

## Press release

Amsterdam, 18 January 2010

A new magazine presenting all Dutch exhibitions in Milan

# Connecting the Dots

**'Connecting the Dots' is the name of the magazine that will unite all Dutch presentations to the Milan Design Week (14-19 April 2010) in one publication. All design bureaus and furniture companies from The Netherlands exhibiting in Milan will have the possibility to present themselves free of charge in this new design magazine. 'Connecting the Dots' is an initiative of Tuttobene, commissioned by the EVD, agency of the Dutch Ministry of Economic Affairs.**

The magazine wants to draw attention to the Dutch design industry during the world's largest furniture trade fair, emphasizing the diversity of design in The Netherlands. The magazine is a perfect opportunity for companies and designers to present themselves, and it gives a complete overview of what Holland has to offer in Milan in 2010. 'Connecting the Dots' will be a sample sheet, indicating the current state of affairs in Dutch design.

Thanks to its layout, the magazine is very user-friendly. Three different maps of Milan are included that clearly indicate the location of all Dutch exhibitions. A block diagram explains *what* will be happening *where*.

In addition to this, the magazine will have a number of articles on design in general (e.g. one on ten years of Dutch design in the *Zona Tortona*) and a photo reportage portraying designers in their work environment.

'Connecting the Dots' will be published on 1 April 2010. 17.500 copies (hardback, 112 pages full color) will be printed. It will be distributed free of charge through different channels. Prior to the fair, the catalogue will be distributed internationally among key figures in the design industry. During the fair, it will be handed out at strategic locations by, among others, DesignPartners, our partner in this project. DesignPartners is the organization behind the *Zona Tortona*, the area of Milan that has become *the* international reference point during the fair, home of the off-site or *Fuori Salone* exhibitions.

The layout of the catalogue has been consigned to the graphic design bureau Koehorst in 't Veld, who are no newcomers to the cultural sector. In the past, Koehorst in 't Veld has been responsible for the art direction of the international trade magazine 'Frame'. Tuttobene has chosen Koehorst in 't Veld because of their rich experience in the field of product and interior design.

Companies that are interested can register for 'Connecting the Dots' on [www.thedots.nl](http://www.thedots.nl). Every participating design studio or company will appear under its own name and must deliver text and images. Our editorial staff will guarantee the high quality standards of the product.

### **Editorial note**

For more information, please do not hesitate to contact our public relations officer Luc Deleau: +31 (0)6 52472990 / [luc@thedots.nl](mailto:luc@thedots.nl) or editor and co-founder of Connecting the Dots and Tuttobene David Heldt: +31 (0)6 15510727 / [connecting@thedots.nl](mailto:connecting@thedots.nl).

Connecting the Dots / Tuttobene

NL Damrak 70, studio 5.63, 1012 LM, Amsterdam, The Netherlands

IT Via Cerano 12, 20144, Milan, Italy

[www.thedots.nl](http://www.thedots.nl) / [www.tuttobene.nl](http://www.tuttobene.nl) / [www.tuttobenedesignshop.nl](http://www.tuttobenedesignshop.nl)



DesignPartners

Bureau Deleau



## Background information

### Connecting the Dots:

Dutch Design is hot and The Netherlands is very well represented at the 2010 edition of the *Salone Internazionale del Mobile of Milan*. There is no other country, besides Italy, that has more exhibitors at the world's most important design fair! To combine their forces, this year Tuttobene will publish 'Connecting the Dots', a magazine presenting all Dutch designers in Milan.

### Tuttobene:

Tuttobene is no newcomer to the *Salone del Mobile*. Since 2004 every year it organizes a large group presentation in Milan. Through the years, Tuttobene has gained extensive knowledge on 'how things work' in Milan. Tuttobene has used this experience to introduce this year a magazine that targets exactly those people that are most important to Dutch design.

### Readers target group:

The readers of 'Connecting the Dots' are professionals in the design industry; producers and buyers of furniture, illumination, interior accessories and other products. Not omitting the numerous journalists visiting the fair, as well as architects and other designers.

### Design:

The magazine (hardback, 112 full color pages) offers a complete overview of Dutch design in the year 2010. Its graphic design has been consigned to the Koehorst in 't Veld agency, since many years responsible for the art direction of the international trade magazine 'FRAME'. Tuttobene has chosen Koehorst in 't Veld because of their long term experience and knowledge in the field of product and interior design.

### Content:

'Connecting the Dots' aims to give a professional insight into the Dutch design culture. Apart from the around 65 presentations, the magazine will also include a few articles on design in general and a photo reportage portraying a number of designers in their work environment. And not in the last place, three city maps indicating clearly where all presentations are taking place. An important purpose of the magazine is that it will be a handy tool helping the visitors of the *Salone* to find their way to all Dutch exhibitions.

### Visibility:

17.500 copies of 'Connecting the Dots' will be printed. It will be published on 1 April 2010 and it will be distributed among design professionals. At least 1000 copies will be sent in advance to people working in the design industry. A provisional estimate of its distribution: 70% in The Netherlands, 20% within Europe and 10% outside. The remaining copies will be handed out in Milan during the fair at the Dutch exhibitions, and at several strategic locations in the city. DesignPartners, our official partner, will promote the magazine at their stand and on their website [www.zonatortona.net](http://www.zonatortona.net). DesignPartners is the organization behind *Zona Tortona*, the area of Milan that has become *the* international reference point during the fair, home of the off-site or *Fuori Salone* exhibitions.

### Registration:

Every participating design bureau will appear under its own name and must deliver text and images. Each presentation will get at least half a page. Our editorial staff will guarantee the high quality standards of the product. Participation is free of charge. You can register on [www.thedots.nl](http://www.thedots.nl).

### More information:

For more info, please do not hesitate to contact our public relations officer Luc Deleau: +31 (0)652472990 / [luc@tuttobene.nl](mailto:luc@tuttobene.nl) or Tuttobene co-founder David Heldt: +31 (0)615510727 / [david@tuttobene.nl](mailto:david@tuttobene.nl).

### Connecting the Dots / Tuttobene

Address NL Damrak 70, studio 5.63, 1012 LM, Amsterdam, Nederland  
Address IT Via Cerano 12, 20144, Milan, Italy  
Tel. (NL / IT) +31 (0)208932886

[www.thedots.nl](http://www.thedots.nl) / [www.tuttobene.nl](http://www.tuttobene.nl) / [www.tuttobeneshop.nl](http://www.tuttobeneshop.nl)