

## ITALIAN DESIGN DAY

On **1 March 2018**, Baku will host the second edition of the **Italian Design Day**.

The birth of design culture in Italy comes from the experience of the **Renaissance workshop**, in which different skills were merged to create innovative products with a high aesthetic content. Since then, research in the field of industrial design has been developed in Italy through a continuous **dialogue between design schools and artistic trends**, linking the strong **Italian artisan tradition** with **technological innovation**.

Starting from the years of the "industrial boom", design accompanied the Italian economic growth becoming a characteristic element of production.

Design strongly belongs to the spirit of the Italian culture, to what it is called the "**made in Italy**".

The Italian Design day, organized by the Italian Embassy in Baku, will be held on **1 March 2018**. That same day, more than 100 cities around the world will celebrate the Italian design. The **theme** for this year edition is the relationship between **design and sustainability**. This topic matches perfectly with the theme chosen by Azerbaijan for its candidature to host the **2025 EXPO in Baku: "Human Capital"**.

## ITALIAN FESTIVAL

The **Italian Festival** is an annual event organized in Baku by the **Italian Trade Agency** aiming at **promoting** the Made in Italy, Italian excellences, Italian way of Life ("*vivere all'italiana*") and **trade between Azerbaijan and Italy**.

This year the Italian Festival will be focused on Italian design and architecture and it will be organized in the framework of the Italian Design Day in Baku, on **1 March 2018**.

## VENUE

Venues for the events are: **University of Architecture** and **Baku Media Center**

## CONTENTS

On **1 March 2018** the day will be structured in **three different sections**:

- **Scientific and commercial section**, with conferences, round tables and BtB meetings;
- **Exhibition section**, a display of various ages of Italian design through the **brands**, the **trademarks**, the **objects** and the **philosophy** of *vivere all'italiana*. This section also includes a photo exhibition of awarded Italian **architectural projects** and photos of **urban landscapes** of 10 beautiful Italian cities;
- **Entertainment section**, the charm of the **Italian way of life**, the splendor of **art of conviviality**, the finery of **food&wine tasting**, the attractiveness of **Italian music**.

## PROGRAM

### Scientific and Commercial section

#### *University of Architecture*

10:30 – 12:00            **Conference** “the relation between design and sustainability: a contribution to respect nature and human being”

#### *Baku Media Center (only by invitation)*

14:00 – 16:00            Parallel sessions  
**Round table** “the beauty of Baku and its future: retail interior design in modern busy lifes”  
**Round table** “the beauty of Baku and its future: architectural integrated project in urban planning”

### Exhibition section

#### *Baku Media Center (only by invitation)*

16:00 – 23:00            **Design Exhibition** “A journey of 70 years: Italian design from the 50s to today”  
**Photo Exhibition** “Premio Architetto Italiano”

### Entertainment section

#### *Baku Media Center (only by invitation)*

17:30 – 18:30            **Italian Style Aperitif**

19:30 – 23:00            **Italian Food & Wine tasting** with Italian Lounge Music