

# DESIGN DIFFUSION NEWS

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MARKETING  
MANAGEMENT

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DESIGN A  
COLONIA  
E PARIGI  
AMSTERDAM  
TODAY  
ADELE CALMI  
PER VOI



'DDN' now includes a new section aimed at making new designers - here of items to be promoted in the market - known. On these pages, edited by Roberto Giacomucci and Massimo Marcelli, attention is focused on the new players in the design industry who have agreed or are expected to agree to design items 'ad hoc', devising products dealing with the theme chosen from time to time. This section is meant to develop several new concepts and projects which a view to allowing designers to stand out, while approaching the companies that are most sensitive and oriented to innovation. According to the editors, the name 'Design Community' has been chosen because the desire 'to team up', sharing the same ideals, is being rediscovered, mainly among new designers. This further substantiates the idea that someone is still inclined to both care about the personal language and share it with other people. The first theme, named 'Book Room - The Form of Reading', has translated into what you can see on these pages.



Laura Fiaschi+Gabriele Pardi, Gum Design



Inci Mutlu+Milano Design Studio



Tommaso Maggio, laboratorio Mizar



Roberto Giacomucci



Simone Alessandrini



Enzo Calabrese



Fabio Meliota



Silvana Angeletti



Massimo Marcelli



Nicola Cerasa



Monica Graffeo

Joe Velluto



Eddy Antonello

## Laura Fiaschi + Gabriele Pardi Gumdesign/BOOX

Un nuovo concetto di libreria dove il modulo permette la massima flessibilità compositiva; la sua caratteristica principale sta nel poter utilizzare il modulo/libreria anche come sistema di trasporto dei libri. Nel momento in cui la libreria dovrà essere trasportata in altro luogo sarà sufficiente ruotare il modulo ed impugnarlo come fosse il classico scatolone di cartone.

*A new concept of bookcase, where the module is the name for matchlessly flexible arrangements; the module/bookcase stands out because it can also be used as a system for carrying books. When you need to carry the bookcase somewhere else, you just have to rotate the module and hold it like a classic cardboard box.*

