

Italy rules the day at this year's

IDT Expo

Renowned Italian designers **Massimiliano Fuksas** and **Massimo Iosa Ghini** head a star-studded list of internationally acclaimed designers who will converge in Hong Kong for the Inno Design Tech Expo (IDT Expo) 2007 which will be held from 12-15 December.



Massimo Iosa Ghini

Organised by the Hong Kong Trade Development Council (TDC), IDT Expo now in its third year, is growing from strength to strength as a world-class exposition of design and technology in the region.

IDT Expo highlights Italian designs this year – a tribute to Italy's superb designs and artistry reflecting the country's values, culture and style. The prestigious event debuts this year with the works of Massimiliano Fuksas and Massimo Iosa Ghini.

Mr Fuksas is the innovative architect whose spectacular works on a grand scale are a unique combination of contemporary and traditional Italian architectural aspects. He is the brain behind the stunning contemporary styled head office of the Ferrari Research Centre in Maranello, Emporio Armani in Hong Kong, the Milan Trade Fair Centre and the Italian Congress Centre in Rome to name a few.

Joining Mr Fuksas at the Italian Design Day is Massimo Iosa Ghini famous for his unconventional work in architecture and interior design. He designs for big names such as Ferrari, Smegno, Mottos, Dornbracht and Datarini. Some of his works include the redesign of the Multipurpose Centre in Bologna, the New York Palace Hotel in Budapest and the Alitalia Airport area and VIP lounge.

Mr Romano Barozzi, the Hong Kong-based Italian Trade Commissioner said the forte of Italian design lies in its creativity, simplicity and style. "Hong Kong is a big market with visitors not only from the Chinese mainland but throughout the world. IDT Expo is an important international design event for Italy."

He added, "Creativity stems from the sculptures of masters like Leonardo da Vinci and can be seen in all facets of industries and in everyday life in Hong Kong. With creativity and simplicity blended into our daily lives, this is where style evolves."

The popularity of Italian designs in Hong Kong has brought great business opportunities and economic growth to both Italy and its business partner. Italy exports food, beverages, wine, fashion, interior design, automobiles such as Fiat, Ferrari and Lamborghini, industrial products and other items to Hong Kong each year accounting for about 10 per cent of its overall products.

The theme of the 500 square metre Italian Pavilion at IDT Expo 2007 is "Creativity, Simplicity and Style." It is divided into three sections – Sistema Italia, Lombardy Region and Torino 2008 World Design Capital.

The Italian Trade Commission (I.T.C.) which is responsible for Italian business development will showcase the best of Italian craftsmanship in the Sistema

Italia section. It will display iconic chairs ranging from the "Seduta Sittot" and "Alo" designed by Mr Fuksas and Mr Iosa Ghini respectively to stylish furniture by famous Italian brands such as Arredoside, Kartell, Moroso, Newform and Poltronov.

The Lombardy Region famous for its design activities and its "Lombardy Region Model" – a model framework for public administration and the Associazione Culturale La Città Ideale – will present works by Leonardo da Vinci. Visitors will get to see nine pieces of machinery which were built based on his notes. Representatives of Italian design firms from the Lombardy region will also share their insights at the event.

The Torino 2008 World Design Capital section will highlight the economic improvement and transformation of Torino through design and innovation. It will also showcase products from Torino that best represent the results of its innovation and design capabilities and research.

Dr Giuliano Molteni will share the success story of how Torino won the World Design Capital title from the International Council of Societies of Industrial Design in the first seminar session of the Italian Design Day on December 12. Mr Emanuele De Dominicis, General Manager and Partner of Indux, an Italian company with multi-disciplinary strategic planning and industrial experience and whose client list includes Pirelli, Motorola, Coca-Cola and Fiat, will talk about business opportunities in Italy.

Other participants of the Italian Pavilion include the Istituto Europeo di Design (IED), PROMOS, Idoux, RWA Raffaello Architects and Associazione Culturale La Città Ideale.

IDT Expo 2007 is held concurrently with Business of Design Week (BODW), Asia's leading international forum dedicated to design, brand and innovation.

The IDT Expo-BODW duo presents quality exhibitors from around the world and promotes the value of creativity and innovation in business sectors. This year's IDT Expo responds to the public appreciation for creativity with the Design, Branding and Marketing Pavilion that features

more than 150 design companies from some of the world's creative hubs including France, Hong Kong, Italy, Japan, Korea, the Netherlands and Spain. Participants from these countries will offer professional consultancy in design and brand strategy, marketing and advertising. The pavilion

also spotlights group exhibitions presented by a variety of prestigious organisations including the Barcelona Design Centre, the Hong Kong Fashion Designers Association, the Italian Trade Commission, the Japan Design Association and the Consulate General of the Netherlands.

With so much to enjoy and be inspired, here is some good news for anyone interested in this world-class IDT Expo event. Admission is free-of-charge but registration is necessary. Prior arrangements can be made on line at <http://www.innodesigntechexpo.com>.



Alo by Massimo Iosa Ghini



Iliacolo Group Building by Massimo Iosa Ghini



Alitalia VIP Lounge by Massimo Iosa Ghini