



**DESIGN PRIDE – APRIL 5, 2017**  
**Milan Design week**

Are you a creative, a student, a designer, an artist, a company or just a design lover?  
The Street Parade is open to all!

Join us for the Design Pride street parade wearing a costume, a “design sound capsule”,  
or with an allegorical wagon.

Bring your message with you and become a Design Pride ambassador!

The final party will end in Piazza Affari with music and fun.  
Join us! And don't forget to book your spot!

[www.designpride.org](http://www.designpride.org)

**01) THE COSTUME**

Create your personal idea of good design wearing an original costume, a mask or a fancy dress. You can participate by foot, by bike, by motorcycle or as you like.

**02) THE MESSAGE**

Write your personal idea of a democratic design, create a banner or a flag and bring your message to the parade. Make a difference and speak it loud!

**03) ALLEGORICAL WAGON**

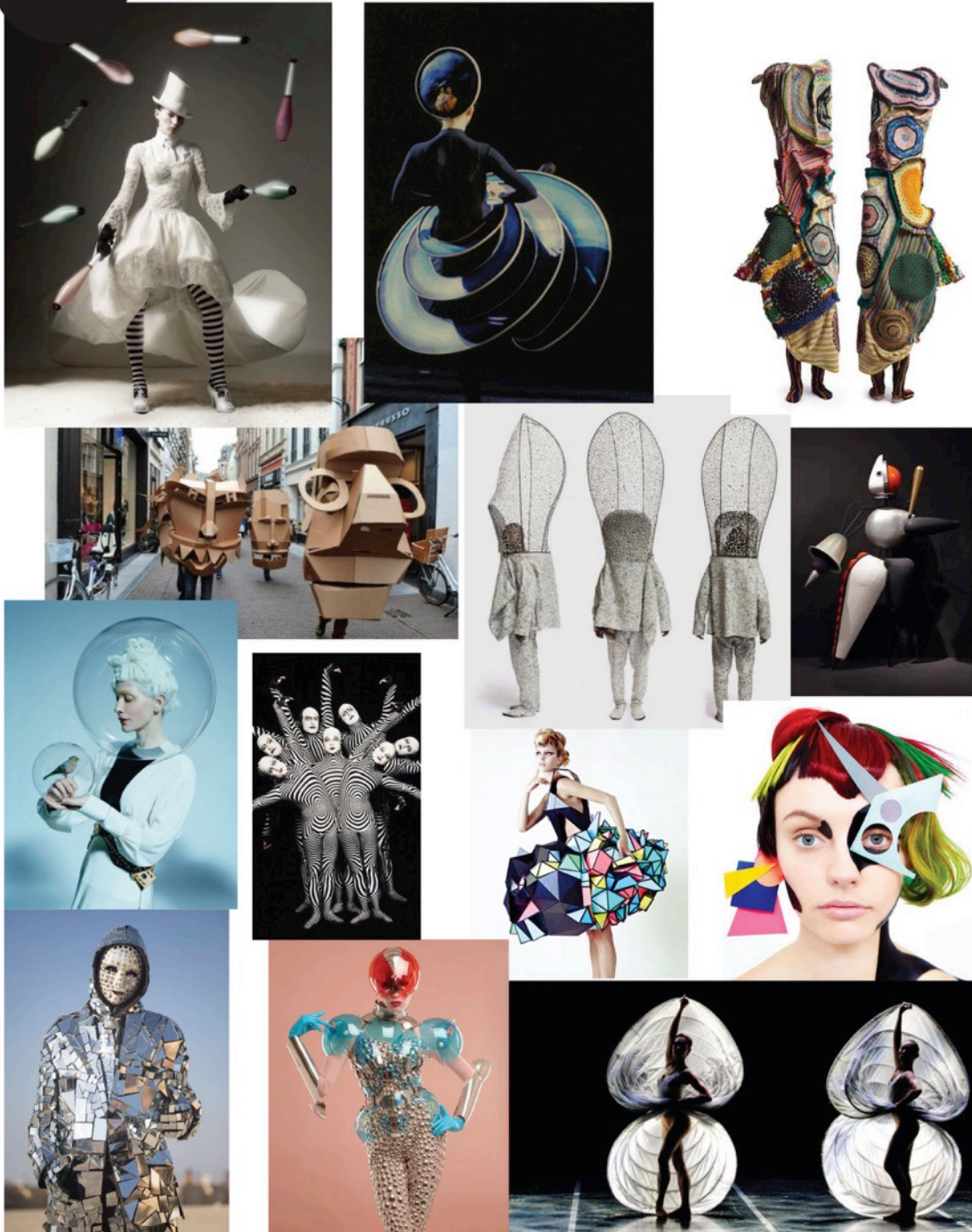
Are you a company or a Design School? Join us with an allegorical wagon representing the philosophy of your team, under the sign of creativity. We can help you by making a part or the entire wagon. Get in touch.

**04) DESIGN SOUND CAPSULE**

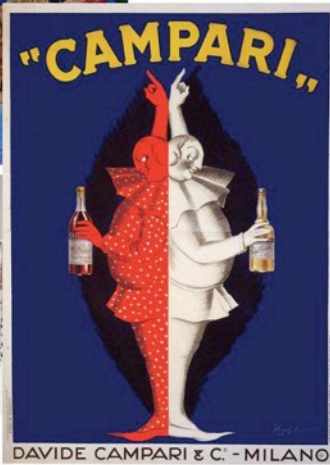
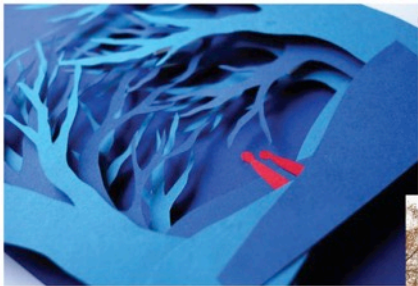
Book a Design Sound Capsule and come to the parade. Discover how to pick it up and have fun!



Costume



Stendardi



SELETTI



YOOX



# DESIGN PRIDE

Wagon



SELETTI



WUNDERKAMMER

YOOX



Milano



Comune di Milano

# DESIGN PRIDE

La Capsula



Arkeodynamic is a self-produced visionary project that aims at engaging the creative energies of students from around the world to spread a message of free expression in Design.

## DESIGN SOUND CAPSULES

The capsules are independent music boxes containing sounds that originate from the region they come from. They are provided with speakers and plugs for headphones to spread out urban sounds. The capsules contain a system of speakers and can easily move around the city like a positive virus contaminating every corner. The capsule is a dynamic light box that can be transported anywhere in the world.

## SOUND-TELLING

Sound waves are vibrations that can connect people, objects, and different cultures generating a spontaneous symphony, an expanded art movement in which music plays as catalyst for unexpected experiences.

## HANDMADE

A story of fragments, archaeological finds and dreams: Arkeodynamic tells us individual stories that are banded together for a revolutionary purpose. This visionary project is a green statement that reminds us of creativity, hand-made objects, uniqueness and human skills. Global + Local = Human.



SELETTI



YOOX





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**I am asking to participate to the Design Pride - Milan 2017**

First Name \_\_\_\_\_

Family Name \_\_\_\_\_

Date of birth \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_ City \_\_\_\_\_ COUNTRY \_\_\_\_\_

Mob number \_\_\_\_\_ Tel number \_\_\_\_\_

Email \_\_\_\_\_

**ARE YOU A DESIGNER?**

Company Name \_\_\_\_\_

Position / Job Title \_\_\_\_\_

**ARE YOU A STUDENT?**

University Name \_\_\_\_\_

Level \_\_\_\_\_ Attending year \_\_\_\_\_





## HOW TO PARTICIPATE?

### THE COSTUME

Send us a picture of your design costume and you'll receive a confirmation of your personal spot in the parade. Deadline for submission: March 28.

### THE MESSAGE

Send us your message on Design by email. We will confirm your personal spot in the parade. Deadline for submission: March 28.

### ALLEGORICAL WAGON

Contact us to get the full Design Guidelines package.

### THE CAPSULE

Fill the form and send it to us by email. You will receive the confirmation of your spot in the parade and pick-up indications. Deadline for submission: March 28.

### THE CAPSULE WITH THE DESIGN OBJECT

Contact us to get the full Design Guidelines package.

Contact: [info@designpride.org](mailto:info@designpride.org)

Share your pictures and the making-of using the hashtag

**#designpride2017**

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*The processing of personal data is conducted in the context of Wunderkammer Cultural Association's database and in accordance with the provisions of the Legislative Decree 196/03 and subsequent modifications on personal data held.*

*Any personal data shared with us will be guarded with utmost confidentiality.*

*You can ask at any time to change or cancel your submission.*

SELETTI



YOOX

