Amsterdam 21st February 2013: International beer brand Heineken® today reveals details about The Magazzini, an exciting new collaborative space at this year’s Milan Design Week. In a unique partnership with innovative design partners, Heineken provides emerging designers with a platform for exposure in Milan's Tortona from 9 – 13 April. Visitors to The Magazzini can expect to experience a showcase of design talent and educational workshops by day and a design–led party space at night.

Mark van Iterson, Global Head of Design at Heineken, said “At Heineken we are passionate about social design – the way design brings people together. That is what The Magazzini is all about. We love mixing it up, collaborating with people from all around the world and supporting emerging designers – they’re full of fresh ideas and unique perspectives; this will be a space to challenge and inspire us.”

The experimental hub will bring together influential design organisation Designersblock, creative network PechaKucha, trendsetting digital publication Cool Hunting, digital remix designer Joshua Davis and multidisciplinary artist Matt W
Moore. Heineken today announces that respected Fuori Saloni regular Tuttobene will also be a partner at The Magazzini, drawing from its international network of designers to host a workshop area where visitors can create, view and buy design pieces. Victor le noble, co-founder of young designers platform Tuttobene commented: “The invitation by Heineken, allowing us to set up the work/shop event, is the cherry on our 10th anniversary cake.”

Designersblock will showcase emerging talent in a dynamic forest environment, with different collectives curating activity around a series of installations. Rory Dodd, co-founder of Designersblock said, “Heineken is a progressive brand that supports the work of young designers, as we do, so this collaboration is a natural fit. We’ve followed Heineken’s design projects in recent years and are excited to be part of the next chapter at The Magazzini”.

The Magazzini also has an educational dimension, inviting visitors to engage and participate in events. Cool Hunting will curate explorative activity throughout the week, including open master classes, where young designers have the opportunity to get their work reviewed by established industry figures. Global creative network PechaKucha is to hold a series of talks by renowned designers in its inimitable 20x20 format.
Matt W Moore will create a spectacular outdoor installation and reveal his design for the new Heineken STR bottle at The Magazzini launch. Joshua Davis appears for the first time at Milan to reveal the winner of Heineken’s Your Future Bottle Design Challenge. He will also host a live workshop, creating an exciting interactive installation. Further detail of the workshop programme from The Magazzini partners will follow in March.

In its third consecutive year at Milan Design Week, Heineken reaffirms its commitment to young designers and to consumer-inspired innovation with the crowning of the Your Future Bottle competition winner as well as the launch of the next stage in Heineken’s crowd-sourced design programme, Open Design Explorations.

Positioned on Via Valenza, in Tortona (adjacent to Porta Genova station), this pioneering space is a must-see in this year’s Milan schedule. The Magazzini opens each day at 2pm, with workshops and presentations happening each day during Aperitivo time from 5–7pm. With DJ sets curated by Massive Music each evening, The Magazzini is open until 2am, making it the perfect place to grab a beer and party after a day at Salone.
Address: The Magazzini, Via Valenza 2, 20144 Milan, Italy

Event duration: 9–13 April 2013

Opening times: 2pm – 2am

Exhibition spaces close at 9pm

Daily presentations and workshops: Aperitivo time, 5pm–7pm

Press preview: Monday 8 April – by invitation only

VIP/Press launch party: Tuesday 9 April (5pm – 2am) – by invitation only

-- Ends --

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About Heineken® and Design
Design is at the heart of Heineken’s history, it has been innovating for 140 years to create the best possible drinking experience and bring people together.

- Heineken DraughtKeg for top quality draught beer at home
- Limited Edition bottle design challenge
- Open Design Explorations, Edition 1: The Club

In 2012 Heineken won Silver at the D&AD awards (‘the yellow pencils’) with the world’s first UV light bottle. The STR bottle is minimalist design aluminium Heineken bottle, which comes to life under UV light, revealing the Heineken Star Trail.

About Heineken®
The Heineken brand, that bears the founder’s family name – Heineken – is available in almost every country across the globe and is the world’s most valuable international premium beer brand. Additional information is available on www.heineken.com.

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