

DISCOVER THE LOVE DESIGN® STAND AT "SALONI"

From April 12th to April 17th 2011, like last year, **LOVE DESIGN®** will be attending the "Saloni" with its own stand generously hosted by COSMIT and FONDAZIONE COSMIT EVENTI. The aim is to present and to draw public attention on **LOVE DESIGN®**, the important fund raising event created in 2003 to support oncologic research in Italy thanks to the common contribution of ADI – the Association of Italy's leading design companies – and the members and supporters of AIRC – the Italian Association for Cancer Research.

To present the **LOVE DESIGN®** campaign, the short film "**The exhibition**" will be displayed at the stand. The film is directed by Stefano Quaglia, written by the advertising agency Grey Milano and offered by the Italian production house **The Family**.

This extraordinary initiative, now at its fifth edition, is organized jointly by AIRC - ASSOCIAZIONE ITALIANA PER LA RICERCA SUL CANCRO | COMITATO LOMBARDIA and ADI - ASSOCIAZIONE PER IL DISEGNO INDUSTRIALE to support cancer research through an event focused on Italian Design. In 2009 the campaign raised 400.000 Euros for cancer research.

ADI, THE ORGANISING COMMITTEE, consists of the most representative Italian Design Companies and wants to play an active role in making a better future not only by giving their best products to promote this event, but also by actively inviting other important companies to join **LOVE DESIGN®**.

The following companies have already confirmed they will take part to LOVE DESIGN®:

AGAPE, ALESSI, ARES LINE, ARTEMIDE, CAIMI BREVETTI, CECCOTTI COLLEZIONI, DAVIDE GROPPI, DE PADOVA, FIAM ITALIA, FONTANAARTE, IFI, KARTELL, LIVING DIVANI, LUCEPLAN, MAMOLI ROBINETTERIA, MARTINELLI LUCE, MDF ITALIA, MOLTENI&C, MOROSO, NESPRESSO ITALIANA, OPINION CIATTI, SAMBONET, SERRALUNGA, VORTICE, ZUCCHETTI. KOS, ...

We are waiting for more!

The main event for the public will take place from November 11th to November 13th at the PAC – the Contemporary Art Pavilion – thanks to the contribution of the CULTURAL DEPARTMENT OF MILAN CITY COUNCIL which will make the location available. During these three days **LOVE DESIGN®** will transform the products generously offered by Design Companies into funds for cancer research thanks to the people who will choose to support AIRC. The co-operation between design companies and the public is a necessary and winning tool to help the progress of the Italian cancer research.

www.lovedesign.airc.it

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