

# INNER DESIGN

www.innerdesign.com



## INNER DESIGN interior design community

On 1st December 2011 we launched INNER DESIGN, a new online hub that connects experts, bloggers and worldwide lovers of interior design. A network that is full of surprises thanks to its innovative approach to interactive and participatory design at all levels, told by those who are in the forefront of this sector, writers, designers, producers and those who just love it. Inner Design creates a virtuous circle made of relationships, exchange of ideas, stories, meetings, events and life photography. A community that gives a voice to all the people, stories told through their passion for design.

Inner Design is dedicated to those who always want to be in the know. From designers to bloggers, opinion

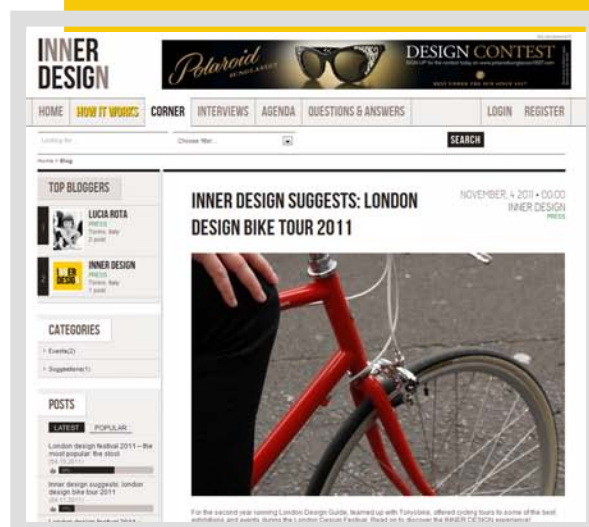
leaders, journalists, companies, fans and the curious. Here you can also find images of homes, seen through the eyes of their owners' pictures, interviews and curiosities about up-and-coming young designers, objects, adventures and projects discovered in unpublished portfolios, and courageous heads of industries who mark the culture of design, both in Italy and in other countries.

A community (that you can also follow via Facebook) that reveals in preview the backstage work of designers, the most current issues, the event to attend, the designer to know about and a Q&A to manage any situation.

The fresh graphics used on this website divides the topics into five sections.

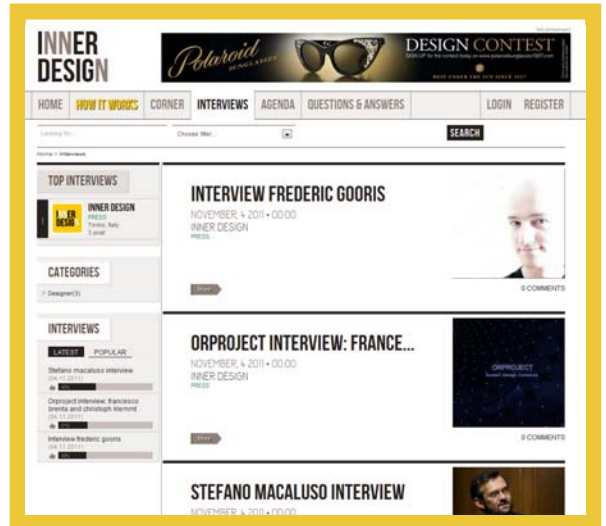
### CORNER

A blog, where editorial staff and bloggers write about design, with news from all around the world. You can discover the latest views of the community users as well as confront yourself with the hot topics in design.



## INTERVIEW

Here you can find the latest talents in design, where you can read curious and nonconformist interviews with established and promising young designers who are making their statement in the world.



## HOUSE PICTURES AND PORTFOLIOS

Every user can tell a story for their passion in design. The style overview starts in Italy and proposes projects as well as interior designs from all around the world. There is the northern designer who publishes his portfolio, the lover who shares pictures of his home, the curious who discovers a new shop/club, the traveller who sleeps in the latest hip hotel, the company that surprises us with its latest product.



## QUESTIONS AND ANSWERS

In this section the user can launch new topics, discuss the latest trends, meet and confront on the hot-topic of the day, share styles, successes and challenges, the joys and passions for the current design world. You can also find information and advice on locations or, for example, a restorer of vintage furniture.

## AGENDA

The best previews and openings of the moment, as well as small niche events and goodies for the fans. This area is dedicated to unmissable programmes and initiatives in museums, galleries, showrooms and schools in Europe. A selection of the best events, to always be in the right place at the right time.

