

WHAT IF? MILAN DESIGNWEEK

We provide exclusive insights during Milan Designweek. All rights are reserved to www.ccollective.cc

“let me tell you”

ART DESIGN THIBEAU SCARCÉRIAUX BY SINOPLE PARIS



Presents during Milan designweek a variation of his collectible design objects. Scarcériaux is a designer in the contemporary Belgian design scene that is currently on show by Sinople Paris from 27th march to 13 July. His productions, which are all utilitarian, initially provoke a disconcerting questioning of their own materiality, construction and use, before finally focusing attention on our own condition.

‘Beyond the mirror’, is a synthesis of his work developed since the beginning of his collaboration with the gallery.

DESIGN FLOS
Flos at Palazzo Visconti.
Unveiling new designs by Michael Anastassiades, Barber Osgerby, FormaFantasma.

10:00 to 19:30,
PALAZZO VISCONTI
Palazzo Visconti - VIA
CINO DEL DUCA 8

DESIGN ATELIER VIERKANT



<https://www.ateliervierkant.com/>

Presents at Pad 24 | H01-H03
At Salone del Mobile 2024, Atelier Vierkant presents its latest collection, a result and fruit of one year of research on surfaces, textures and shapes. The atelier launches **Mira**, designed and manufactured within the boundaries of the Clay Laboratories in Belgium. The vessel is conceived as an imperfect circle, which beauty lays in the hand of the maker. The rough skin is brought to perfection with lines and textures.

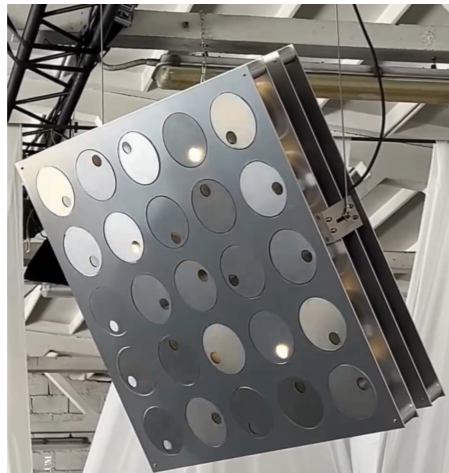
ART PRADA FONDATION Michaël Borremans
9th April to 9th June , 10:00 to 18:00 - L. GO ISARCO 2



BY PRADA FONDATION

COLLECTIBLE
FOR FORGETFULNESS BY KRJST STUDIO
AT BARANZATE ATELIERS

DAY 7 21 04 24



DESIGN
STUDIO ÉLÉMENTAIRES
<https://www.studioelementaires.com/>



ART DESIGN
ARNO DECLERCQ
<https://www.arnodeclercq.com/>

COLLECTIBLE
DESIGN BY ATELIER
JESPERS
Jean Francois Declercq
<https://declercq.design/>



BY ATELIER JESPERS

11:00 to 20:00 - 15 – 21
ALL OF THE DESIGNERS
ABOVE ARE PRESENTED
AT BARANZATE ATELIERS,
Via Gaudenzio Fantoli, 16/3

“let me tell you”



BY AMBER VANBOSSSEL

15 – 21 April 2024 BARANZATE ATELIERS,
Via Gaudenzio Fantoli, 16/3

Jumandie Seys is a multidisciplinary designer, in search for pure expression, which reflects in his intriguing way of monumental forms and material techniques. It is a collection that honors the imperfections, results in perfection and elevates the value of design process based on materialism. The collection is characterized by a constant dialogue between contrast, elements and the search for balance between digital mediums and artisanal crafts.

COLLECTIBLE DESIGN JUMANDIE SEYS



BY AMBER VANBOSSSEL



The high - end studio lead by Norayr Khachatryan presents two new refined collections, that state the art of designing design :

STATE is a series of sculptural chairs and benches, created with a profound interest in the structural elements of classical architecture and the role of sitting in the urban context. Erected in solid blocks of Belgian limestone.

CASE vases and candleholders The collection is a synthesis of a recent observation on forms and proportions on Armenian monumental architecture, from both historical and modernist times.

COLLECTIBLE



*WE WERE HERE
Beyond a reshaping design philosophy, with designs of Leonievonsaldern, Tiddo, Ohm.studio, Bureautobecomfirmed,*

11:00 to 19:00 - VIA COLA MONTANO 13

CURATED BY VERSTREPEN STUDIO AND JIIN YOON



DAY 6 20 04 24

COLLECTIBLE DESIGN STUDIO KHACHATRYAN



BY STUDIO KHACHATRYAN - ADRIAAN HAUWAERT

ART BY PAUL CORNET AT ALULA

16th to 21st of April, 10:00 to 20:00 - DESIGNSPACE ALULA



AIUla BY SABINE MARCELIS



AIUla BY PAUL CORNET



BAHRAINI DANISCH

WHAT IF? is antithetical to “let me tell you”

What should you do to prepare for a trade fair participation? Is a press dossier important? Can you apply for a subsidy? How should you network? Are you going to a major design fair such as Milan Design Week or Collectible fair with your collection?

Then prepare well. to get the maximum return out of it. Because a trade fair offers many opportunities, but only good preparation ensures that you actually return with the desired results. Could you use some help? Read our go-to here to get the most out of a ..

PRE-FAIR

- 1** Carefully determine your objectives in advance. Do you want to launch a product and are you looking for press? Or do you want to sell? A trade fair can offer you a lot, but without focus on your most important objectives, you are missing out on a lot.
- 2** Check whether there are any subsidies or support measures that can help you with your travel or exhibition stand and materials.
- 3** Make as many appointments as possible in advance. Waiting for interesting passers-by rarely results in interesting contacts. Make sure you have made appointments with the people you really want to see.

DURING THE FAIR

- 4** Your stand must be completely ready when the fair starts. Most fairs already have a press and exclusive invitees from the professional field before the doors open to the wider public. Your prospect doesn't have time to wait for you to prepare diamoe or for you to take the product out of the package. It should be immediately readable with one eye at a glance.

Designfairs

- 5** Stand at the stand and be approachable. Avoid multitasking or catching up with colleagues on your laptop or smartphone. An open but also alert attitude creates a professional attitude.

- 6** Don't miss the afterparties and networking drinks. The real first agreements (deals) are often concluded there. In a relaxed atmosphere, your core story is sometimes listened to more and the foundation is often laid for a fruitful deal.

AFTER THE FAIR

- 7** Share insights and photogenic moments via a social media post. An interview in the (trade) press can sometimes have as much impact as the previous days on the fair itself.
- 8** Immediately schedule a follow-up meeting with the interesting contacts. Don't wait too long for this to cease the opportunity.

Wat moet je doen ter voorbereiding van een beursdeelname? Is een persdossier belangrijk? Kan je een subsidie aanvragen? Hoe moet je netwerken?

Ga je met je collectie naar een grote design beurs zoals Milan Designweek or Collectible fair ? Bereid je dan goed voor om het maximale rendement eruit te halen. Want een beurs biedt wel vele opportuniteiten, maar enkel een goede voorbereiding zorgt ervoor dat je ook effectief terugkeert met de gewenste resultaten. Kan je nog wat hulp gebruiken ? Lees hier onze go - to om zoveel mogelijk uit een beursdeelname te halen ..

PRE-FAIR

1 Bepaal op voorhand zorgvuldig je doelstellingen. Wil je een product lanceren en ben je op zoek naar pers? Of wil je verkopen? Een beurs kan je heel wat bieden, maar zonder focus op jouw belangrijkste doelstellingen, loop je veel mis.

2 Controleer of je er geen subsidies of steunmaatregelen bestaan die je kunnen helpen voor je reis of beursstand en -materiaal.

3 Leg al op voorhand zoveel mogelijk afspraken vast. Wachten op interessante voorbijgangers levert zelden interessante contacten op. Zorg dat je afspraken hebt gemaakt met de mensen die je echt wilt zien.

DURING THE FAIR

4 Je stand moet helemaal klaar zijn wanneer de beurs start. De meeste beurzen hebben al een pers en exclusief genodigden van het professionele werkveld vooraleer de deuren openen tot het grotere publiek. Je prospect heeft geen tijd om te wachten tot je diamoe hebt klaargezet of tot je het product uit de verpakking haalt. Het moet direct leesbaar zijn met één oog op slag.

Designfairs

5 Sta op de stand en wees aanspreekbaar. Ziet niet op je laptop of smartphone te multitasken of met collega's bij te praten. Een open maar ook alerte houding wekt een professionele attitude op.

6 Laat de afterparties en netwerkrinks niet links liggen. Vaak worden daar de echte eerste afspraken (deals) gesloten, in een ontspannen sfeer wordt soms meer geluisterd naar je kernverhaal en wordt vaak de basis gelegd voor een vruchtbare deal.

AFTER THE FAIR

7 Deel inzichten en fotogenieke momenten via een post op sociale media. Een interview in de (vak)pers kan soms evenveel impact hebben dan de voorbije dagen op de beurs zelf.

8 Plan meteen een opvolgmeeting in met de interessante contacten. Wacht hier niet te lang mee om professioneel redenen.

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