

Design Indaba partners with Ventura Lambrate

MILAN, ITALY: *Design Indaba* magazine and website, together with MINI SA, has announced a media partnership with the Ventura Lambrate design district at the Milan Furniture Fair from 12-17 April 2011.

Now in its second year, Ventura Lambrate is the newest addition to the Milan Furniture Fair, which takes over the whole city. The overwhelming success of Ventura Lambrate's first edition last year resulted in hundreds of exhibitors applying to take part in this year's edition. Founded, curated, art directed and organised by Margriet Vollenberg and Margo Konings of Organisation in Design, the selection process prioritises creativity, quality, experimentation and content. In addition, for Ventura Lambrate 2011, a stronger emphasis has also been placed on more diverse content and countries.

Over 45 exhibitors will include Artbook Milano (IT), Designersblock (UK), PeLiDesign (NL), Refile (IT), Z33 (BE), Ghyczy (NL), Castor Design (CDN), Bombay Sapphire (IT), Studio Drift, Studio Molen, Sebastian Brajkovic and Studio Eric Klarenbeek (NL), Diallo Design (FR), Central Saint Martins (UK), Weltevree (NL), Postfossil (CH), The Dutch Standard (NL), Carwan Gallery (RL), Emmanuel Babled (FR/NL), Scuola Politecnica di Design (IT), Promisedesign - new design from Israel (IL), Studio Roel Huisman (NL), Architectural Studio Simone Micheli (IT) and Jawbone with fuseproject and Dezeen (US/UK). Participants include Design Indaba luminaries such as Tord Boontje, Ineke Hans, Yves Behar, Li Edelkoort and others.

This strategic partnership will serve to emphasise the new designindaba.com's increased international focus and also launch the new video section, which features presentation footage of the past five years of Design Indaba Conference. It is an auspicious time for *Design Indaba* magazine and website to expand its reach internationally, this year being the Milan Furniture Fair's 50th anniversary.

Ventura Lambrate 2011
Milan, Italy
Tuesday 12 to Sunday 17 April

Press preview: Monday 11 April, 3pm to 8pm
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