



# MOST

MOST is an epicentre for design and creativity during Milan Design Week, coordinated and curated by Tom Dixon. We bring together a diverse range of design exhibitions and creative installations from around the world. Each participant contributes to the production, PR and marketing campaigns.

Our first year was in April 2012 and we achieved:

- 35 Exhibitions & installations
- 108 brands and designers
- 30,000 visitors to the exhibition
- 28,000 visitors to [mostsalone.com](http://mostsalone.com)

For MOST 2013 we are aiming for a blend on one-off, site specific installations, as well as shows by major international brands. We want to bring together a group of innovative brands from design, art, music, technology, food, fashion, communication, transport & materials.



# Venue and Location

MOST takes place in the Museum of Science in Technology in Milan (Museo Nazionale della Scienza e della Tecnologia Leonardo Da Vinci).



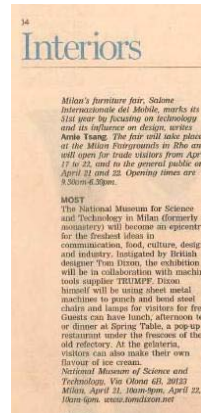
The Museum has a fantastic location for the Salone: it is 10 minutes walk from Zona Tortona, one of the other major satellite events. It is also 2 minutes walk from Rossana Orlandi, a hugely popular gallery and exhibition venue that is a must-see during design week. It is also minutes from the centre of town.



Founded in 1953, it is the largest science and technology museum in Italy. It is housed in early Olivetan monastery and 1950s exhibition venue. The Museum occupies 40,000sqm with over 14,000 objects and covers materials, transport, energy, communication, art and science.

**MOST takes place across 4,000 sqm** - using every available event and exhibition space within the museum. This includes self-contained spaces and shared; inside and outside.



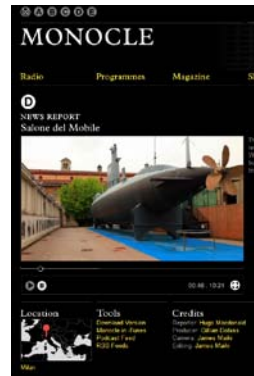


# PR and marketing

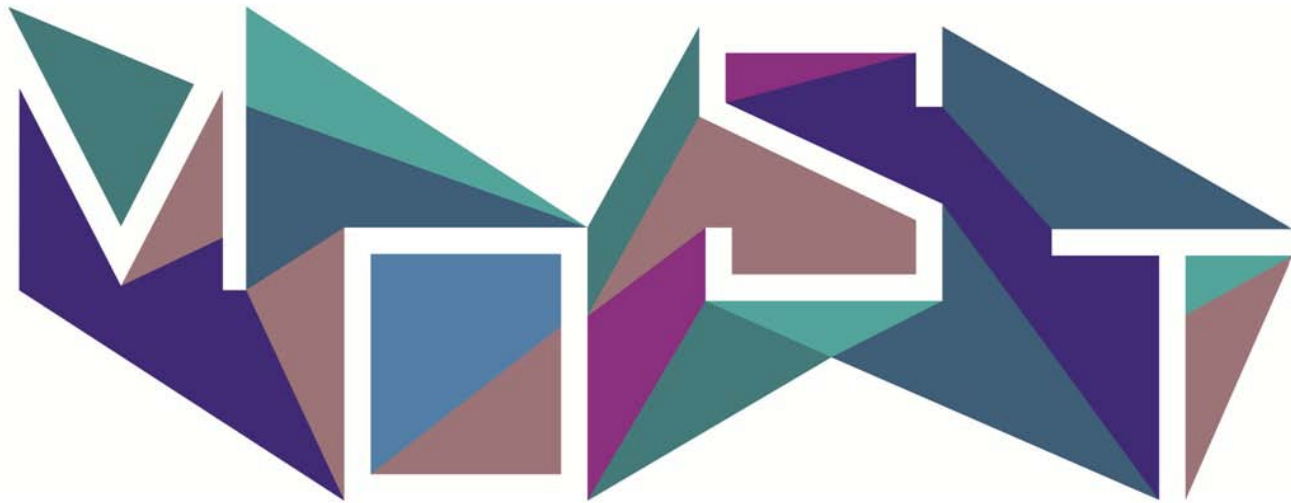
MOST's PR agency is Camron, Europe's most highly regarded design specialist who also have offices in New York. Their brief is to represent the event as a whole, and to provide a rolling focus on each exhibitor.

In 2012 MOST was the most written about Salone del Mobile event, with £2.2 million Advertising Equivalent worth of press. This was made up of 161 pieces of press from 17 countries, and 10 online videos.

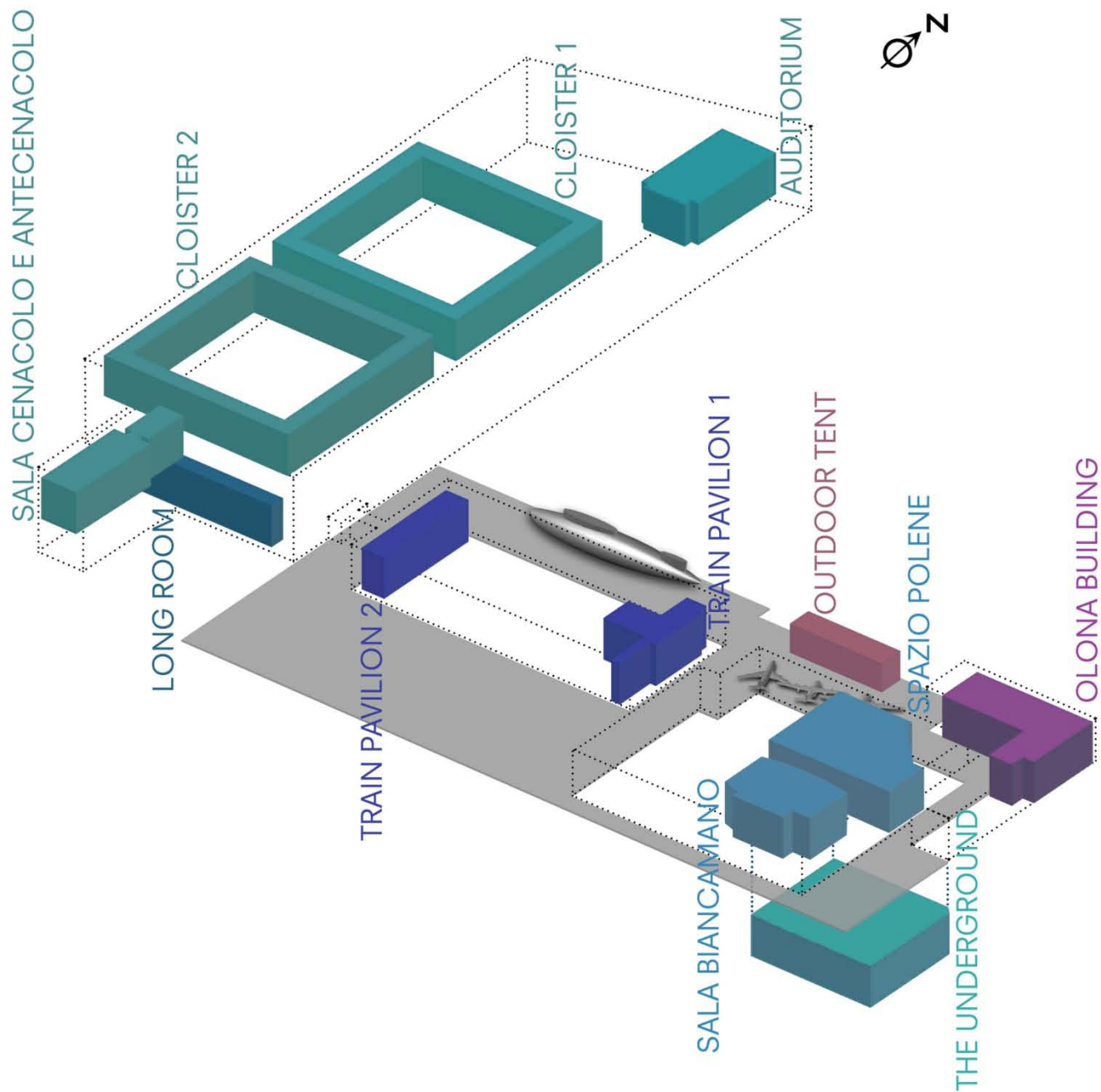
We also secure media partnerships to enhance the message of MOST. For example, in 2012 the Dezeen Studio broadcast daily films focusing on MOST participants. These had 21,000 views, and banners on their site had 2.2 million impressions.



MOST's marketing campaign for 2013 will kick off in November. Our newsletter database is 10,000, and this will continue to grow. Our facebook page (12,000 total weekly reach) will include an album for each participant. Our twitter account (1,000 followers, many high profile) will mention each participant several times.



Available Spaces  
23 January 2013



Tom  
Dixon.

MOST 2013  
Milan 9-14 April

MUSEO NAZIONALE della  
SCIENZA e della TECNOLOGIA  
Via Olona 6b

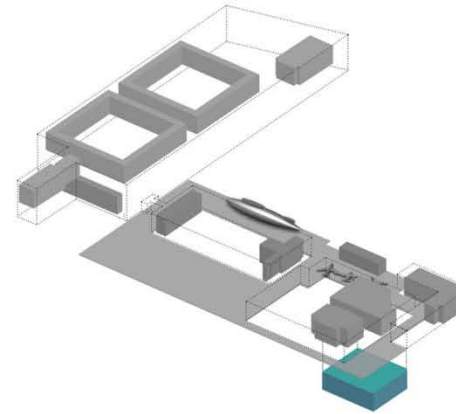


MOST 2013  
Milan 9-14 April

The floor plan shows a central corridor area with four rooms, each marked with a black 'X' and a white box indicating its area in square meters (sqm). The rooms are colored teal. The dimensions are as follows:

- Top-left room:** 120 sqm. Dimensions: 1128.7 (width), 1026.0 (height), 1206.0 (diagonal), 848.2 (width), 180.0 (height).
- Top-right room:** 148 sqm. Dimensions: 1159.0 (width), 1204.0 (height), 1384.0 (diagonal), 565.5 (width), 555.0 (height).
- Bottom-left room:** 101 sqm. Dimensions: 1246.5 (width), 810.5 (height), 180.0 (diagonal).
- Bottom-right room:** 184 sqm. Dimensions: 1477.2 (width), 1246.5 (height), 180.0 (diagonal).

The plan also shows various architectural details including stairs, doors, and other rooms. The corridor area is labeled 'Korridor' in the top right corner. The overall layout is a rectangular building with a central corridor and four rooms arranged around it.



Directly beneath entrance & Tom Dixon brand show. 2 x available areas: 120 m2 and 184 m2

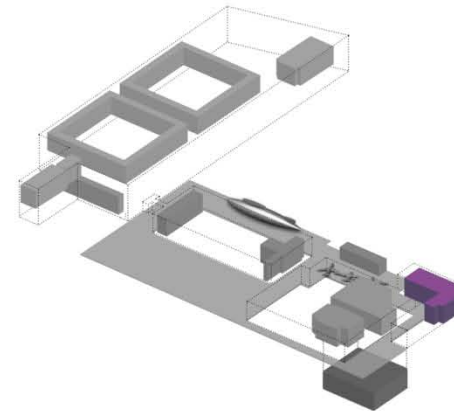




Tom  
Dixon.

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MUSEO NAZIONALE della  
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Via Olona 6b



OLONA BUILDING level 0

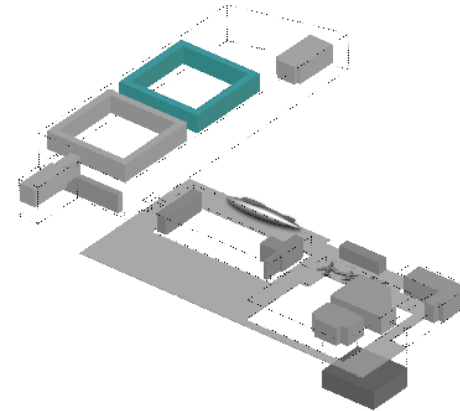
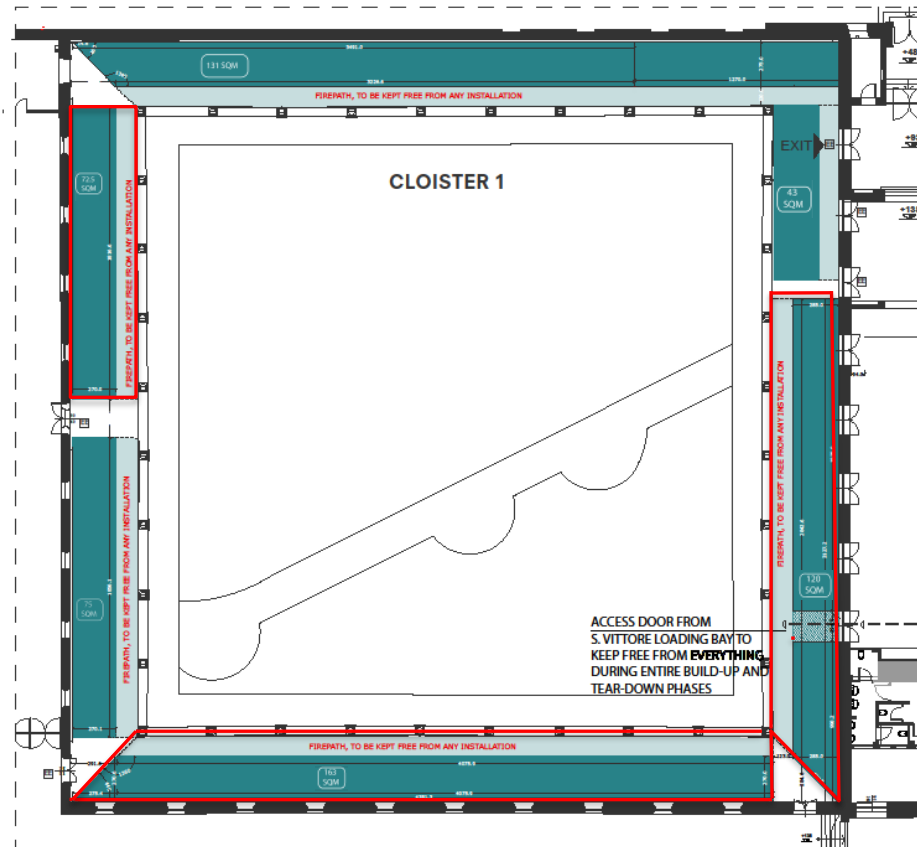
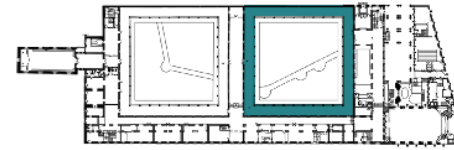
OLONA BUILDING

Key space with great street  
visibility, adjacent to building  
with MOST entrance & TD  
brand show. 2 x 95m2 spaces  
available.



OLONA BUILDING\_LEVEL 0

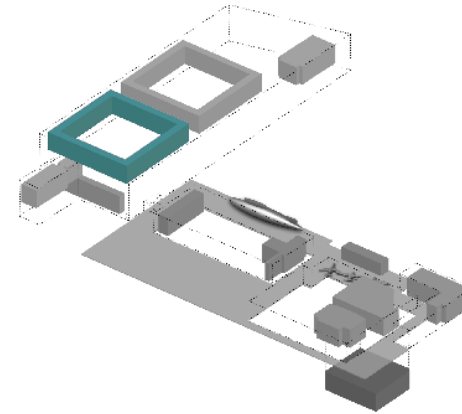
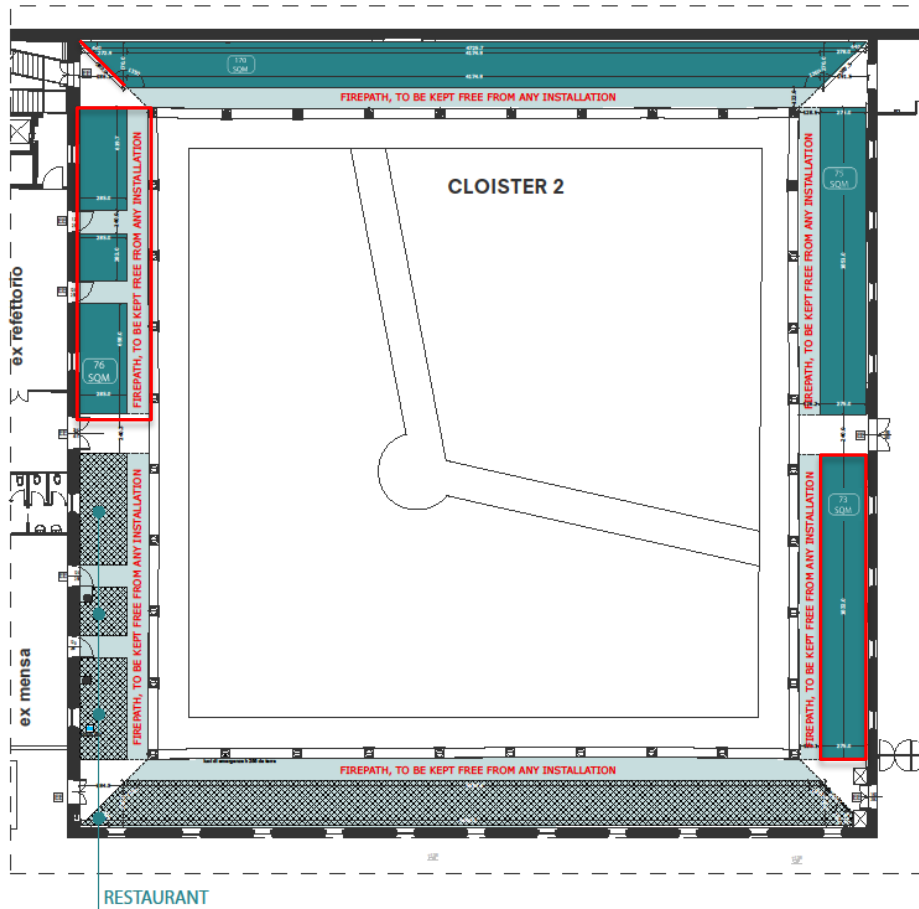
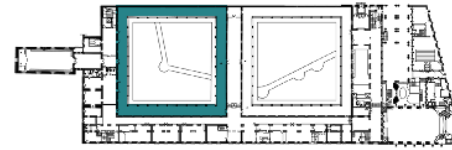




## HISTORICAL BUILDING Level 1

### CLOISTER 1

Sheltered/ protected open air space in the Cloisters of the Olivetan monastery building. Various spaces available.



HISTORICAL BUILDING level 1

## CLOISTER 2

Sheltered/ protected open air space in the Cloisters of the Olivetan monastery building next to restaurant. Various spaces available.

Additional spaces available on request

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