



THE BEST OF ITALIAN DESIGN

Miami | 2019

- For design professionals only -

In partnership with



AIA
Miami



AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS

MIAMI
DESIGN
DISTRICT



THE EVENT

Miami | May 15-16, 2019

THE EVENT *goals*



The event is aimed to celebrate the **best of Italian design**, and it is intended to be a prestigious display for **Italian brands** and **Made in Italy high-end products**. Miami Design District, **luxury** and **design hub** of the city, will be the location for this exclusive event. The event is organized in partnership with **American Institute of Architects (AIA)**, **American Society of Interior Designers (ASID)**, **Miami Design District**, **PLATFORM Architecture and Design**, and with the support of the **Miami-Dade Beacon Council**.



THE EVENT *target*



The 2 days-event, that will take place in Miami on **May 15-16, 2019** is addressed to Italian design companies that wants to introduce their product to **150+ local architects, interior designers, buyers and contractors**. **Local journalists and lifestyle bloggers** will also take part of the initiative.



THE EVENT *overview*



Exclusive party within showrooms tour at Miami Design District | Previews and innovations personally introduced by the Brands | Symposium lead by prestigious Italian architects | Co-branding initiatives with Italian Design Institutions | Niche brand exhibitions | Food Design section | Italian premium F&B | The Best of Italian Design Award Ceremony | Local Media Exposure | Speed Meetings

THE EVENT *day 1*



Wednesday, May 15-2019

4 Italian furniture **showrooms** located in the Miami **Design District** open their doors for an **exclusive synergic party** to discover the Italian design innovation. **Product previews** presented by showrooms managers and directors. The night includes a **Food Design Contest**: in each showroom one top **local chef** will showcase a food design presentation.

THE EVENT *day 2*



Thursday, May 16-2019

Symposium with 3 Italian Architects, furniture dealers **round-table**, and **speed-meetings** to facilitate introductions between sponsors and local architects. Celebration of The Best of Italian Design **Award** to recognize the innovators that greatly contribute to bring Italian design and excellence in the US. Participating professionals will receive **2 AIA LU/HSW credits**.

THE EVENT *food design contest*



The food design section is a new concept added to this year edition that includes a **contest** among **4 top Italian chefs** - one per each showroom - during the first day of the event. The 4 competitors will lead a food design demonstration to create a **unique dish** combining **food** and **design**. The jury formed by local **lifestyle** and **food bloggers**, and professionals from the **design industry**, will judge the chefs and their works based on creativity, originality, food plating and taste. The winner will be awarded on day 2 during the cocktail.

THE EVENT *case history*



The Best of Italian Design - 1st Edition, Miami Ironside, May 19/20-2017 in partnership with **American Institute of Design (AIA)** | **150+** architects and interior designers turnout | **11** design sponsors | **5** showrooms involved in the tour | symposium lead by **3** prestigious speakers: Paolo Trevisan – Head of Design **Pininfarina of America**, MariaElisabetta Ripamonti, Partner **Signo Milano**, Dodo Arslan – Founder **Dodo Arslan Studio** | **6** co-marketing activities with Italian Brands | [magazine](#) “The Best of Italian Design” distributed in **2,000 copies** | [video recap](#)

IACC *presentation*

The Italy-America Chamber of Commerce Southeast (IACC) is a non-profit, U.S. corporation officially recognized by the Italian Government, which is devoted to fostering trade between the United States and Italy.

The Chamber has grown substantially since its inception in 1991, as a result of the rapidly expanding and increasingly prominent Italian business community in the Southeast of the United States and especially in South Florida.

The IACC counts on many institutional partners both in the U.S. and Italy. We also work in close collaboration with the Consulate General of Italy to promote the development of trade between and access to the Italian and U.S. markets in a whole host of sectors.

Our Chamber boasts a qualified corporate membership of more than 250 companies with both Italian and American origin, including some of the most prestigious “Made in Italy” brands.



IACC *contact us*

ALESSIA MARCENARO

Marketing Director

marketing@iacc-miami.com

Tel. 305.577.9868

999 Brickell Ave. | Suite 1002

Miami, FL 33131

www.iacc-miami.com

