

HOMI
HOMIMILANO.COM

15th-18th September 2017
DDD – Dream Desire Design
The performing stage for culture, trend and trade



Dream

Design



Desire

HOMI
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Sep 15th-18th, 2017



HOMI, the great house of design and lifestyle, is proud to launch a new exhibition concept, a new event:

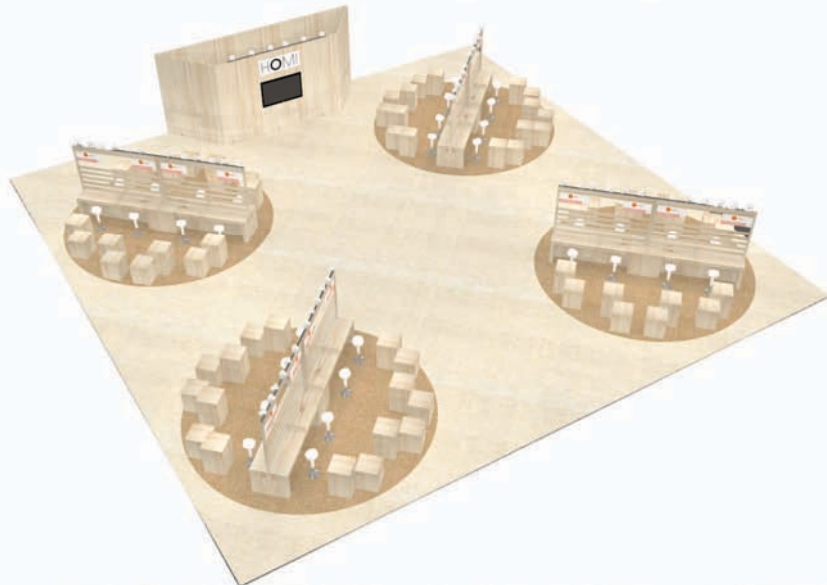
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A large, elegant common area inside pavilion 18 will host products coming from various foreign countries and companies.

Each country will have a dedicated space (planet) where visitors and buyers will find pieces selected in the fields of design research, historical production and innovative use of traditional materials.

DDD provides each company with a fresh pre-equipped stand.

DDD offers to the international market a gallery of outstanding items which are visions of **D**ream, expressions of **D**esire, products of **D**esign.



pictures are indicative, the project may be subjected to changes in size, colours and materials

The planet is divided in two portions.

Each portion can host four companies and each company can use part of the display desk (cm. 150 width) plus two podiums (cm. 50x50) just in front of it.

A printed panel hanging at the top of the structure will show company logo and name.



Milan is the Italian capital town of product design.

HOMI is its perfect stage.

Inside the september 2017 edition, HOMI offers foreign brands a new chance to be present and exhibit their collections of home decoration, textile, tableware and lighting, in a special event titled

DDD – Dream Desire Design.

DDD is at the same time:

- a cultural gallery of icon products
- a vision of trends, research, innovation, tradition
- a commercial opportunity.

DDD is located in a stylish common area, designed by the architectural firm Studio Mingaia of Florence, where each foreign country has a reserved exhibition space called planet.



Being in DDD allows an easy and qualified first approach to HOMI trade-fair. In DDD the brands will experience the HOMI atmosphere and will take benefit from the high number of visitors/buyers that come to Fiera Milano on this occasion.

