



**PERONI NASTRO AZZURRO, IN PARTNERSHIP WITH THE DESIGN MUSEUM, LAUNCH  
*'MADE IN ITALY - THE INFLUENCE OF ITALIAN DESIGN'***

To recognise and celebrate the best of Italian design, Italian brand Peroni Nastro Azzurro and the Design Museum, London have collaborated on the first ever **'Made in Italy - The Influence of Italian Design'** – a series of talks in May 2010. The debates will offer unique insights into contemporary Italian design; with key figures from the industry discussing its influence and excellence.

Launching on the 5th May 2010 at the Design Museum in London, each evening talk will explore the values behind this creative force, and look at future trends, bringing together the world's most exciting figures in Italian contemporary design – including designers, manufacturers and creative directors. This collaboration reinforces Peroni Nastro Azzurro's ongoing support of the Italian design industry and follows on from the 2009 Peroni Blue Ribbon Design Awards, where Peroni Nastro Azzurro collaborated with iconic brand Alessi.

Deyan Sudjic, Director of the Design Museum and curator of the talks, comments: 'Italy has a unique place in the landscape of contemporary design; with its long history of innovation, rooted in the skill and craftsmanship of its traditional workshops, and continually refined by a commitment to new technologies. For the Design Museum, understanding the nature of contemporary Italy is an essential part of its programme. For its Italian talks season, it has come together with Peroni Nastro Azzurro, a brand which is defined by those values, to celebrate the best of Italian design and style'.

Key speakers and topics include:

**Made in Italy: Il Modo Italiano**

Wednesday 5 May 7.15pm

**Design Museum, London**

This first Made in Italy discussion analyses the Italy-centric context for Italian design. Find out more about the role of the manufacturer, designer and consumer and the idiosyncratic relationships that link all three.

Made in Italy: **Industrial Design**

Monday 10 May 7.15pm

**Design Museum, London**

Be it desirable, sensual, stylish, innovative, challenging, reliable or any combination of the above, this discussion will focus on how Italian industrial design makes an impact and leaves a mark. Hear experienced designers, working across a range of disciplines, unpick the nuances of the Italian industrial design scene.

Made in Italy: **Italian Design on the Road**

Wednesday 12 May

**Brighton - The Basement**

Possibly the most evocative and of all Italian design, the car stimulates the design process and provokes desire. Bringing together designers who have been involved in creating aspirational vehicles, this talk reveals the processes behind the production of an Italian car.

Made in Italy: **Milan Design City**

Tuesday 18 May

**Glasgow - The Lighthouse**

Why does everybody go? For nearly half a century the Milan International Furniture Fair has provided a platform from which to promote what is current, radical and/or anticipated in the world of design. This discussion will explore how the event fits into the Italian design scene and asks what role it really has in provoking and promoting new Italian design.

Made in Italy: **The Future**

Monday 20 May 7.15pm

**Design Museum**

The achievements of the last 50 years of Italian design are clear, but where is Italian designing heading next? To conclude the Made in Italy series of informed discussions about the importance and impact of Italian design, a distinguished panel analyse current trends and try to anticipate what could or should be coming next.

The combination of the finest materials, passion, perfect craftsmanship and a meticulous attention to detail are all employed by these industry leaders in a bid for excellence. These same values are also shared by Peroni Nastro Azzurro when crafting the perfectly balanced Italian beer.

There are three London talks, (5<sup>th</sup>, 10<sup>th</sup>, 20<sup>th</sup> May at the Design Museum) followed by one in Brighton (12<sup>th</sup> May at The Basement) and one in Glasgow (18<sup>th</sup> May at the Lighthouse) – all chaired by Design Museum Director Deyan Sudjic. For further details of each seminar, visit [www.peroniitaly.com](http://www.peroniitaly.com) / [www.designmuseum.org/talks](http://www.designmuseum.org/talks)

Tickets are priced at £10 / £5 Design Museum Members. To purchase tickets;

email [tickets@designmuseum.org](mailto:tickets@designmuseum.org), or phone 020 7940 8783, or visit

[designmuseum.org/talks](http://designmuseum.org/talks)

**ENDS**

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**Notes to Editors:**

*Talk dates are as follows:*

5th, 10th, 20th May - Design Museum, Shad Thames, London SE1 2YD

12th May - Brighton - The Basement, 24 Kensington Street, Brighton BN1 4AJ

18th May - Glasgow - The Lighthouse, 1 Mitchell Lane, Glasgow, G1 3NU

*About Peroni Nastro Azzurro:*

- Peroni Nastro Azzurro is the number one Italian imported lager in the UK
- Peroni Nastro Azzurro has been imported to the UK since 1965 as a bottled beer (4-pack – 330ml & 66cl). It is now also available in selected draught outlets nationwide
- Peroni Nastro Azzurro is a well-balanced, clear pale lager made by brewing the finest spring-planted barley and Italian maize combined with malts and hops to create the highest standard of premium beer
- In celebration of iconic Italian design, in 2009 Peroni Nastro Azzurro launched the first ever Peroni Blue Ribbon Design Awards in collaboration with Italian design icon Alessi. The awards offered individuals the chance to design pieces for the authentically Italian occasion of Aperitivo (via Designboom.com) and culminated in an exclusive exhibition of the best projects at the Institute of Contemporary Arts in London. The exhibition was then brought to Birmingham, Manchester and Edinburgh.
- Website: [www.peroniitaly.com](http://www.peroniitaly.com)

*About the Design Museum:*

The Design Museum is the world's leading museum devoted to contemporary design in every form from furniture to graphics, and architecture to industrial design. It is working to place design at the centre of contemporary culture. The Design Museum has created a substantial new audience for the subject, with a programme of popular exhibitions on design disciplines ranging from car design to fashion, and architecture to graphics. It attracts more than 200,000 people a year through its doors, has a vibrant schools programme, a strong critical reputation and a commitment to academic excellence, demonstrated by its master's degree in curating design run in conjunction with Kingston University.

- Website: [designmuseum.org](http://designmuseum.org)