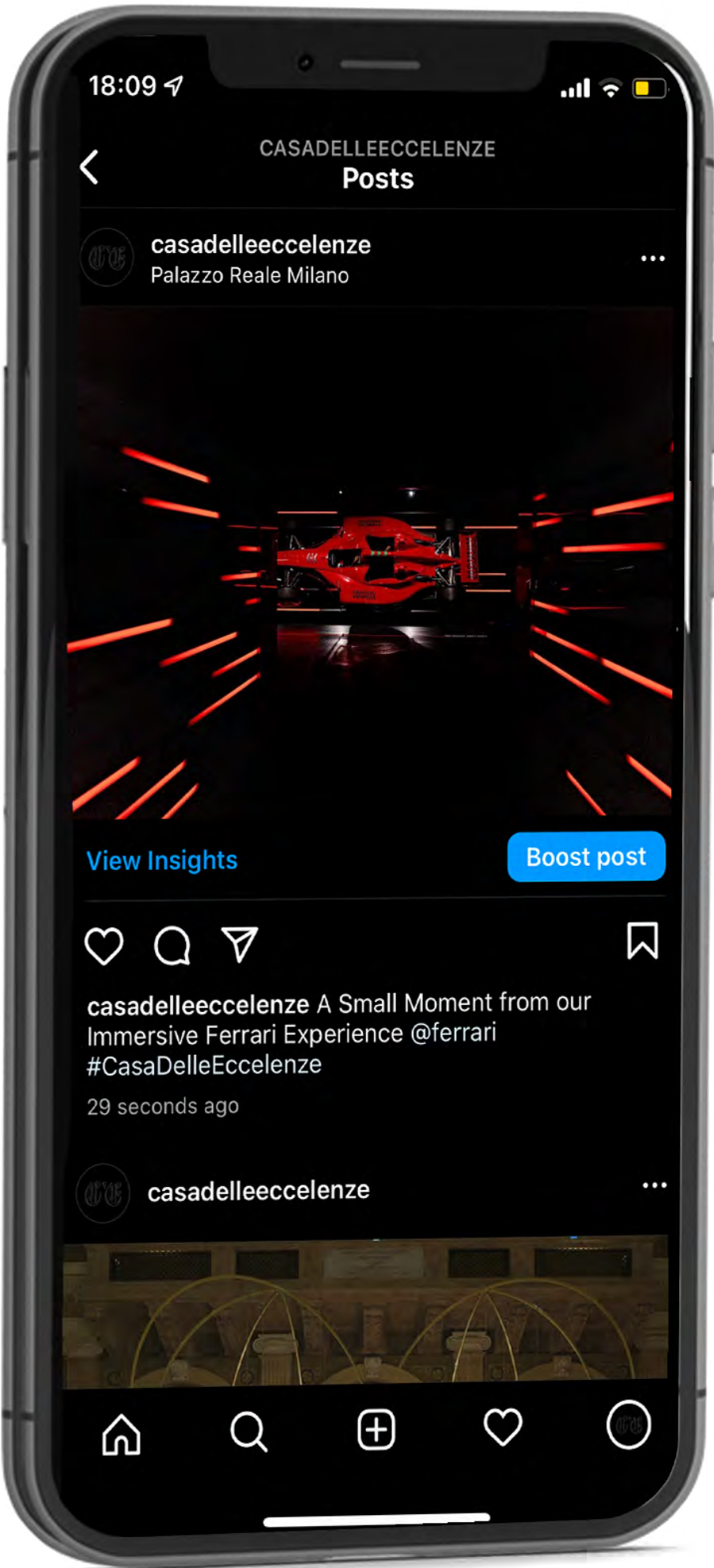
D4



D5



D6



COMMUNICATIONS

Posts Design

D7

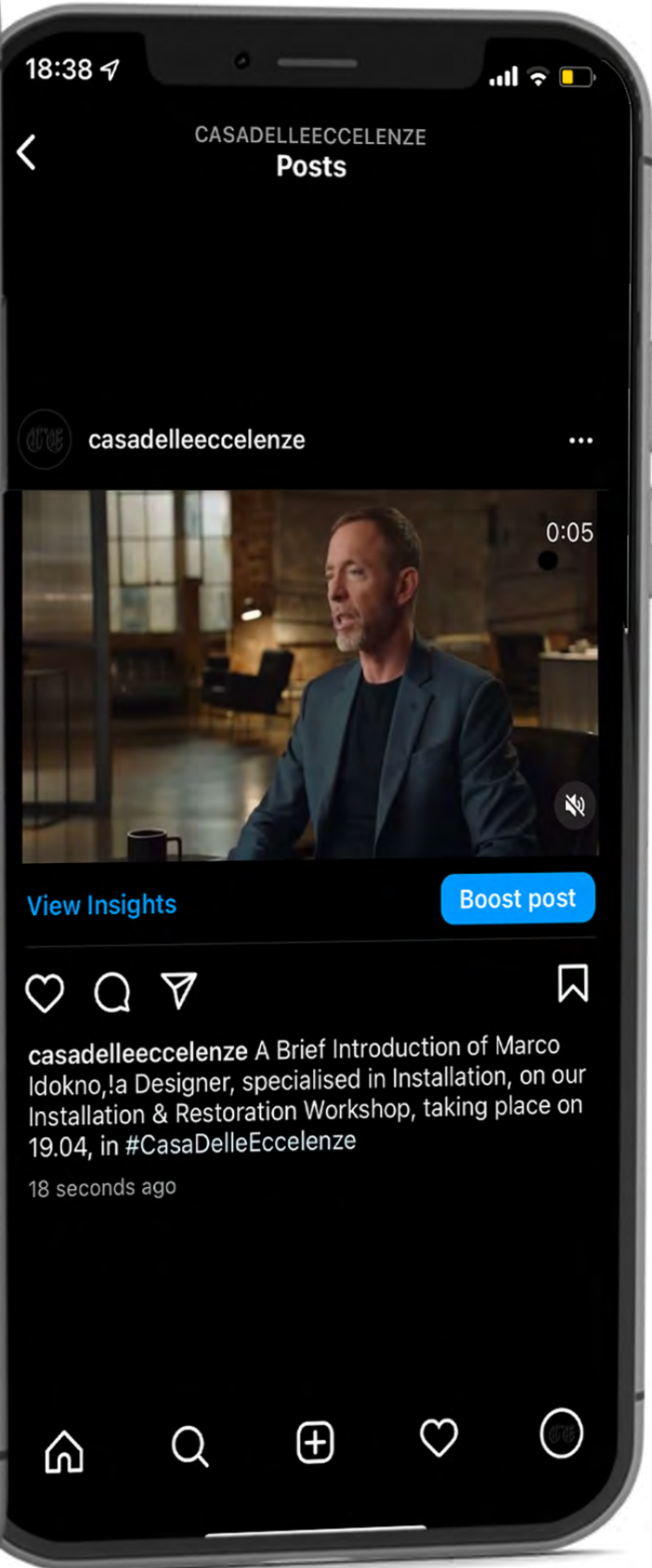
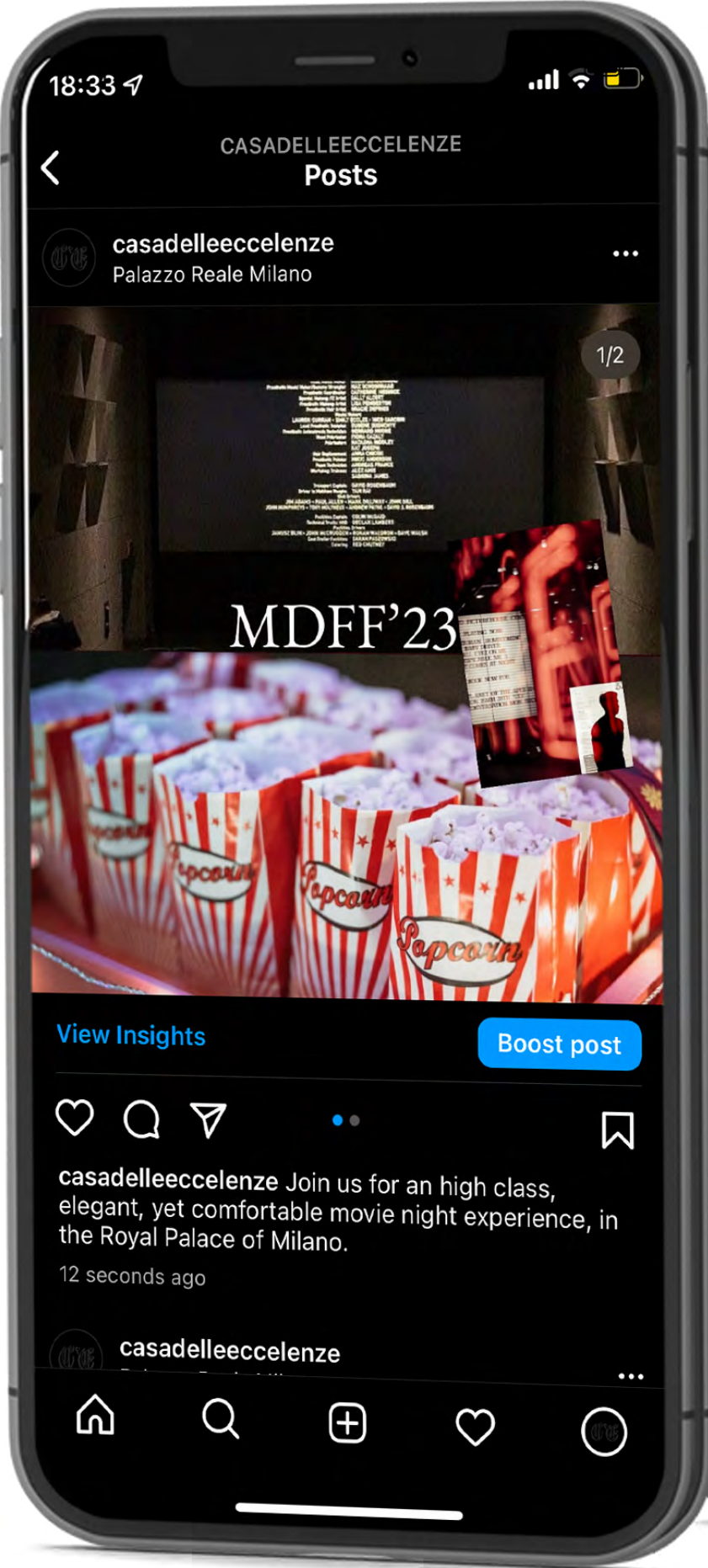
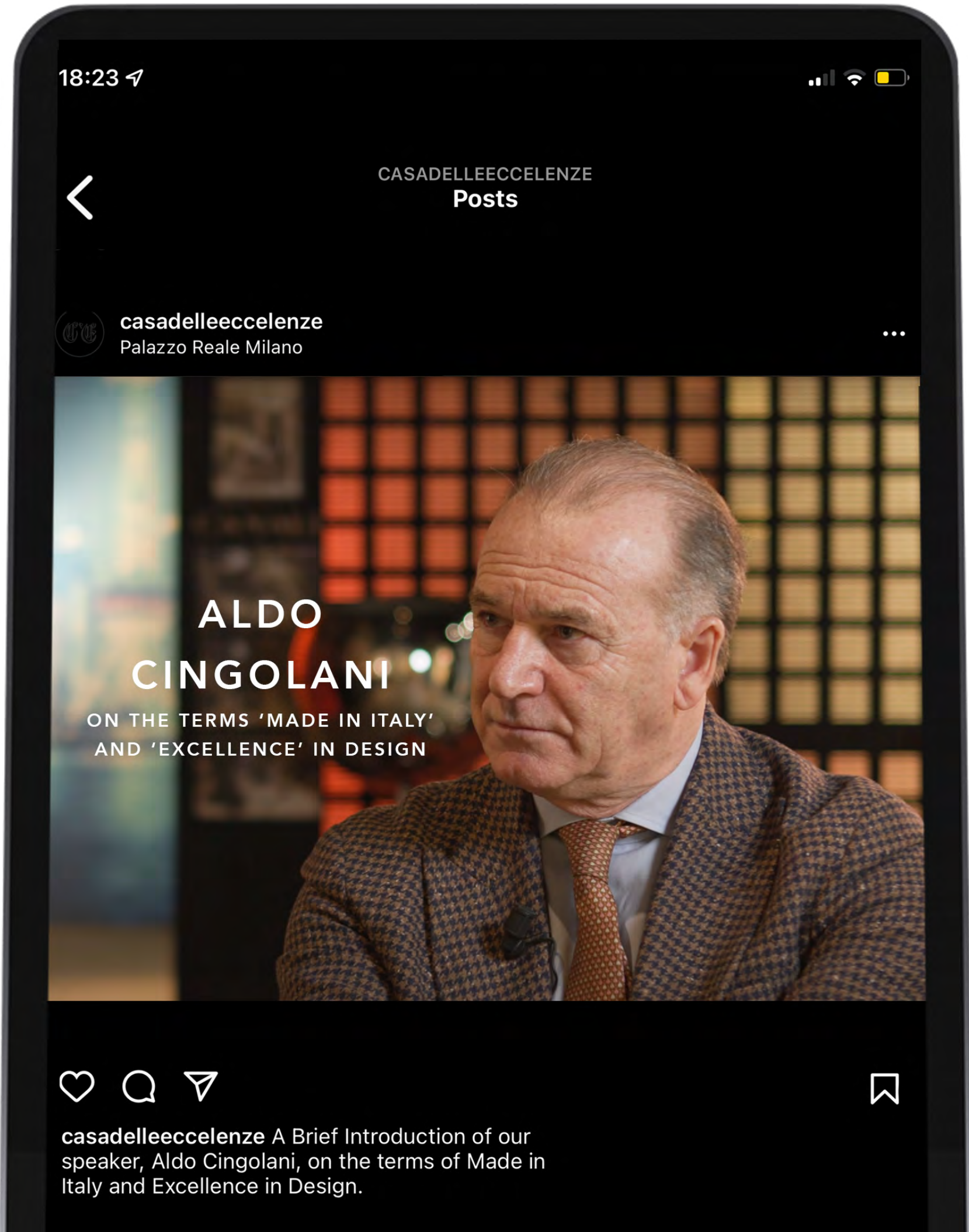
D7. PERSONA INTRODUCTION POST

D8. EVENT POST

D9. PERSONA INTRODUCTION VIDEO

D8

D9



COMMUNICATIONS

Competition

“CREATE YOUR/A TIMELESS ICON”

BOTH FROM SMALL BUSINESSES
AND PERSONAL DESIGNS

A Design Competition starting
with submissions of 4 months
prior, for a collabration with
Bertone Design for production and
communications.

FINAL CONCEPTUALIZATION

KEYWORDS

KNOWLADGABLE	ESTABLISHED	TIMELESS	RELATABLE	EXPRESSIVE
SINCERE	CLASSY	ELEGANT	TRENDSETTER	DISTINCTIVE
	MODERN	EMPHATIC	EMOTIONAL	



THE HOUSE OF EXCELLENCE

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