

BACK^{to} the FUTURE

APRIL 20TH - 26TH

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DESIGN WEEK
2026



BACKto theFUTURE

The future isn't right in front of us: it's everywhere. It lives in memories, in materials that come back into fashion, in gestures that seemed forgotten but were just waiting to be rediscovered. "Back to the Future" is an invitation to go back in order to truly move forward.

Sometimes, to innovate, you have to rewind the tape. Rediscover the insights that brought us this far. Ask yourself what's worth saving, and what's ready to be reborn in a new form. It's a two-fold movement: a leap into the past with an eye to the future.

In 2026, Tortona Design Week becomes a temporal laboratory, where design rekindles memory and transforms it into vision. The district's streets are filled with objects that simultaneously speak of two eras: the enduring tradition and the insistent future.

Because the future isn't something you run toward, it's something you recognize. We've already glimpsed it, in yesterday's dreams.

Now is the time to go back, to finally bring it to light.

Choosing to participate in Tortona Design Week 2026 offers a unique opportunity to demonstrate your commitment to corporate social responsibility, enhances your brand reputation, and allows companies to network with like-minded organizations, sharing best practices and promoting a culture of sustainability within their own operations.

CHECK THE LIST OF AVAILABLE LOCATIONS

GO TO THE SITE



BECOME A MAIN SPONSOR OF TORTONA DESIGN WEEK!

Becoming a Main Sponsor of Tortona Design Week means supporting one of Milan Design Week's most iconic events, sharing its vision, energy, and international prestige. It's a unique opportunity to associate your brand with a globally recognized hub of innovation, culture, and creativity.

CONTACT US



EXCLUSIVE PACKAGE INCLUDED

The Main Sponsor automatically benefits from the Exclusive package, the most comprehensive level of our visibility offering. It includes maximum presence on all TDW channels, dedicated support from the communications team, premium spaces within the event, and the ability to create special, customized activations.

EXTRA!



TAILOR-MADE PACKAGE

In addition to the benefits of the Exclusive package, you can further customize the collaboration based on your brand's objectives and identity: from local activations to digital content, to co-branded projects developed with the TDW creative team.

The financial and operational conditions are defined together, to create a path that maximizes your presence.





COMMUNICATION PACKAGES

Choose the formula that best suits your presence at Tortona Design Week.

Each package is designed to offer different levels of visibility and communication tools, from simple inclusion among exhibitors to a more comprehensive and continuous presence online and offline. Whether you're looking to take a more streamlined approach or focus on a more structured brand narrative, you'll find the ideal solution to showcase your project in the Tortona district.

PACKAGE DETAILS



BASIC

THE ESSENTIAL PRESENCE

The ideal package for those who want to participate in Tortona Design Week with a clear and recognizable presence. It offers visibility on the website and official materials, ensuring your presence within the circuit without sacrificing quality communication.

Starting from
€ 1.800 + IVA**

STANDARD

VISIBILITY AND STORYTELLING

Designed for those who want to enhance their participation with richer and more structured communication. The package includes increased online and social media presence, allowing you to better showcase your brand and project during Design Week.

Starting from
€ 2.800 + IVA**

PREMIUM

IMAGE AND IMPACT

A complete solution for those who want to stand out. With a dedicated digital showcase, personalized content, and increased exposure on Tortona Design Week channels, the Premium package boosts your image and offers broader and more curated visibility.

Starting from
€ 5.500 + IVA**

EXCLUSIVE

MAXIMUM EXPOSURE

The most prestigious package, dedicated to those who want to be a key player in Tortona Design Week. A prominent presence across all channels—digital, social, and physical—with exclusive content and privileged positioning, transforming your participation into a truly unique experience.

Starting from
€ 7.500 + IVA**

BASIC

- Exhibitor page with logo and location address

STANDARD

- Exhibitor page with logo, location address, and brief brand description (max 600 characters)

PREMIUM

- Exhibitor page with logo, location address, and brief brand description (max 600 characters)
- Inserting the logo on the home page

EXCLUSIVE

- Exhibitor page with logo, location address, and brief brand description (max 600 characters)
- Insertion of the logo on the clickable home page with link to the personal page
- Creation of a personal page with a description, image gallery (max 5) and links to social profiles



WEBSITE

TORTONADESIGNWEEK.COM

The official Tortona Design Week portal connects exhibitors, visitors, and the press. Here, every brand finds its own space: from a simple listing to a dedicated personal page, to continuously showcase their projects, events, and identities throughout and beyond Design Week.

LAYOUT 

EXTRA!

Can be activated regardless of the package chosen

MORE INFO



EXHIBIT YOUR EVENT AT DESIGN WEEK

During Tortona Design Week, you can publish your events directly on the official website, in a dedicated and constantly updated section. This is an opportunity to maximize the visibility of your installation, exhibition, or performance and be found by visitors, the press, and industry professionals.

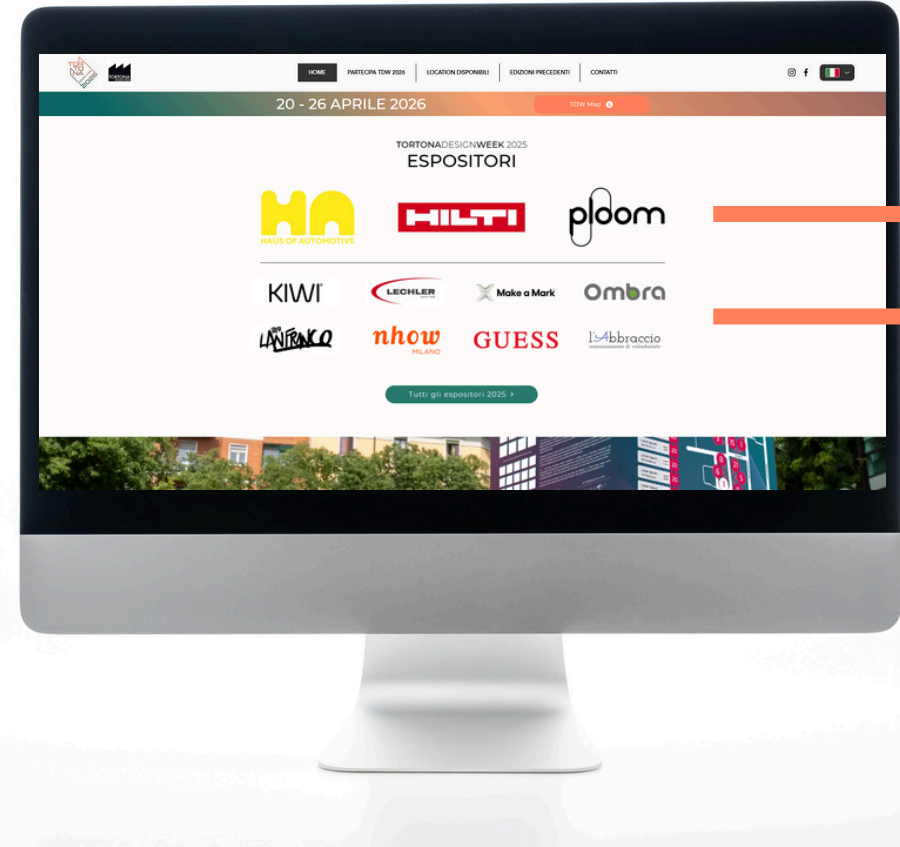
YOUR ONLINE SHOWCASE ALL YEAR ROUND

Not just during Design Week: you can create a personal web page on the Tortona Design Week portal, visible year-round. A permanent digital space to showcase your identity and promote new projects and events wherever they are, even beyond the days of the Fuorisalone.

TDW WEBSITE

The Tortona Design Week website is undoubtedly the most used tool before, during, and after the event! On the platform, visitors can find all the necessary information regarding exhibitors, events, and parties within the circuit.

Add your brand with a dedicated page and discover how to transform the TDW website into your showcase!



HOME PAGE

EXCLUSIVE

PREMIUM

EXHIBITORS PAGE INFO

YOUR LOGO

Company name

location address

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STANDARD – PREMIUM

YOUR LOGO

Company name

[Go to your page](#)

location address

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EXCLUSIVE

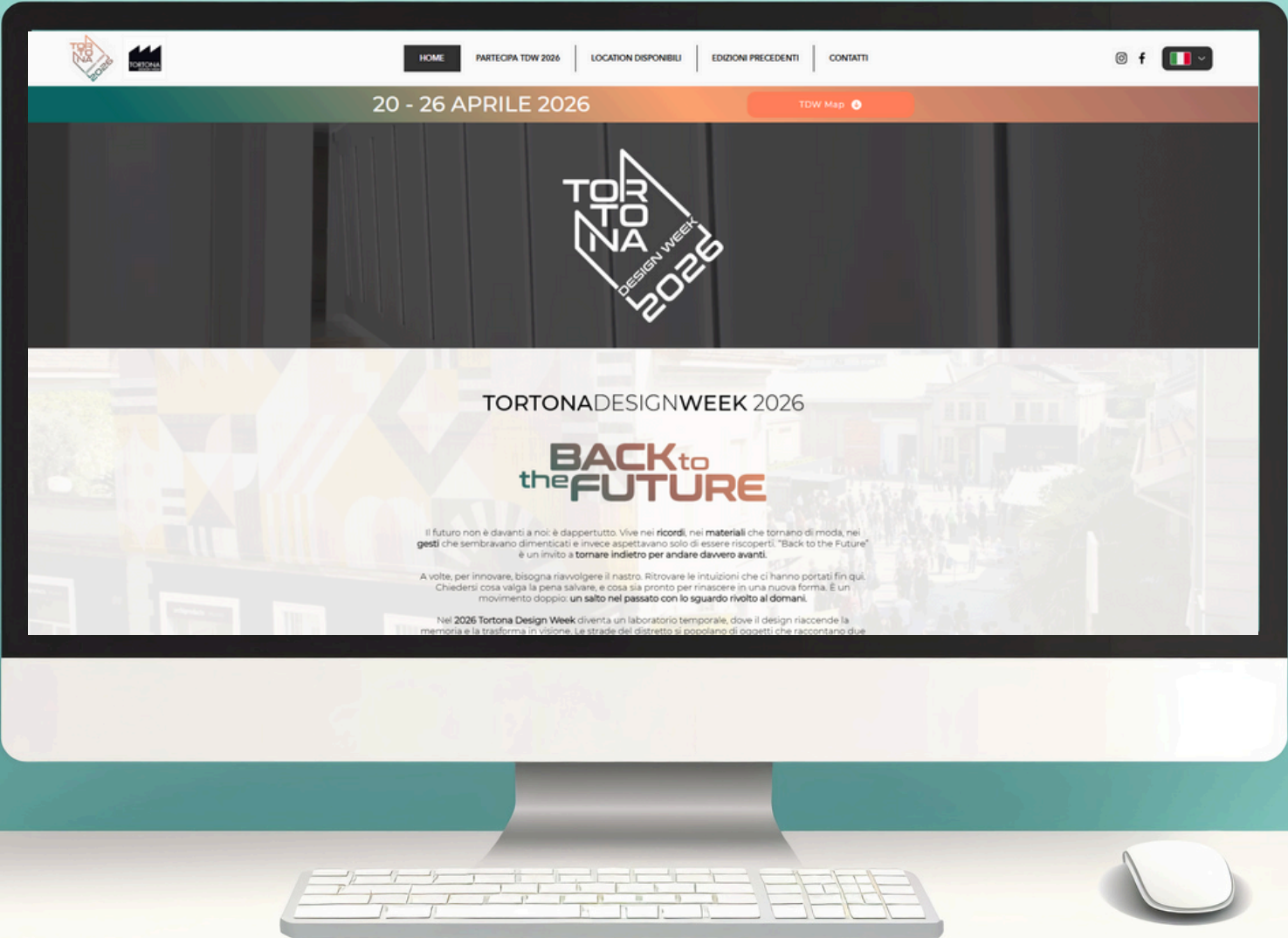
Direct link to personal page

YOUR LOGO

Company name

location address

BASIC



BASIC

INSTAGRAM AND FACEBOOK

- Presence of the logo within the post dedicated to BASIC exhibitors (4 logos per post)

ADV

- €50 adv included in the TDW page promotion package

STANDARD

INSTAGRAM AND FACEBOOK

- Presence of the logo within the post dedicated to STANDARD exhibitors (3 logos per post)
- 1 post and 2 stories with photos provided by the exhibitor

ADV

- €150 adv included in the TDW page promotion package
- €40 adv included in the dedicated post promotion package

PREMIUM

INSTAGRAM AND FACEBOOK

- Presence of the logo within the post dedicated to PREMIUM exhibitors (2 logos per post) with a brief description of the two exhibitors
- 2 posts and 4 stories with photos provided by the exhibitor

ADV

- €300 adv included in the TDW page promotion package
- €50 adv included in the dedicated post promotion package

EXCLUSIVE

INSTAGRAM AND FACEBOOK

- Presence of the logo in the post dedicated to EXCLUSIVE exhibitors (exclusive presence) with description of the exhibition and address of the location
- 3 posts and 6 stories with photos provided by the exhibitor

ADV

- €500 adv included in the TDW page promotion package
- €100 adv included in the dedicated post promotion package



SOCIAL

@TORTONADESIGNWEEK

Tortona Design Week's official social media channels amplify your presence with dedicated posts, stories, and content. A dynamic and visual narrative that enhances your brand, bringing your project to the forefront of the design community and reaching an international audience before, during, and after the event.

REPORT SOCIAL 2025





During the 2025 edition, the contents published on the official Instagram profile of Tortona Design Week recorded extraordinary numbers:

- **138,965 views (+425.5%)**
- **31,004 users reached (+123.1%)**
- **5,339 profile visits (+1171.2%)**

These data demonstrate how effective the event's digital communication is in generating visibility. Content dedicated to exhibitors was the main driver of this growth, reaching thousands of targeted users in just a few days.

Being published on our social profile means:

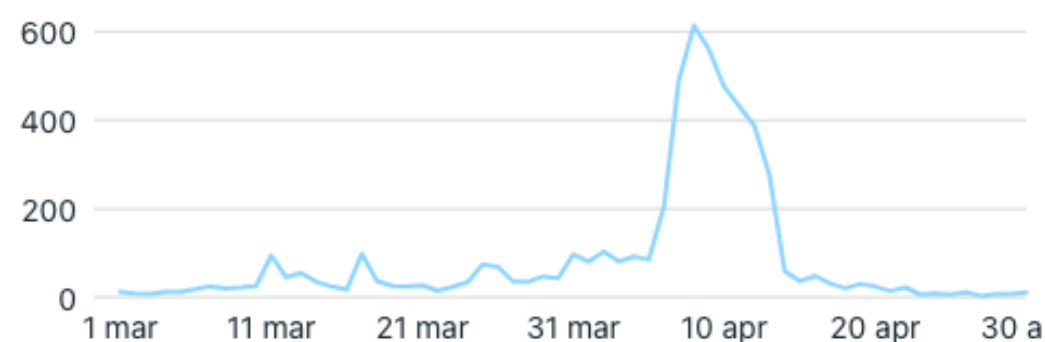
- Expose your brand to a large and qualified audience
- Increase awareness and interest in your projects
- Leverage the event's digital reach to amplify your presence online as well

In a market increasingly focused on communication, appearing on our official channels is a concrete added value to in-person participation. Visibility doesn't stop at physical spaces: we bring your project to the world's attention.

@tortonadesignweek

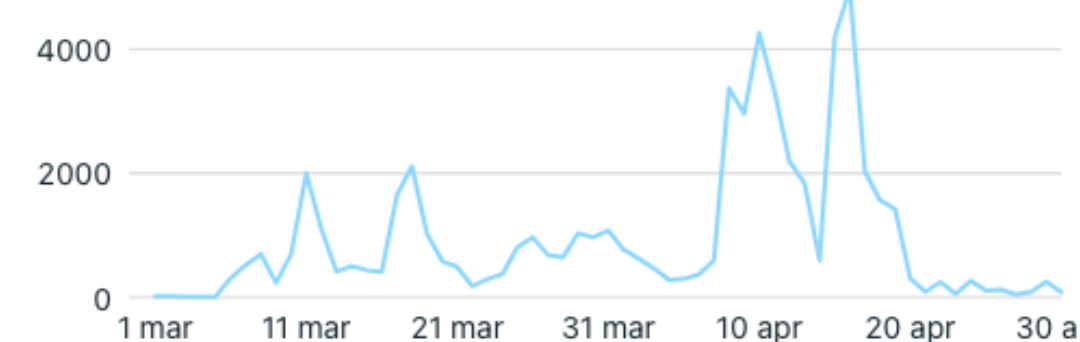
Visite ⓘ

5339 ↑ 1171,2%



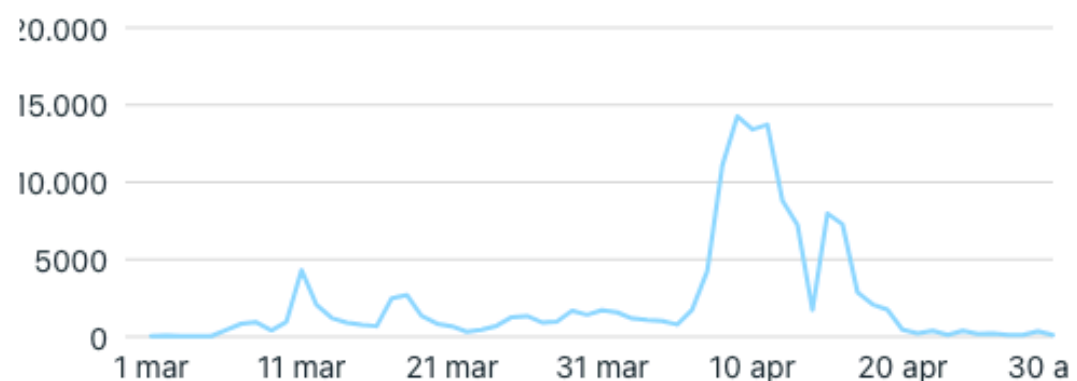
Copertura ⓘ

31.004 ↑ 123,1%



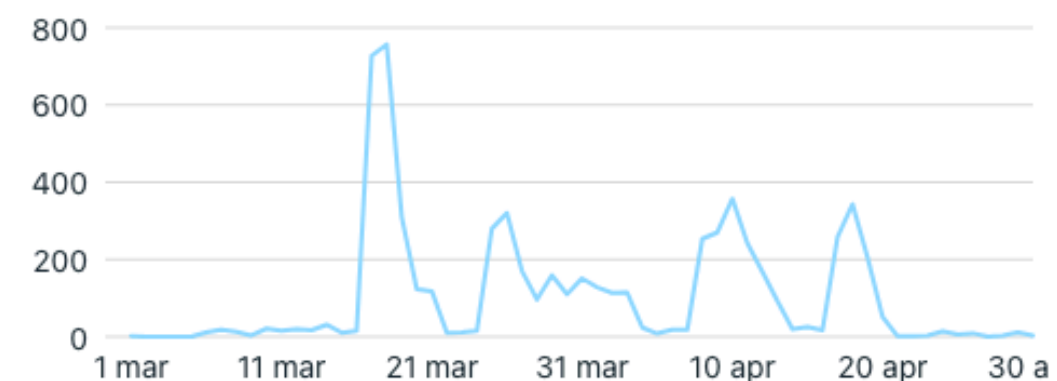
Visualizzazioni ⓘ

138.965 ↑ 425,5%



Interazioni con i contenuti ⓘ

6310 ↑ 13,9%



PRE-EVENT

March 1 - April 6



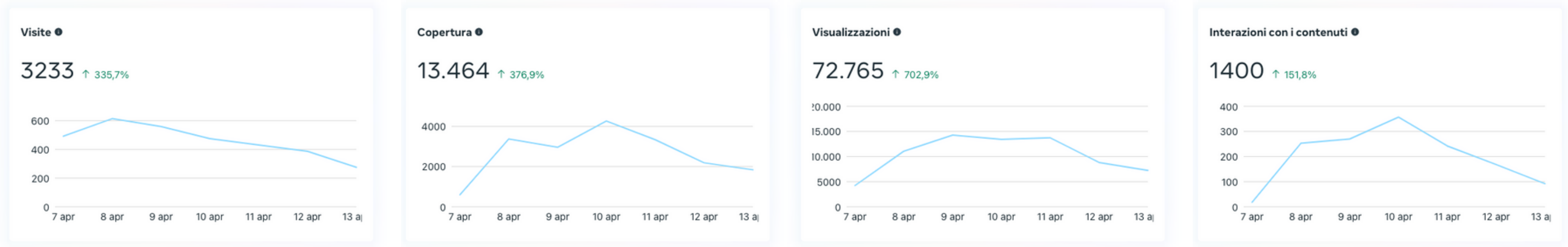
- Profile visits: 1,762 (+676.2%)
- Coverage: 11,593 users (+91.6%)
- Content views: 39,960 (+230.3%)
- Interactions: 3,940 (+16.4%)

The pre-event phase highlighted a steady increase in attention to the published content. Views and visits grew significantly thanks to editorial planning and exhibitor promotion. The content generated growing interest in the run-up to the event.



tdw event

April 7 - April 14



- Profile visits: 3,233 (+336.7%)
- Coverage: 13,464 users (+376.9%)
- Content views: 72,765 (+702.9%)
- Interactions: 1,400 (+151.8%)

During the event week, content received significant amplification. Views nearly doubled compared to the previous month (+82% compared to the pre-event total), while reach and engagement confirmed an active and engaged audience. The peaks corresponded to the publication of exhibitors' content, demonstrating the tangible interest in them.

- **Page visits: 894 (+110.4%)**
- **Coverage: 27,429 users (+56.7%)**
- **Content views: 86,671 (+85.2%)**
- **Content interactions: 3,905 (+63%)**

The Tortona Design Week Facebook page has seen significant growth: +110.4% visits and +85.2% views, reaching nearly 87,000 total views. This demonstrates growing interest and a highly engaged audience, especially during peak periods related to exhibitor postings.

Reach exceeded 27,000 users (+56.7%), with 3,905 interactions (+63%), a sign that the content not only reaches many people but also stimulates concrete actions (likes, comments, shares). Published exhibitors benefited from organic visibility far above the industry average for local design events.

The numbers speak for themselves: those who invested in TDW communications achieved valuable visibility and engagement. Confirming the package now means securing an even stronger presence at the next edition.

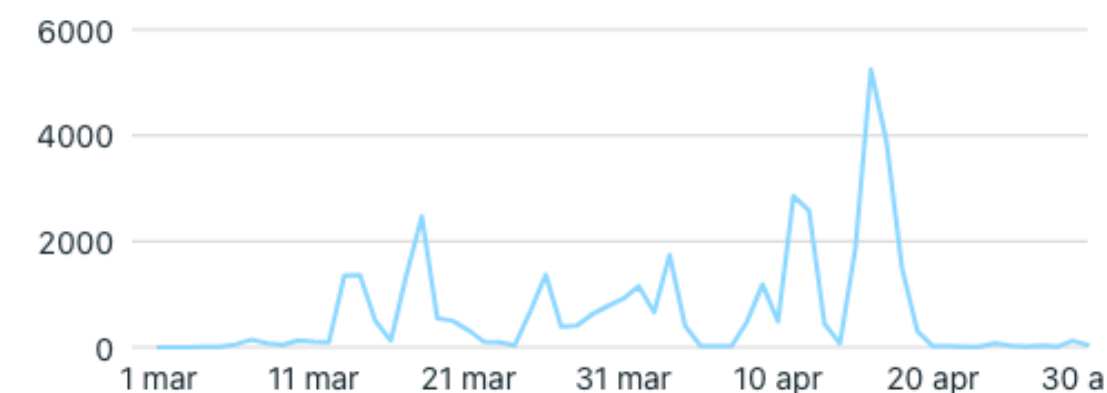
Visite

894 ↑ 110,4%



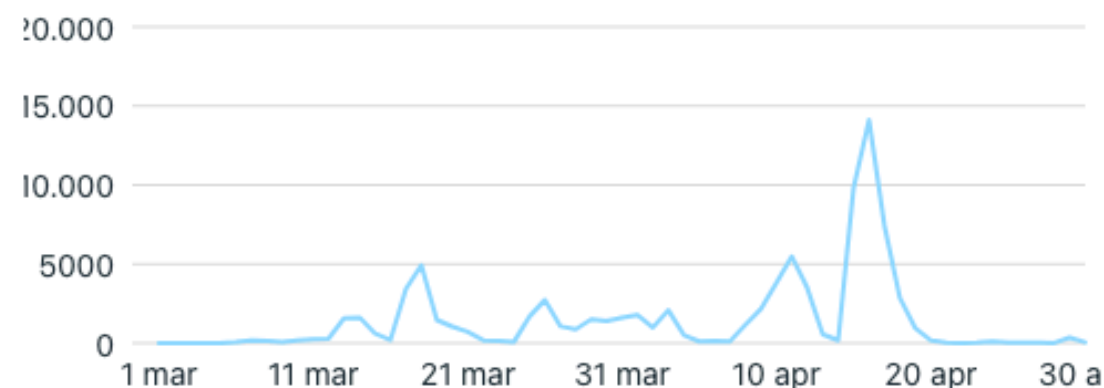
Copertura

27.429 ↑ 56,7%



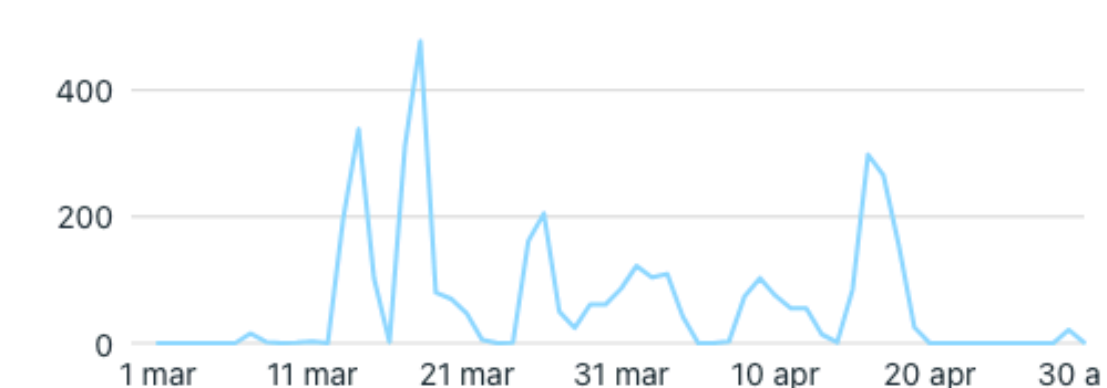
Visualizzazioni

86.671 ↑ 85,2%



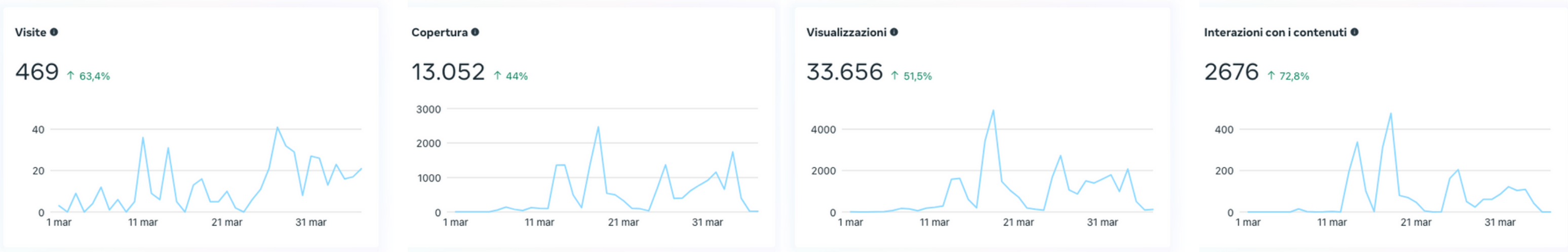
Interazioni con i contenuti

3905 ↑ 63%



PRE-EVENT

March 1 - April 6

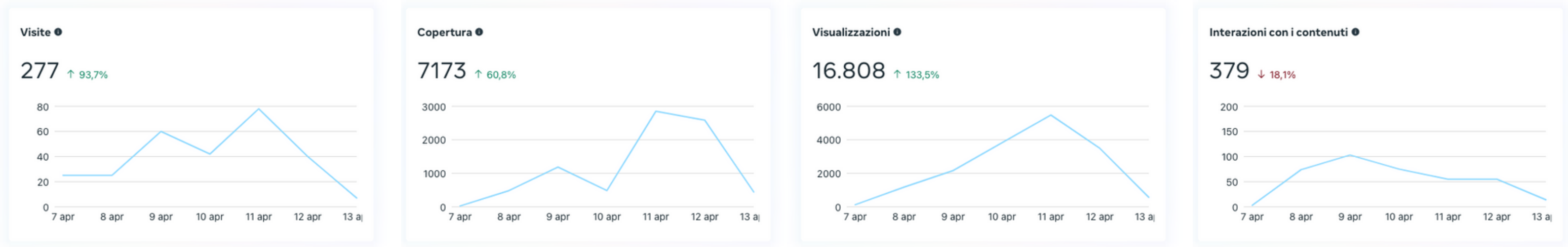


- Profile visits: 469 (+63.4%)
- Coverage: 13,052 (+44%)
- Content views: 33,656 (+51.5%)
- Content interactions: 2,676 (+72.8%)

At this stage, social media communication has already produced very solid results: views were high and interactions showed good public engagement, demonstrating growing interest in exhibitors' content.

tdw event

April 7 - April 14



- Profile visits: 277 (+93.7%)
- Coverage: 7,173 (+60.8%)
- Content views: 16,808 (+133.5%)
- Content interactions: 379 ($\downarrow$ 18.1%)

During the event, despite a decline in engagement, overall content visibility increased significantly, with a 133% increase in views. This indicates that the published content (including exhibitor-related content) reached a large and targeted audience, particularly during the central days of the event.

BASIC

SIGNS (On the road at the entrance to the location)

- Company name and logo

FOLDING MAP / TOTEM

- Insertion in the legend positions following the standard packages

STANDARD

SIGNS (On the road at the entrance to the location)

- Company name and logo
- Short description (max 800 characters) + English translation

FOLDING MAP / TOTEM

- Insertion in the legend positions to follow the premium
- Inserting logo in the exhibitor section (Size S)

PREMIUM

SIGNS (On the road at the entrance to the location)

- Company name and logo
- Long description (max 1400 characters) + English translation
- Company website web address

FOLDING MAP / TOTEM

- Insertion in the FIRST positions of the legend to follow the exclusives
- Inserting logo in the exhibitors section (Size M)

EXCLUSIVE

SIGNS (On the road at the entrance to the location)

- Company name and logo
- Long description (max 1400 characters) + English translation
- Company website web address
- Indication of the chosen social profiles

FOLDING MAP / TOTEM

- Insertion in the FIRST positions of the legend (according to purchase order)
- Logo insertion in the exhibitors section (XL size) with graphic highlighting
- Company website web address
- Indication of social profiles (max 3 profiles)



APPLICATIONS

POSTERS, TOTEMS AND FOLDABLES

Signs, maps, and totems throughout the Tortona district guide visitors through the various locations. Each exhibitor also takes center stage in the physical space, with clear and coordinated communication that guides, informs, and highlights each project's presence throughout the Design Week program.

GRAPHICS

If you want to make your presence at TDW truly unique, we're ready to create tailor-made solutions for you, whether it's adding an image, inserting additional information, or developing a custom application.

Contact us and we'll work together to find the best solution for your project.

CONTACT US



POLINE

A dedicated street sign (approx. 31 x 200 cm) for each exhibitor, featuring double-sided graphics. Your sign will display your logo and the address of your exhibiting location, making it easy for TDW attendees to locate your location.

***The information on the signpost varies depending on the package chosen**



LAYOUT PREMIUM* - EXCLUSIVE*



LAYOUT BASIC* - STANDARD*



APPLICATION DETAILS

MAP

With its 16-page, four-fold layout, the TDW brochure is a must-have! Every visitor wants one, and it's the perfect souvenir to remember a special day.



LAYOUT EXCLUSIVE



EXTRA! MAPS AND TOTEMS

Increase attendance at your exhibition by becoming a real point of interest: you will be highlighted on the official TDW map and you can offer visitors a paper copy of the map directly in your space!



EXTRA DON'T MISS IT!

Starting this year, all exhibitors will have the opportunity to submit a photo of their choice, making their exhibition space even more captivating and engaging, capturing visitors' attention and encouraging them to discover their creations.

Don't miss this opportunity! (limited spaces)

- Single slot cost: €400.00 + VAT
- double slot cost (column 1+2 or 3+4): €600.00 + VAT



TOTEM

Made on rigid supports, the totems, measuring approximately 75x200cm, feature graphics that wrap around the four sides, arranged in pairs. The totems are positioned at key points throughout the TDW to increase content visibility.



EXCLUSIVE EXHIBITORS



EXTRA! points of interest



PRESS OFFICE

Effective communication is an integral part of the exhibition experience. Our press office works to boost the visibility of the projects exhibiting at Tortona Design Week, presenting them to industry media, lifestyle publications, and the broader design audience.

EXTRA

Customizable packages

Every project has a different story to tell. That's why we offer the option of creating customized communication packages, tailored to your brand's needs and tone: from sending dedicated press releases to managing press contacts, to creating personalized editorial materials.

Pricing is agreed upon based on the level of work required and the project specifications, ensuring maximum flexibility and transparency.

Quote from a press conference

Exhibitors also have the opportunity to be mentioned at the official Tortona Design Week press conference, a strategic opportunity to gain qualified visibility before the main media, journalists, and industry professionals.

MORE INFO





EXTRA!

PROFESSIONAL PHOTO SHOOTING

Tell the story of your space with striking images. Our photographers specializing in design and interiors capture the atmosphere, details, and light of your space, creating content perfect for print, social media, and portfolios.

Cost: €1,200 – €2,000 per day

(includes: photographer + editing + digital file delivery) If only midday, starting from €700

VIDEO E STORYTELLING

In addition to photos, we can create short videos and social media content that capture behind-the-scenes moments and highlights of your TDW presence. An effective way to extend the life of your event online.

Cost: €900 – €1,500

(short video production + editing + delivery for social media)

[MORE INFO](#)



EXTRA SERVICES FOR EXHIBITORS

Exhibiting at Tortona Design Week means entering an ecosystem where every detail matters: from setup to security, from hospitality to space management. That's why we offer a range of services designed to make your presence easier, more refined, and more professional.

Our goal is to free you from all the organizational complications, so you can focus on what really matters: telling your project's story and connecting with your audience.

EVENT SUPPORT

From setup to opening to the public, we're by your side every step of the way. We offer logistical and organizational assistance to ensure everything runs smoothly: setup, supplier management, coordination with TDW management, and immediate resolution of any unforeseen issues. You focus on the experience you want to create, and we'll take care of the rest.

SAFETY

A successful event is also a safe one. We provide qualified staff to monitor spaces, works, and materials, with shifts tailored to crowd flow. Security is discreet but constant, allowing you and your visitors to enjoy the experience with complete peace of mind.

HOSTESS AND RECEPTION

First contact counts. Our hostesses and hosts are selected for their professionalism and presence: they welcome, inform, and accompany visitors with attention and style. We give your space the right look, because every brand deserves a welcome that lives up to its story.

OCCUPATION OF PUBLIC LAND

We handle all the paperwork related to public land use and municipal permits for you, optimizing time and costs. No forms to fill out, no rush to get there: we'll take care of the paperwork, so you can focus on your exhibition project.

MORE INFO 

All service costs indicated may vary based on the duration, complexity, and type of exhibition space.



Thank you

DOUBLE MALT
COMUNICA RESPONSABILMENTE!

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348 9325926

The strategic information contained in this presentation and any attachments is to be considered confidential, non-disclosure and intended exclusively for evaluation by prospects of the next edition of TORTONA DESIGN WEEK 2026 with the aim of initiating a collaboration between the parties.