



Fuorisalone.it presents

## FUORISALONE

### The Milan Design Week game

Experiencing the Fuorisalone through a game, all year long?

It is now possible.

Fuorisalone.it decided to celebrate its 15th anniversary creating the Fuorisalone board game, a project originating from the desire to turn the amazing and unique experience of the Milan Design Week into a game, allowing people to live the most important design week everywhere in the world.

This was an idea by **Cristian Confalonieri**, co-founder of Studiolabo and of **Fuorisalone.it**, who states: ***"Our objective was to create a truly original game, not just a gadget for the event, something that could evoke the atmosphere of Fuorisalone, simple and easy to play with by anyone and at anytime, also those who don't know anything about Fuorisalone. Board games are becoming very popular and a project for a board game is a fully-fledged design project, much more complex than it might seem, at which a team of game designers, graphic designers and experts in usability, marketing and communication all worked hand in hand for months."***

Studiolabo designed the game in collaboration with **Cranio Creations**, an Italian company specialised in the creation, production and distribution of board games.

After outlining the concept 7 months have been spent working with **Lorenzo Tucci Sorrentino**, CEO and Game Designer of **Cranio Creations**, who explains to us the motivations behind this collaboration: ***"We decided to join this interesting and innovative project because Fuorisalone.it is one of the most internationally-known Milan-based brands and, just like Cranio Creations, it exports the image of the high-quality, Made-in-Italy product worldwide. We believe that this alchemy generated a product that reflects the soul of Milan. The Fuorisalone board game will in fact allow you to relive this unique experience at home, remembering places and players that celebrate Milan as world design capital."***

## **Fuorisalone: the game**

During the design week, Milan becomes a chaotic city where hundreds of events take place at the same time; will you be able to visit them all? Study the best strategy to collect those that will make you gain the highest score. Choose the best daily route and collect design objects before anyone else, but remember you just have six days for that! Every false step could make you miss the most important events; every mistake in planning your itinerary could make you be in the wrong place at the wrong time. The winner is the player who best moves around the city finding the most important places and events according to the time of the day, just like it happens in real life.

## **Overview of the game**

In the box we find a board summarising the 68 Fuorisalone key locations of these past few years: La Triennale di Milano to Bar Basso, from BASE to the hidden historic buildings of the city of Milan.

A dashboard/timetable subdivides the design week into three main phases: morning, afternoon and evening. Each time of the day will propose four events taking place at the same time in different locations: the objective of each player is to join at least one event to gain the corresponding card. Every location card represents a design *icon-object*; with more than one object you will be able to reach the targets that will allow you to achieve more points.

### **The design icons included in the game are:**

Juicy Salif lemon squeezer by Philippe Starck (Alessi)

Eclisse table lamp by Vico Magistretti (Artemide)

Gnomes side table by Philippe Starck (Kartell)

Panton chair by Verner Panton (Vitra)

Puppy pouf by Eero Aarnio (Magis)

P40 lounge chair by Osvaldo Borsani (Tecno)

From 2 to 4 players, Age 14+, game time about 50 minutes.

## The history of Fuorisalone

By Fuorisalone we mean the set of events taking place in different areas of Milan throughout a week at the same time as Salone Internazionale del Mobile, the world's most important furniture fair.

Fuorisalone should not be seen as a trade fair, there's not one precise body organising the whole event and it is not managed by an institutional authority: it all started in the early 1980's thanks to the will of few industrial furniture and design companies and today it features over 1,300 events taking place in 6 days involving various industries including: automotive, technology and telecommunications, art and fashion.

**Fuorisalone.it** is a tool to promote the events of Fuorisalone, a first-hand experience which puts the main players of the design week under the spotlight, within the overall setting of a city, Milan, that lives a week of total change in the fields of design and creativity.

## Partners

**Fuorisalone: The Milan Design Week board game** is supported by the main players of Fuorisalone: 5 vie art+design, Archiproducts, BASE Milano, Brera Design District, Milano Space Makers, Oriental Design Week, Superstudio più, Tortona Design Week, Triennale di Milano, Ventura Future e Zona Sant'Ambrogio.

## Distribution

**The pre-sale of the game is available from today on [www.craniocreations.it/prodotto/fuorisalone](http://www.craniocreations.it/prodotto/fuorisalone)** with a special surprise by entering the promotional code "SORPRESA" at the time of check-out, the promotion is valid until 27 February 2018, at 11.59pm.

**The game will be available from March 9th, 2018** in the main specialty stores, bookstores and online at [www.craniocreations.it](http://www.craniocreations.it) as well as on the main e-commerce websites for € 34,95.

## **Info e credits**

Website: <http://gioco.fuorisalone.it>

Hashtag: #FuorisaloneGioco

Authors: Cristian Confalonieri (Studiolabo), Lorenzo Tucci Sorrentino (Cranio Creations)

Illustrations: Silvia Gherra (silosilo.com)

Graphics: Andrea Venegoni (Studiolabo)

Game rules: Fabrizio Somma (Studiolabo)

Edited by: Giuliano Acquati (Cranio Creations)

## **Contacts**

Studiolabo

Via Palermo, 1 20121 Milano

[www.studiolabo.it](http://www.studiolabo.it)

[info@studiolabo.it](mailto:info@studiolabo.it)

02-36638150

## **Press Office**

Communication&PR

Martina Gamboni - Strategic Footprints

[press@martinagamboni.it](mailto:press@martinagamboni.it)