



## INNER DESIGN BIKE TOUR: THE CYCLE RIDE THROUGH THE MILAN DESIGN WEEK

In partnership with the **historical bike brand Rossignoli** ([www.rossignoli.it](http://www.rossignoli.it)), Inner Design offers **thirty people** the opportunity to jump on a **Garibaldi 71**, a super-design bike branded Rossignoli, and take a **cycle ride through Milan during the Design Week**.

Under the guidance of three **design experts**, participants will be driven to some of the **most impressive sites** and to the **most interesting exhibitions** partaking in the Milan Design Week: an expert eye and an “**Inner**” perspective that makes this tour unique.

The event will last **three days**, from **19<sup>th</sup> till 21<sup>st</sup> April**, **ten people per day** will join the bike tour.

Each group will **meet at 9:00am** at **Rossignoli showroom**, placed in corso Garibaldi 71. Participants will be supplied with a bike and a personal badge. Tours will **depart at 9:30am** from the meeting point and **will finish at 12:30pm**.

Then cyclists will be given a **lunch** along with the Inner Design Team at Rossignoli showroom. Each ticket costs €18.00 (including the **light lunch**) and can be **purchased on Inner Design website** ([www.innerdesign.com](http://www.innerdesign.com)) up to 15<sup>th</sup> April.

On **Saturday 21<sup>st</sup> from 12:30pm to 3:00pm** a tour will be dedicated to the press. Ten places available by reservation writing at [info@innerdesign.com](mailto:info@innerdesign.com)

From Saturday 21<sup>st</sup> at 4:00pm, the **ten bikes** offered by Rossignoli for the event, will be put up for sale with a **15% discount**.

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