

Design in Torino-Piemonte

Design is one of the elements that best characterizes the "Made in Italy" emblem. As part of industrial and artisan know-how, which personifies Torino and Piemonte, it is the tip of the diamond. Mingling of design and companies of most varied sectors has been experimented here ever since. The ability to conceive new forms not for its own sake, but as a part of our daily lives, is embedded in the productive and cultural framework of the region. "*Designed in Torino e in Piemonte*" does not focus only on the famous automobile design sector, but it encompasses numerous sections, which boast historical talent in production, as it is proven by the presence of world renowned brands. Smart intuitions were born here, which gave life to the objects we use in our daily lives. Piemonte gave rise to companies such as *Superga* and *Robe di Kappa*, world-wide sports fashion leaders, *Aurora*, which produces ballpoint and fountain pens, as well as *Alessi*, the creator of household items.

The high density of companies of this sector made Torino unique in the world and the first World Capital of Design in 2008. Today, **companies and designers** from the region provide an essential contribution in the development of the "Made in Italy" emblem, from fabrics to sportswear, to furniture and sanitary taps and fittings and household items, to jewelry and food design. In parallel, they also contribute to the *Italian concept*, bolstering *Piemonte concept*: a non-Italian production value, which integrates and adds value to the 'Made in Italy' emblem, as the products were conceived in Italy, namely in Piemonte.

To-design in the World – www.to-design.org

Born in 2010, **To-design in the World** selected a group of about **100** participants, designers and manufacturers of goods with high design content, and identifies international business opportunities for them. *To-design in the World* offers foreign distributors, retailers, contractors and manufacturers in search of ideas and design solutions, a guide in getting in touch with the project's member companies that offer services and creations in many areas of design: industrial, automotive, graphics, fashion and interiors.

To-design in the World Team's assistance is totally **free of charge**. In all matchmaking activities the Team ascertains buyers' needs and suggests, upon request, possible suppliers.

The project is promoted by the *Torino Chamber of Commerce* and managed by *Piemonte Agency*.

To-design in the World companies taking part to the b2b program on 5-6 September

Company	website
1. D+designstudio x Nautinoxliving	nautinoxliving.it
2. doBEdo Italian Innovation - Dobedo S.r.l.	dobedo.it/joinus.html
3. Marco Stefanelli - The Boxer Design	marcostefanelli.it
4. Bertocco srl - marchio Lamur	lamur.biz
5. Mabele	mabele.it
6. Gufram	gufram.it
7. Biogriva	biogriva.com
8. RP Castellamonte	lacastellamonte.it
9. N'UOVA sas	nuovadesignlab.it

Exclusive Brands Torino

Exclusive Brands Torino is an innovative project born in 2011 grouping 14 top class brands to present a luxury offer on International markets. This network is promoted by Torino Industrial Employees' Association in cooperation with the Torino Chamber of Commerce and Piemonte Agency. The 14 founding member companies, that operate in the jewellery, nautics, food & wine, fashion, design, textile and clothing, perfumery writing and printing sectors, are: Allure/Estetica Network, Antica Grapperie Bosso, Aurora penne, Azimut-Benetti, Bava Vini e Vigneti, Fisico, Gelati Pepino, Guido Gobino cioccolato, Jacopey Cioccolato Peyrano, Laura Tonatto, Mattioli, Pastiglie Leone, Pininfarina, Quagliotti.

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10. Mattioli	mattioliigiolielli.it
11. Aurora	aurora.it
12. Guido Gobino	guidogobino.it
13. Pininfarina	pininfarina.com