



Consolato d'Italia
Detroit

400 Renaissance Center
Suite 950
Detroit, Michigan 48243
Phone: (313) 963-8560
Fax: (313)963-8180
e-mail: inform.detroit@esteri.it

PRESS RELEASE

The Consulate of Italy in Detroit presents LoveITDetroit: a celebration of Made in Italy in the United States and the Metaverse.

The VI edition of the Italian Design Day was the perfect opportunity for the **Consulate of Italy in Detroit** to launch the four-year campaign for the promotion of Italian Design in Detroit, the only US UNESCO City of Design. The participation of the internationally renowned Architect and Designer Roberto Palomba as Ambassador of Italian Design in the world has been the catalyst for multiple future projects and it is on that basis that the Consulate of Italy in Detroit and the **Dante Alighieri Society of Michigan** has decided to take part for the first time in Detroit Month of Design with a project called "**LoveITDetroit**" (www.loveitdetroit.com).

The **installation** curated by Palomba Serafini Associati (**visitable for the entire month of September 2022, from 10 am – 5 pm at 1001 Woodward Ave. in Detroit** thanks to our partner **Bedrock**) will involve the best brands on the Italian scene, providing for the involvement of the sectors that most characterize Italian creativity in the world, such as fashion, food, furniture, automotive and much more.

In parallel to the event to be held in Detroit, there will be a highly engaging virtual exhibition - where virtual and real worlds dialogue. The **LoveITDetroit Metaspace**, created by **Wedoo** (an international innovation company with offices in Detroit, Turin and Rome), will go **live on September 7th** and will be a digital twin of the physical environment. It's made using a platform developed in Unreal Engine (the same technology used for famous video games such as Fortnite) in collaboration with **Amazon Web Services**. This virtual event will allow guests to "live" an immersive and interactive experience, exploring the key themes below. With 24/7 access, visitors will be able to visit the virtual space, interacting at their own pace with the exhibition and the brands: it will be a truly global event accessible to all.

In addition to the possibility of being able to view the installation for the entire duration of Detroit Design Month, there will also be the organization of "Pop Up" events with a focus on the various declinations of Made in Italy Design: aerospace, mobility, fashion, furniture, graphic and digital arts. Some of the most important guests that will be: Simonetta di Pippo (former UN Director of the Office for Outer Space Affairs); Gen. Roberto Vittori (Astronaut); Architect Carlo Ratti (Director of the MIT Senseable Lab and designer of the Italian EXPO pavilions); Prof. Ruben Abbattista (co-founder and Vice President of the *Circolo del Design* of Turin and former Head of Communication of the City of Turin); Dr. Silvio Angori (CEO Pininfarina); Architect Luisa Bocchietto (former President of ADI and of the World Design Organization).

In the words of Consul Allegra Baistrocchi, "Design is going to be our medium to build more bridges in highly experiential, collaborative, passion-fueled, multidimensional and multi-sensory ways. For the Love of Italy, for the Love of Detroit and for the Love of Design".

Consulate of Italy in Detroit:

The Consulate of Italy in Detroit has a consular district that includes five states: Michigan, Ohio, Indiana, Kentucky and Tennessee. For more information on the Consulate please find the link below:

https://consdetroit.esteri.it/consolato_detroit/it