



## ***Cultura - Italian Design Days 2024 in Bangkok, Italian style once again captivates Thailand's gaze***

**Dal nostro corrispondente a Bangkok - 14 mar 2024 (Prima Notizia 24) Italian Design Day 2024, now in its eighth year and annually celebrating the excellence of Italian design, takes place simultaneously around the world on March 14.**

The opening ceremony of Italian Design Days was held in Bangkok in the presence of Italian Ambassador to Bangkok H.E. Paolo Dionisi and Italian Trade Commissioner Italian Trade Agency, Paola Guida. The Italian Embassy in Thailand has partnered with the Bangkok office of the Italian Trade Agency (ITA) to promote a series of events aimed at highlighting the best of Italian design. The main event, held from March 12 to 18 at EmSphere Gallery 2, features the "100 Italian Vases" exhibition along with a series of iconic Italian design products ranging from automobiles to furniture, lighting, home decor and lifestyle accessories. Numerous Italian Design Brands, a little bit in all the production sectors that characterize the "brand Italy" of the world, such as Ferrari, Vespa, Ducati but also Alessi and Fendi, just to mention some of the names that have illuminated the scene of the spaces of Bangkok's EMsphere. This is a building complex of vast dimensions that, in reality, in the guise of a large shopping mall, takes on -in truth- the spirit of a cultural container, and it is no coincidence that a variety of events of a social and cultural nature are held there and that convey the ever-living and animated spirit of life in the Thai megalopolis. In the words of the Ambassador of Italy to Thailand, H.E. Paolo Dionisi, the now inveterate roots in Time of relations between Italy and Thailand were mentioned, in the cultural, artistic, economic and commercial spheres, starting with names such as Corrado Feroci who collaborated in redesigning the face of the Thai capital now projected into modernity, and then arriving at the great names of Italian production famous in every corner of the Planet. The cultural afflatus between Italy and Thailand is a multivariate panorama that sees numerous and prestigious collaborations also in the academic sphere, an aspect also emphasized in the words of the Italian Ambassador. Paola Guida, today at the head of the Italian Trade Agency (I.C.E.) in the Bangkok office, expressed -not without emotion- her deep gratitude to all those who cooperated in the success of the opening ceremony but also to the entire I.T.A. operation in the land of Thailand. The Italian Trade Commissioner - Thailand & Myanmar, Ms Paola Guida, meanwhile, added: "The event, aiming to foster a deeper appreciation for Italian design excellence, draws inspiration from "FuoriSalone", a series of events held during the Salone Internazionale del Mobile in Milan". In the spaces surrounding the exhibition area of Italian Design Days on the second floor of the EMsphere, there is also an interesting exhibition entitled "Manufacturing Value - Inclusiveness, Innovation and Sustainability, until March 18 it can be visited from 10 a.m. until 10 p.m.

*di Francesco Tortora Giovedì 14 Marzo 2024*

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