

PRESS RELEASE ENG N4

**DIGITAL DESIGN DAYS 2018:
AN OPPORTUNITY OF TRAINING, SHARING, DISCOVERY**
Three days for entrepreneurs, professionals, startupper, students, beginners and curious people, for a full immersion into digital design.

16-17-18 March - Milano, Megawatt Court

#DDD18 - DDD.IT

Milano, 5th March 2018 - Digital Design Days elevates its contents, that look like a gigantic puzzle where all the tiles are reaching their position to create a complex picture: the worldwide scenery of digital design.

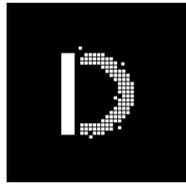
This event, the top event of the Milano Digital Week, is scheduled from Friday 16 to Sunday 18 March at the Megawatt Court, 9,000 Sam of creativity in the Tortona area.

Format, location, programme, together with a strong collaboration with sponsors and partners, all aim at reconfirming this third edition of Digital Design Days as top event in the digital sector, satisfying and anticipating the needs of many targets: companies, agencies, startupper, professionals, students, young people looking for inspiration for their careers, including those who wants to approach, in the right way, Digital design.

The programme includes speeches, panels, workshops and installations, by professionals coming from all over the world. The presence on the same stage at the same moment of so many artists, visionaries and gurus, make Digital Design Days an event not to be missed.

The speakers themselves have underlined their satisfaction in being part of these three days, as Chris Do tells us: *"I have a great motivation in participating in Digital Design Days. The necessity of a point of reference is very clear: one single place where, at least once a year, all the professions of the sector meet and share experiences, check the state of the art, disseminate the correct news; digital design needs new minds, enlightened and farsighted persons to grow in the future"*.

"What Chris Do says is exactly our objective, says Filippo Spiezia, DDD co-founder and creative director. Chris, for instance, will chair a panel on animation and motion design together with Danny Yount and Ash Thorp. we will have the world best on Digital animation and title design on the same stage at the same moment!"



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just over 50 are the gurus, creatives, leaders that will be in Milano, 11 of them are females. amongst them:

David Carson; Joshua Davis; Ash Thorp; Kudo Takashi (TeamLab); Masashi Kawamura (Party); Anrick Bregman (Unit9); Chris Do (The Futur); Vitor Veras (Marvel Entertainment); Haraldur Thorleifsson (Ueno); Mr Bingo; Danny Yount (Prodigal Pictures); Ferdi Alici (Ouchhh); Michael Anthony Modena e Andy Thelander (Active Theory); Daan Klaver (Build in Amsterdam); Jeep Aaen (Hello Monday); Franz Fischnaller; Felipe Carvalho; Bert Musketon; Tobias Wuestefeld, DDD trailer creator; Mike Zeng alias Zaoeyo, DDD main titles producer.

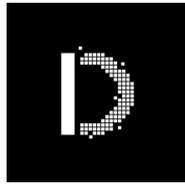
The females: Eylul Duranagac (Ouchhh); Ada Korvafaj (Producer at Ditroit); Marina Esmeraldo (Illustrator); Dot Lung (Mother of Social Media Dragons); Silvia Bormüller (Sketch Ambassador); Veronica Fuerte (Hey Studio); Triona Butler (Google UX Director).

There will also be nine workshops in the three days:

- **Concept creation with zbrush thanks to the Wacom tablets** - Daniele "Danko" Angelozzi - Wacom.
- **Create your Hero with Wacom** - Alessio Tommasetti - Wacom.
- **Making of the DDD trailer** - Tobias Wuestefeld.
- **Cinematic VR crash course.** Learn to produce 360° videos and become an expert of Virtual Reality - Albert Dedeu - 360VR Barcelona.
- **Framer for beginners.** Creating and prototyping with Framer - Silvia Bormüller - Sketch Ambassador.
- **Sketch for beginners** - Silvia Bormüller - Sketch Ambassador.
- **Business of Design** - Chris Do.
- **Digital Transformation Retail** - Deloitte Digital - External Session

last but not least, Nexi, sponsor of Digital Design Days, will organize a workshop: **"XPay: payments and ecommerce made easy"**, during which Dirk Pinamonti, Nexi Head of E-Commerce will explain the Nexi platform for the online payments on ecommerce sites. Nexi, moreover, will be on the main stage to talk of multichannels in the payments sector.

As tradition, **Digital Design Days** will open with a **free session**, organized on collaboration with the **European Commission**. **"Choose your Future"** is the title of the session that is specifically dedicated to young people and students to inform them on what is going on in the digital design world and to approach many potential works of the future.



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Friday 16 March, from 1 pm to 3 pm, young people, entrepreneurs, startupper and professionals will make their know-how, expertise, projects and advice available to the audience. It is necessary to registrate to the following link: <https://www.eventbrite.it/e/biglietti-panel-scegli-il-tuo-futuro-43022835459?aff=erelexpmlt>

For the following session of the day, and for the coming days, it is necessary to buy a ticket (<https://ddd-offf-2018.eventbrite.it>).

This is the list of the many companies than chose to support DDD 2018: Nexi, Intesa Sanpaolo, Deloitte Digital, Team per la Trasformazione Digitale, Reply Triplesense, Wacom, Microsoft, Sky Italia.

Technical Partners: Accademia di Belle Arti di Brera, AQuest, Field, FDevents, H2DO, Heineken, Intentions-Fatboy, Mailchimp, Pixart Printing, Roll Studio, Sketch App, Tecnodome tensostrutture, Totem of Design, Superbello.

In collaboration with: European Commission, Milano Digital Week.

Information on Digital Design Days

#DDD2018 is the international event dedicated to digital design, open innovation, cutting edge technologies, and creativity. The third edition dates are 16-18 March, and it will be the top event of the first Milano Digital Week promoted by the Milano Municipality from 15 to 18 March. with two successful past editions, winner of the “Excellence Award” as most innovative event of the year by Federcongressi&Eventi, the Italian meeting Industry Association, DDD is in great shape for 2018: 50 speakers, 9 workshops, 6 installations, and the third experience of OFFF Milano, the post-digital culture festival.

Co-Founders:

Filippo Spiezia, Award winning Digital Storyteller – www.filippospiezia.com
The Meeting Lab, Organization Director – www.themeetinglab.it

Information, interviews, accreditations, media partnership:

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