

5VIE Design Week

15 - 21 April

2024

11th edition



5VIE: the Art+Design district

5VIE is a territorial marketing project and cultural producer, that every year coordinates and communicates the Milan Design Week events in the area of downtown Milan. The name indicates a specific part of the city center, the oldest and richest in **history and cultural heritage**, enclosed between the Duomo, the Basilica of Sant'Ambrogio and the ruins of the Imperial Palace of Roman emperor Massimiano.

It is recognized as one of the **official Milan design districts**, with the patronage of Milan's Municipality.

With a specific focus on **one-offs and collectibles**, and the contamination of the design sphere with the ones of **art, performance and high craftsmanship**, 5VIE is a point of reference for the international design community.

We **scout locations** in the area for independent designers and brands, **coordinate the district communication** online and offline as well as with the press, and invest in **curation and production** of groundbreaking exhibitions every year, collaborating with leading designers and curators to develop innovative installations, conceived around a yearly given theme.



5VIE Design Week 2023 edition

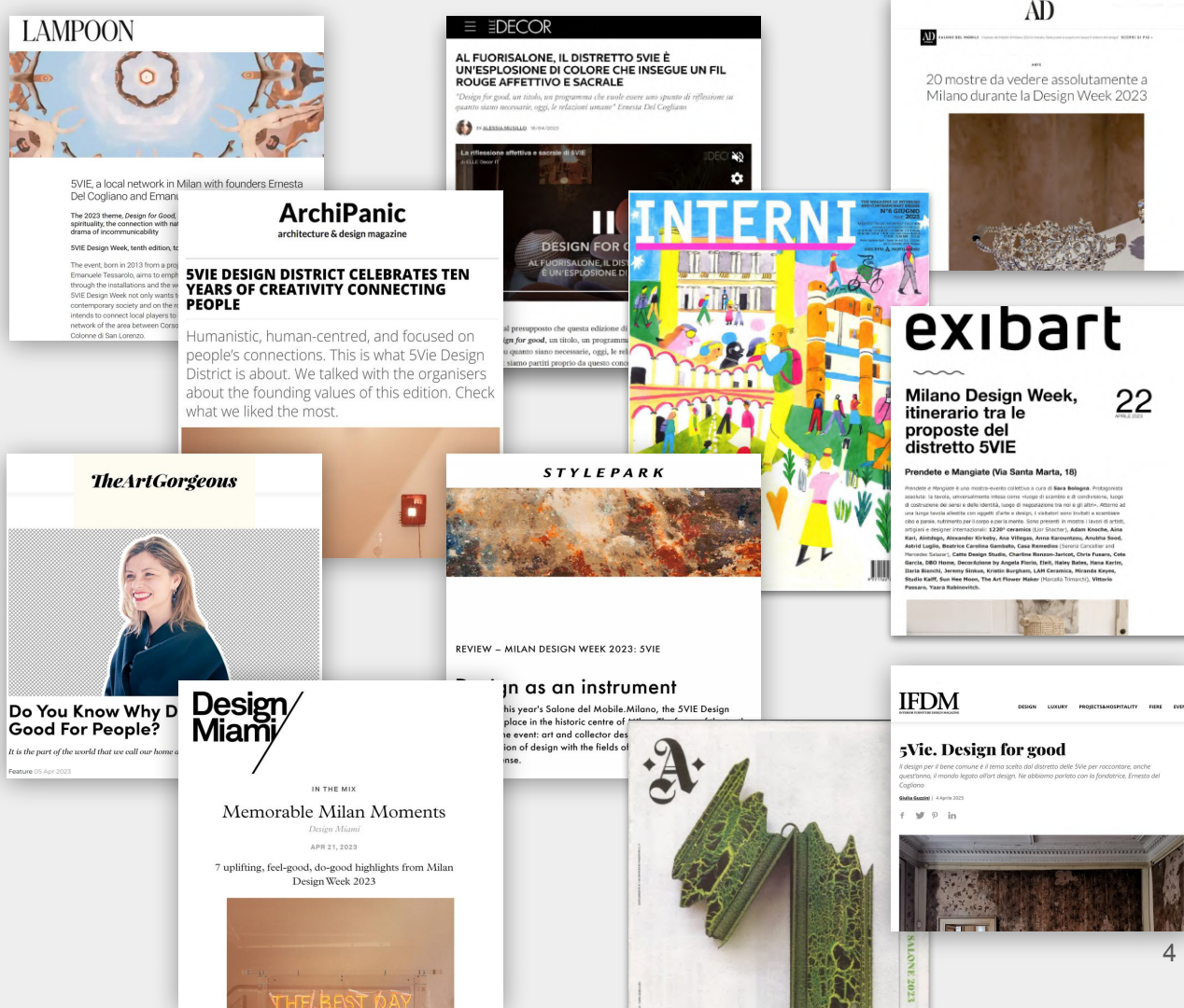
- over **110.000** estimated visitors;
- **80** locations in the official district;
- **over 260** designers, curators companies exhibiting in the district;
- **6** installations produced by 5VIE;
- **9** performances;
- **575.000** social media coverage
- **668.900** newsletters sent;
- **17** media partners;
- **4** press tours, involving more than **50 journalists** writing for international magazines
- **over 190** press articles and mentions



5VIE Design Week 2023 Design for Good Press Review

“at the
Fuorisalone, the
5VIE district is an
explosion of
colour chasing an
emotional and
sacred thread”

Elle Decor, 18/04/2023



5VIE sets up a special communication dedicated to Design Week events

This includes press conference and press office support, printed maps and booklets for visitors, district signage (flags), dedicated social media and newsletter campaigns



5VIE Day: during the week, the open-house night hosts events in all the streets of the district

cocktail parties and extended opening hours of the exhibitions for a night of celebration of our design community: designers, companies, buyers, collectors, curators, journalists





JOIN THE CONVERSATION

how to participate

three easy steps

Do you want to take part in the next edition of Milan Design Week, within the curated context of 5VIE, in the most charming district of the city? We are looking forward to hearing from you!

Just send us an email with some info about you and the project you'd like to display. Please include visuals.

If you are looking for a location, add also a couple of lines about the minimum required size and budget. Our team will get back to you as soon as possible with a tailored location proposal.

Then we'll be in touch for the logistics and for the communication schedule. Do you want to know more?

DROP US A LINE



what's included

The participation in the official 5VIE district includes the following:

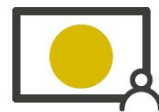
press operations: press conference; mention in the general press release of 5VIE; sharing of the exhibitor's specific press kit with journalists; press office support;

offline: mention on the paper map of the district; promotion of the exhibitor and member at the 5VIE info point; 5VIE placeholder flag;

online: digital map of 5VIE Design Week; page "exhibition" and profile page on 5vie.it complete with links to the exhibitor's social channels and website; 1 mention on multi-article newsletter; 1 Instagram post.

please notice that the location is not included in the participation package, and its cost is evaluated separately. Want to know more details?

DROP US A LINE



PRESS CONFERENCE



PRESS RELEASE



INFO POINT



DISTRICT MAP



5VIE FLAG



WEBSITE



SOCIAL MEDIA



NEWSLETTERS

600.00 €

add-ons: physical exhibition

You can tailor your participation by selecting one or more add-ons to the basic participation package. These services will enhance your presence during Design Week and help you stand out with a more effective communication.

PHOTO SHOOTING

installation view shooting during Design Week.

10 images HR (post-production included)

1460,00 €

VIDEO SHOOTING

shooting and editing of video (documentary, interview or product presentation); about 3 minutes, depending on the content; delivery of the file in HD.

3.050,00 €

ADD. 5VIE FLAG

additional flag package: includes printed sign, plastic bar and wall sticker for hanging. (one flag is already included in the basic participation package)

19,00 €

5VIE TOTEM

standing rigid sign reporting 5VIE logo; includes metal base.

front print
185,00 €

front+back print
220,00 €

add-ons: digital communication

You can tailor your participation by selecting one or more add-ons to the basic participation package. These services will enhance your presence during Design Week and help you stand out with a more effective communication.

INSTAGRAM POST

One additional Instagram post on @5vie_milano (27,100 followers)

183,00 €

SPONSORED STORY

Sponsored Instagram stories on @5vie_milano (27,100 followers). content provided by the exhibitor.

366,00 €

NEWSLETTER (S)

mention of the exhibitor/project, with address and reference image, inside multi-article newsletter dedicated to 5VIE Design Week

150,00 €

NEWSLETTER (L)

a full newsletter dedicated to the exhibitor/project and sent to 5VIE's art+design mailing list

305,00 €

add-ons: press office support

You can tailor your participation by selecting one or more add-ons to the basic participation package. These services will enhance your presence during Design Week and help you stand out with a more effective communication.

TRANSLATION

we can support on translating texts from English to Italian, and vice-versa. The cost is per editorial folder.

25,00 €
each folder

PRESS RELEASE

drafting of a press release text dedicated to the exhibitor's project, up to 2 editorial folders.

210,00 €

PRESS TOUR

inclusion of the exhibition venue in one or more of the tours dedicated to journalists that 5VIE organizes during the week.

on request

add-ons: booklet

this limited edition booklet is printed every year and gifted to visitors during Design Week. It includes interviews, exclusive content with highlights from the main exhibitions.

5VIE BOOKLET

article / interview with
portrait image and 1 or
more project images on
the limited edition 5VIE
booklet

2 pages

1830,00 €

4 pages

2440,00 €



our collaborations

DESIGNERS: Anton Alvarez / Omer Arbel / Maarten Baas / Dana Barnes / Niamh Barry / Markus Benesch / Agustina Bottoni / Valentina Cameranesi / Matteo Cibic / Luca Cippelletti / co-rizom / CTRLZACK / Bahraini Danish / Eve De Haan / Formafantasma / ibiyane / Seo Jeonghwa / Sigve Knutson / Ugo La Pietra / Max Lamb / Ahryun Lee / Sabine Marcelis / Carlo Massoud / Matter of Course / on-entropy / Erez Nevi Pana / Jorge Penadés / Raw Edges / Sara Ricciardi / Eric Schmitt / Stefano Seletti / Roberto Sironi / Rooms Studio / Studio Ossidiana / TAKT project / Tellurico / Théorème Editions / Maryam Turkey / Xanthe Somers / Robert Stadler / TiP Studio / Kiki Van Eijk & Joost Van Bleiswijk / Richard Yasmine









CURATORS: ANAVA projects / Nicolas Bellavance Lecompte / Porzia Bergamasco / Beatrice Bianco / Mario Caeiro / Patrizia Catalano / Maria Cristina Didero / Edoardo Monti / Paola Nicolin / Annalisa Rosso / Federica Sala / Alice Stori

CULTURAL INSTITUTIONS: Accademia Teatro alla Scala / Archivio Nanda Vigo / Athens Design Forum / co/rizom / Fondazione Cologni dei Mestieri d'Arte / Masterly - the Dutch in Milano / Michelangelo Foundation / IRTHI Contemporary Crafts Council / Istituto Italiano di Cultura Hong Kong / Officine Saffi / Schloss Hollenegg for Design

and many more...



our collaborations

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GET IN TOUCH