

BEIJING
2007



**MILANO
MADE IN
DESIGN**

fourth step
Today Art Museum
Building 4
No.32 Baiziwan Road
Chaoyang District
Beijing
July 5-17
2007

PUBLICATIONS

Two bilingual publications, in English and in Italian, will explain the **MILANOMADEINDESIGN** exhibition.

MILANOMADEINDESIGN DIRECTORY by Design Focus

An institutional publication describing the Design system of the Milanese area, including a comprehensive list of enterprises, institutions, foundations, professionals, authorities, agencies and associations. Institutional and scientific contributions are also featured, which analyze and explain the link between territory and design: from the production to the plan, from the market to the distributive chain.

Free copies of the Directory can be obtained through the **MILANOMADEINDESIGN** website: www.milanomadeindesign.com.

MILANOMADEINDESIGN Territorio, uomini, idee by Contrasto

A publication of images and words, inspired by the exhibition and its themes. Protagonist is the image that explains the idea and the vision of "Big Milan", its people and design enterprises, between imaginary, art and production. The image of one of the founders of design, Leonardo Da Vinci, is the starting point of the publication. The places, the institutions, the entrepreneurs and the creative symbols of Milan are highlighted in the exhibition.