



MATERIALS
INSIDE THE NETWORK
by Materially

All about materials @ FUORISALONE.IT
15th – 21st JUNE 2020

Materially embraced the initiative of **Fuorisalone.it** which, in collaboration with the most important representatives of Milan Design Week, decided to promote **a virtual spaces and contents platform** that will allow companies working on this field to present the news and projects developed in this last year, in an original form.





Materiality, due to its expertise invested in the mission, “**All about materials**”, will be the partner of Fuorisalone.it platform, by **handling and coordinating the area dedicated to materials innovation.**

FUORISALONE.IT

Digital platform reports and numbers in 2019

Website

Single users: 316.000

Page views: **2.416.000**

Countries that have visited the website: 156

1.348

Events uploaded
on website

3.889

Brands
registered on
website

1.285

Designers
recorded on
website

* Data have been calculated for the period from March 17th to April 14th



FUORISALONE.IT

Digital platform reports and numbers in 2019

Website - magazine

2,41 MLN

Page views

- 1.800.000 in 2017
- 2.050.000 in 2018

158 K

Page views on website

121

Online published articles

57,5 K

Users



FUORISALONE.IT

Digital platform reports and numbers in 2019

Social Media

77,5 K

Followers on Instagram

35 K

Likes on Facebook Page

1,1 MLN

Total reach on Instagram

620 K

People reached on Facebook

6 MLN

Views

42 K

Post engagement on Facebook

INSTAGRAM
APRIL 2019

FACEBOOK
APRIL 2019

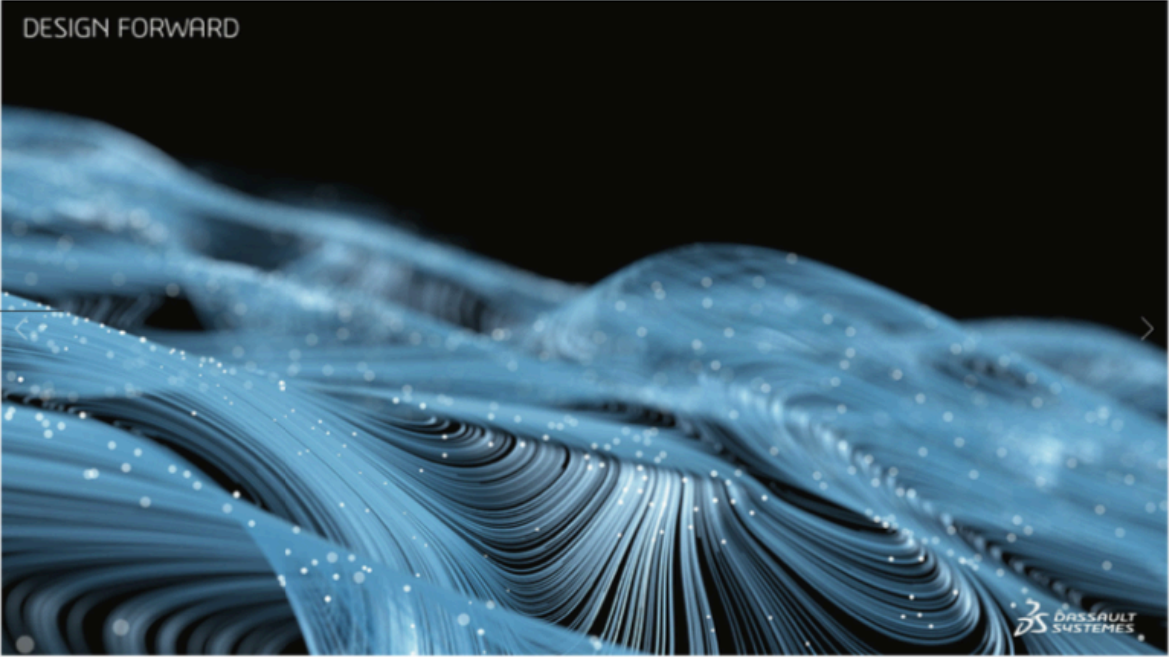
* Data have been calculated for the period from February 21st to April 14th 2019



Materially Sample Page

Event title — Design in the Age of Experience


Project — Superstudio Più | SuperDesign Show via Tortona, 27, Milano

Slide show images — 

Brand — Dassault Systèmes


Designer — Enrico Bassi
Anna Bernagozzi
Gianluca Brugnoli
Matthew Fiedler
Kerenza Harris
Patrick Jouin
Oke Mauser
Thom Mayne
Toshiko Mori
Atsush Suguchi
Laura Teicher
Masahiko Yamagishi
Takumi Yamamoto

Categories — ARCHITETTURA | CONFERENZE, WORKSHOP | INSTALLAZIONI | PRODUCT DESIGN | TECNOLOGIA

Video from Fuorisalone TV — 

Description — Durante "Design in the Age of Experience", Dassault Systèmes riunirà un gruppo internazionale di designer e innovatori per discutere molte delle tematiche più urgenti del nostro tempo sotto diversi aspetti della quotidianità: MATERIA, LUOGO, SPAZIO, ARTE DELL'ABITARE, PROGRESSO SOCIALE.

Relatori come **Cristiano Ceccato** (Zaha hadid architects), **Patrick Jouin** (Designer), **Oke Hauser** (Creative Lead, Mini Living), **Laura Teicher** (Greentown Labs), **Gianluca Brugnoli** (McKinsey&Company), **Hélène Huret** (Bernardaud), **Thomas Vallette** (Stanley Black & Decker) and **Masahiko Yamagishi** (Honda power Products) affronteranno temi quali la complessità dell'uso responsabile dei materiali, il delicato rapporto tra design ed esperienza umana, l'evoluzione degli ecosistemi urbani e il ruolo del design nel sostenere il cambiamento sociale, oltre a fornire uno sguardo sul futuro delle città resilienti di domani. (Clicca qui per consultare il programma completo e i relatori)

Logo — 

Links — Website >

Contacts — Press contacts:
Agence 14 Septembre
Lucie Fayard
& Rebecca Mitchell
email >

The general layout is indicative and could be modified



Product Sample Page

Product name — Design in the Age of Experience

Project Image — Superstudio Più | SuperDesign Show via Tortona, 27, Milano

Brand — Dassault Systèmes

Designer — Enrico Bassi
Anna Bernagozzi
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Categories — ARCHITETTURA | CONFERENZE, WORKSHOP | INSTALLAZIONI
PRODUCT DESIGN | TECNOLOGIA

Video from Fuorisalone TV (only PACK EXTRA) pag 10 — DESIGN IN THE AGE OF EXPERIENCE - 2019


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Logo — DASSAULT SYSTEMES

Links — Website >

Contacts — Press contacts:
Agence 14 Septembre
Lucie Fayard
& Rebecca Mitchell
email >



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Formats

Materially offers three packages for the communication of the company on the platform that integrate different tools between Website, Magazine, Social and TV

PACK BASE

- Base product page
- Social media plan*
- 1 article on Fuorisalone Magazine (Discover)

Fee: 500 €+ VAT

PACK PLUS

- Focus product page
- Social media plan*
- 1 article on Fuorisalone Magazine (Discover)
- 1 dedicated content on multi articles newsletter

Fee: 1200 €+ VAT

PACK EXTRA

- Focus product page
- Social media plan*
- 1 article on Fuorisalone Magazine (Focus)
- 1 DEM dedicated newsletter
- 1 publication on Fuorisalone TV

Fee: 2000 €+ VAT

*By definition social media plan see next slide



Social media plan

The social plan provides for different releases, the scheduling will be done by checking the available material and the quality of the content. The online publication will be shared and discussed with the company and distributed from June to September 2020, in order to create a schedule that maintains a long-lasting connection with the public.

PACK BASE

2 social releases on channels to choose from Instagram, post, stories, IGTV, Facebook, LinkedIn

Max 1 per channel

PACK PLUS

3 social releases on channels to choose from Instagram, post, stories, IGTV, Facebook, LinkedIn

Max 1 per channel

PACK EXTRA

4 social releases on channels to choose from Instagram, post, stories, IGTV, Facebook, LinkedIn

Max 2 per channel



FUORISALONE.TV Format

Production and distribution Live on schedule

Brands and designers, if they wish, can count on Fuorisalone TV partners, both for the production of video on demand and for the recording and the live broadcast

PACK LIVE BROADCASTING INCLUDED IN PACK EXTRA (pag 10)

The Brand organizes a live event and produces an RTMP video stream. The video stream is received by Fuorisalone TV and broadcast live on the site and on the Facebook page of Fuorisalone.it

PACK LIVE PRODUCTION

The Brand asks for the arrangement and transmission of a live event with guests in remote video conferencing in different locations. Fuorisalone TV takes care of the direction. The video will be broadcast live on Fuorisalone TV and on the Facebook page of Fuorisalone.it, and will be made available on Fuorisalone TV until March 2021. The Brand will be provided with a copy of the files.

Fee: 2000 €+ VAT



PACK LIVE STUDIO PRODUCTION

The Brand asks for the arrangement and transmission of a live event with guests in a location or studio provided by Fuorisalone TV.

Fuorisalone TV takes care of the direction. The video will be broadcast live on Fuorisalone TV and on the Facebook page of Fuorisalone.it, and will be made available on FuorisaloneTV until March 2021. The Brand will be provided with a copy of the files.

Fee: 3000 €+ VAT

PACK PRE-PRODUCTION

The Brand requests Studiolabo to produce a promotional video of max 5 minutes. The video will be produced, edited, broadcast live and/or made available on Fuorisalone TV in on-demand mode until March 2021. A copy of the files will be provided to the Brand.

Fee: 4000 €+ VAT





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