



ITALIAN DESIGN ASSOCIATION





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*IDA is a group of **half hundred Italian designers** operating in **Pearl River Delta** actively promoting the Italian Design System in order to create a positive synergy with the local academies, industries and population.*



The Community of Italian Designers and Architects, IDA is a group of **Italian designers** listing Architects, Interiors, product designers, urban planners and fashion designers operating in **Pearl River Delta** who is actively **promoting the Italian Design System** on the territory in order to create a positive **synergy** with the local academies, industries and population.

Gathered in a **NO-PROFIT collective** of professionals, the Community intends to show the potentials of the **Italian creative abilities** in line with the latest trends in terms of design.

Taking place from this perspective, IDA intends to offer itself as a **container of the Italian flair** bridging the local Chinese Community in Southern China with Italian professionals on the territory.

For this reason, IDA intends to combine its potential with **Italian and local Academies** in order to show the possibilities of the creativity applied on a real project in Pearl River Delta region through:

- **Workshops**
- **Projects and products exhibition**
- **Conferences and lectures**

In order to realize this, IDA cooperates with local and Italian academies such as Politecnico di Torino (**PoliTo**), Politecnico di Milano (**PoliMi**), **NABA** (Nuova Accademia di Belle Arti) and **DOMUS Academy**, South China University of Technology (**SCUT**), Shenzhen University (**SZU**), as partners in its projects.

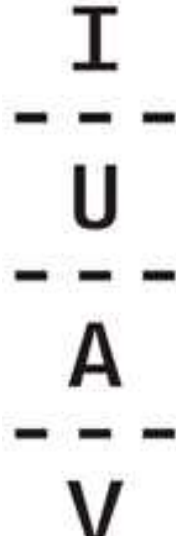
# Academic Partners



**POLITECNICO  
DI MILANO**



**POLITECNICO  
DI TORINO**



Università Iuav  
di Venezia



**华南理工大学**  
South China University of Technology



**深圳大学**  
SHENZHEN UNIVERSITY



# Institutional Partners

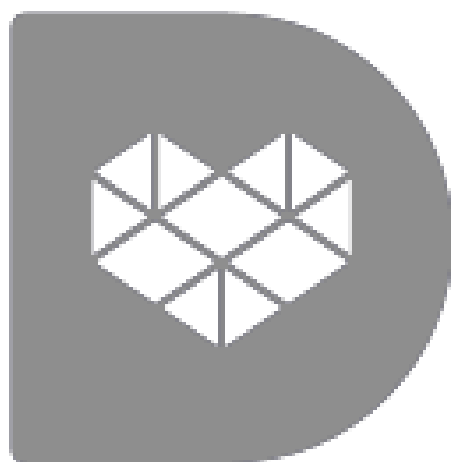
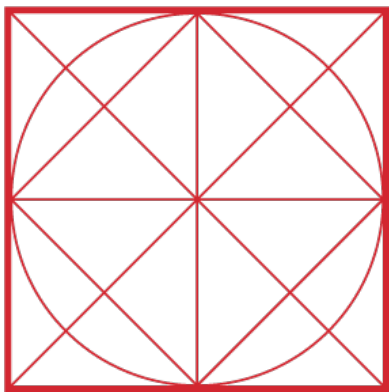


*Consolato Generale d'Italia a Canton*



Camera di Commercio Italiana in Cina  
中国意大利商会  
China-Italy Chamber of Commerce

DESIGN  
设计互联  
SOCIETY



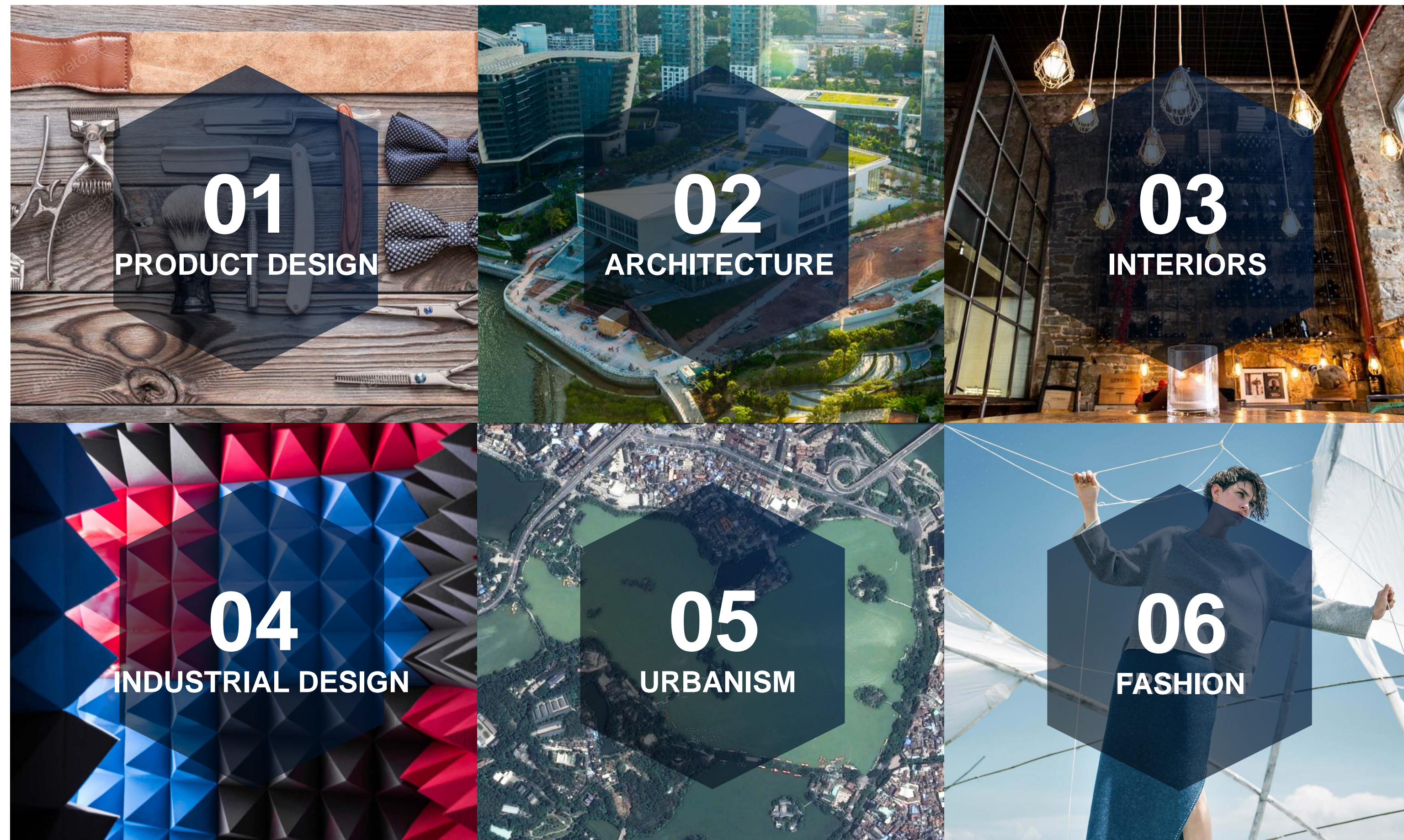
SHENZHEN  
DESIGN  
WEEK  
深圳设计周

# IDA - Mission

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- 1) **Connecting** the italian professionals operating in Design fields operating in Pearl River Delta region;
- 2) **Representing** the members in an organic structure, recognizable and official;
- 3) **Fueling** cultural initiatives to promote the italian design and the italian design system;
- 4) **Linking** the members with local Enterprises, Professionals and potential Customers operating in Design field.







# IDA – Press reviews

LIST OF ACTIVITIES PROMOTED AND DEVELOPED BY IDA

## IDD 2018 – Italian Design Day in Southern China

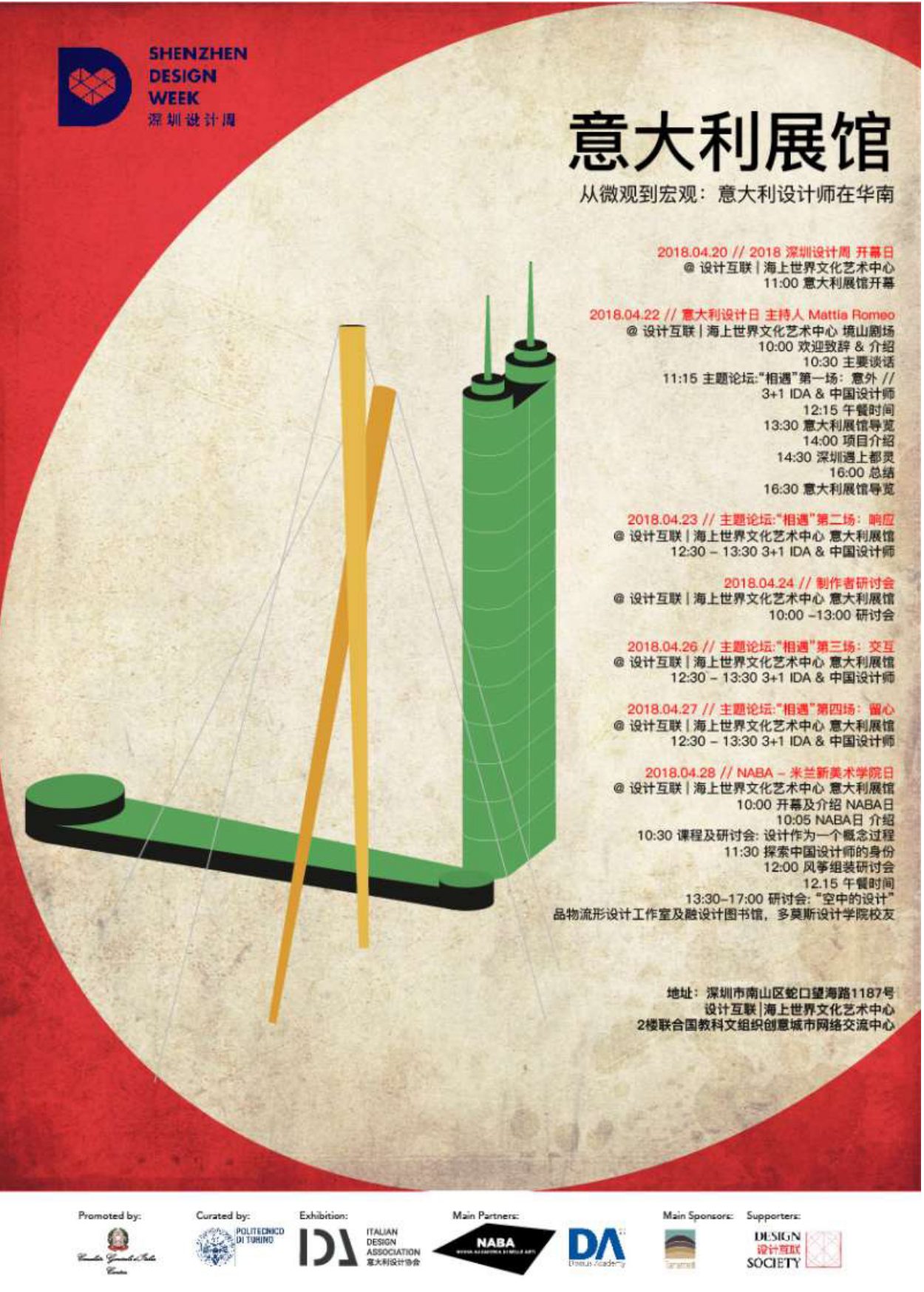




# IDA – Press reviews

LIST OF ACTIVITIES PROMOTED AND DEVELOPED BY IDA

## SzDW2018 – Shenzhen Design Week 2018, Country guest of Honor, Italian pavilion





# IDA – Press reviews

LIST OF ACTIVITIES PROMOTED AND DEVELOPED BY IDA

## NABA day 2018 at Shekou Museum, Shenzhen





SHENZHEN  
DESIGN  
WEEK  
深圳设计周



NABA  
NUOVA ACCADEMIA DI BELLE ARTI  
米兰新美术学院



MOSCHINO  
OVER 20 BILLION SERVED



NABA DAY @ ITALIAN PAVILION

NABA日@ 意大利馆

DESIGN IN THE AIR

28/04/2018

10:00-10:30  
Presentation: NABA DAY - Zhao Rong / Xiaodan Wu  
NABA DAY开幕式及展示 - 赵蓉 / 吴晓丹

10:30-11:30  
Design as a conceptual process - Nicoletta Morozzi  
设计作为概念的过程 - Nicoletta Morozzi

11:30-12:00  
Exploring the identity of a Chinese Designer - Zhang Lei  
寻找中国设计者自己的血脉 - 张雷

12:00 - 12:15  
How to assemble the kites - Yu Haibin  
如何组装风筝 - 于海波

13:30 - 17:00  
Workshop Design in the Air - Nicoletta Morozzi/Zhang Lei/Yu Haibin  
空中的设计 - Nicoletta Morozzi/张雷/于海波

Location  
活动地点:  
上午在设计互联 | 海上世界文化艺术中心南山剧场  
深圳市南山区望海路1187号·望工业二区

Morning Session at Mountain View Theater, Design Society/Sea World Culture and Arts Center, 1187 Wanghai Road in Nanshan District, Shenzhen  
下午在海上世界文化艺术中心二楼联合国教科文组织创意城市网络交流中心以及滨海步道

Afternoon session at Sea World Culture and Arts Center, Shenzhen UCCN Exchange Center and Coastal Avenue

How to Register  
活动详情及报名



 ITALIAN  
DESIGN  
ASSOCIATION  
意大利设计协会



# IDA – Press reviews

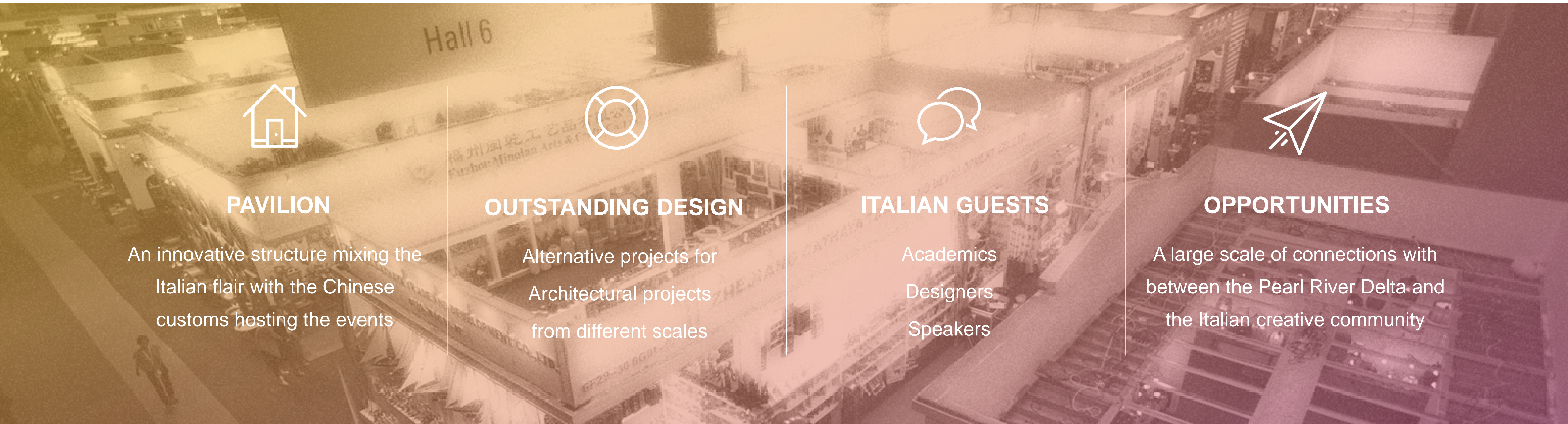
LIST OF ACTIVITIES PROMOTED AND DEVELOPED BY IDA

## Fashion Creative week 2018 at Exhibition and Convention Center, Shenzhen





# What IDA offers:



IDA is intended to represent the Italian initiative on Chinese territory showing one of the potential cooperation between China and Italy through the Belt and Road Initiative

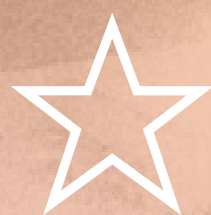


# What IDA requires:



## SUPPORT

A tailor-made solution for a free use of a designated lot to show the projects and provide lectures



## COUNTRY GUEST OF HONOR

Representing Italy, IDA is entitled as a representative of the Country



## PROMOTION

Broadcasting on the Chinese media channels IDA enhance the possibilities of visibility worldwide



## OPPORTUNITIES

A large scale of connections with between the Pearl River Delta and the Italian creative community

IDA is intended to represent the Italian initiative on Chinese territory showing one of the potential cooperation between China and Italy through the Belt and Road Initiative



# Procedures and assets



Collection of feedbacks  
Budget analysis

Considering the cost, fees  
and incoming investments



Collective design process  
Support

IDA is a Community of Designers  
Involved in the promotion of the Italian  
Design System



Values  
Exclusive results

Combining the support from the  
Institutions with the members' know-  
how we shape new design dynamics



Networking  
Stay-tuned

IDA members intends to reuse the  
pavilion to promote the Italian Design  
System around the PRD region



Workshops and events  
Education first

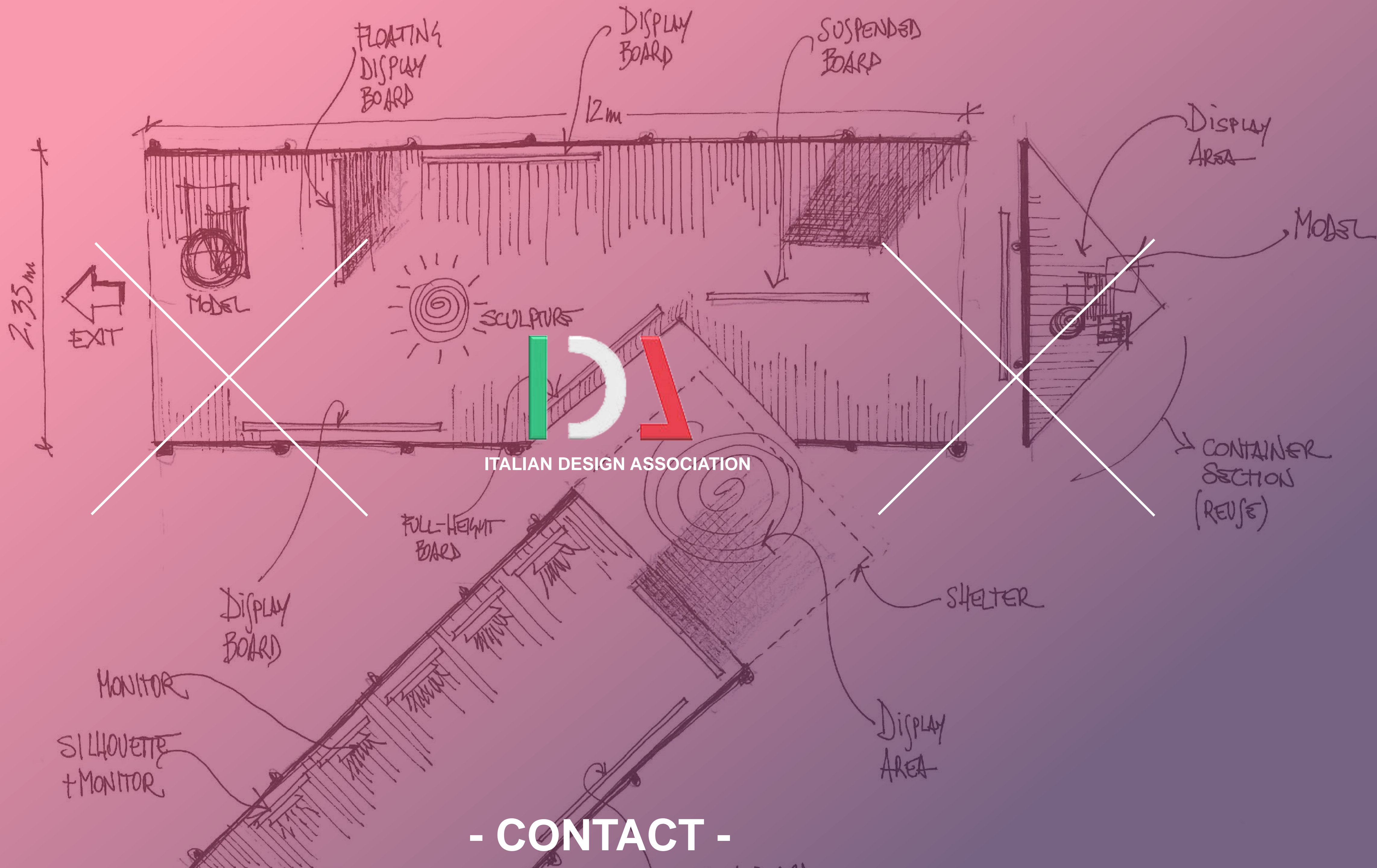
The Pavillion will be an opportunity to  
host workshops, talks, lectures from  
Italian designers and lecturers



Media and News  
Online Chat

A Wechat account will promote the  
initiatives of IDA for the future  
exhibitions





- CONTACT -





# Get Connected



Ida.design@qq.com



利保义生物工程大厦



[www.idadesign.org](http://www.idadesign.org)



@ida-italian-design-association



## SHENZHEN OFFICE

Shenzhen city, Futian district, Free trade zone  
25, Shihua Road



## 深圳办公室

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利保义生物工程大厦



IDA



THANKS