



#DDD18 - DIGITAL DESIGN DAYS 2018

The third edition of the event awaited by the designers from all over the world anticipates the date to become the highest moment of the Milano Digital Week

16-17-18 march 2018 – Milano, Megawatt Court

Milano, 5 February 2018 - the third edition of Digital Design Days, (www.ddd.it), the international event dedicated digital design, open innovation, cutting edge technologies and creativity, will be held in **Milano from 16 to 18 March 2018**.

Digital Design Days were anticipated of 6 months to become the **leading event of the first Milano Digital Week promoted by the Milano Municipality** from 15 to 18 March. the request is in line with a city that is completely permeated by the design culture, now focussing also on digital design.

After two incredible editions, and after winning the award of the Italian Meeting Industry Association (*Federcongressi &Eventi*) as the most innovative event of 2017, DDD is ready to show the best of it in 2018: 32 speakers, 8 workshops, 4 installations, a great networking and the third edition of **OFFF Milano, the festival of post-digital culture**.

«We thank the organizers for accepting our proposal to include the third edition of Digital Design Days within the first Milano Digital Week from 15 to 18 March. Together with them, and the many operators who accepted the invitation of the Milano municipality, we will narrate the creative and digital “heart” of our city through workshops, laboratories and events spread all over Milano». **Roberta Cocco, City of Milano Council Member for Digital Transformation and Civic Services.**

*«We accepted with great pleasure the invitation of the Milano Municipality to the Milano Digital Week and decided to anticipate the third edition of Digital Design Days - says **Filippo Spiezia, DDD Co-Founder and Creative Director.** Digital Design Days highlight the existing digital design creativity, gather in one event professionals from all over the world with the best international visionary designers and the companies open to innovation. three magic days in which Milano will become the world capital of digital design».*

The schedule is a **concentration of human capital made of artists, designers, storytellers, visionaries, innovators**, from all over the world.

The location for this edition will be **Megawatt Court, in the Tortona Area**, a space of 9,000 sqm that will become the stage of emotions and place of networking, training and new incentives.

One language: English. In the past two editions we had over 2,80 attendants from 52 countries.



The **schedule** of the three days includes speeches, workshops and breaks to favour the networking, the circulation of ideas and the exchange of business cards and emails. entertainment, and night parties are also part of the schedule and of the networking activities.

Amongst the confirmed speakers:

David Carson, a legend: graphic designer, teacher, author, innumerable awards; **Joshua Davis**: designer, technologist, multi-award winner artist for new media; **Danny Yount**, winner of two Emmy awards, successful title designer; **Ash Thorp**, graphic designer, illustrator, animator, director; **Kudo Takashi**, Communication Director in TeamLab; **Victor Veras**, Head of Digital Design at Marvel, creative head of the company; **Masashi Kawamura**, Creative Director in Party, where they design experiences that mix storytelling and technology; **Anrick Bregman**, AR/VR Director at unit9, a global production company leader in film making, installations and interactive experiences; **Chris Do**, founder of The Futur, the future of online education for creative entrepreneurs.

Design is also feminine, and there will be many female voices. Amongst them: **Marina Esmeraldo**, illustrator and art director for In Shades Magazine, and **Triona Butler**, Google UX Design Lead.

The schedule is completed by **Workshop and Masterclasses** held by some of the best professionals in each sector. At the moment we have: Tilt Brush, Business of Design, Wacom, 360VR, Sketch.

Digital installations will cover an area of the event venue: **AVA Particle Physics**, by Ouchhh, a 360° projection mapping inspired by particle physics experiments; **Finding stillness** by Field, where graphic elements are generated real time through the yoga positions.

Participation is free only for the opening session, two hours starting from 1pm on Thursday 16 March; all the other sessions of that and the following days are subject to the purchase of a ticket (<https://ddd-off-2018.eventbrite.it>). **#DDD18**

Info, Interviews, accreditation, media partnership:

Francesca Sanguineti - DDD Press Office
press@ddd.it - +39 334.6818607
www.ddd.it