

STYLE International Trend, always attentive to the evolutionary scenarios of behaviour and styles of life, has had a facelift to show anyone who makes beauty their 'life style'. **STYLE** is broadening its horizons towards accessories and targets people looking for elegance, prestige and class in a cosmopolitan interpretation, who see **STYLE** as a source of inspiration, a way to 'track down' works that suit their personality, their own choices of aesthetics. An interpretation that, gravitating around the idea of beauty, uses and attends to objects, instruments, spaces and places where all of this is manifested with the capacity to excite. Not beauty as the traditional standard, but as a style of living - a lifestyle.

CONTENTS

Architectures

Describing architecture also means describing ornaments, seeing what was conceived in the past through today's eyes. Visibility cannot be extraneous to the influence of its use, sometimes changed with the changing times. Actions that at times highlight the essential nature of the building, its identity, where the architect has managed to channel, guiding it in its new direction, the capacity to articulate with the vibration of colour or with a new impact from materials, which reveal in full the aesthetic and emotional characteristic, thus generating a new style.

Hospitality

Apart from exploring the themes of home décor, we will also explore interior design of hotel hospitality, more and more oriented towards an aesthetic rejuvenation, without neglecting the path of memory. Presenting structures aimed at surprise with showy technical expedients, we will give a new dimension to the world of design and business more and more aimed at recreating atmospheres of our dreams to excite anyone who identifies their own lifestyle in these new proposals.

Interiors

We talk about interiors, particularly the ones that show off excellence in the area of decorative arts, interiors that testify to the virtuosos of furniture manufacturers, but also to those extraordinary creations with a bent for luxury not only in economic terms but rather as an expression of cultural luxury, an expression of a style of life that crosses periods and styles to trace out a story of beauty.

Interview

The stars of "contemporary design" have their say, with reason or fantasy, seriousness or fun, essentialism or baroque, each one proposing the language of emotion in their own way. From their words we can grasp the desire to create objects that can stimulate and communicate the inspiration that led to their concept and therefore detectors of a lifestyle. Designs that express a desire to be liked by people: apart from expressing their functionality, they aim to be admired to instil joy.

Case history

In a period dominated by great creative freedom, we want to put the spotlight on companies that do their utmost with ideas and inventions to change the "daily horizons". And the traditional ones can make unusual use of materials, to also be surprising, in the process gaining a brand new image. We will highlight the companies that use their culture, their historical research to product objects that can satisfy the desire for things precious and unique, expressing a lifestyle in terms of harmony and elegance.

ON SALE

N° 29 - March

Adv booking deadline: 25/03/09

Material deadline: 01/04/09

On sale: 20/04/09

Issue present at:

INTERNATIONAL FURNITURE FAIR

22/27 April - Milan

PROPOSTE - 6/8 May - Cernobbio

N° 30 - June

Adv booking deadline: 04/06/09

Material deadline: 11/06/09

On sale: 29/06/09

Issue present at:

MAISON & OBJET - 4/8 September - Paris

MOOD - 8/11 September - Brussels

N° 31 - September

Adv booking deadline: 24/07/09

Material deadline: 30/07/09

On sale: 14/09/09

Issue present at:

ABITARE IL TEMPO - 17/21 September - Verona

I SALONI WORLDWIDE - 7/10 October - Moscow

MEBEL - 23/27 November - Moscow

SIA GUEST - 21/24 November - Rimini

N° 32 - December

Adv booking deadline: 01/12/09

Material deadline: 09/12/09

On sale: 29/12/09



Editor-in chief:

Anna Bogni

Editor:

Dario Gagliardini - tel. 02.366092.270 - dario.gagliardini@fieramilanoeditore.it

Publisher:

Fiera Milano Editore Spa

Via Salvator Rosa, 14 - 20156 Milano - tel. 02 366092.1 - fax 02 366092.275

www.fieramilanoeditore.it

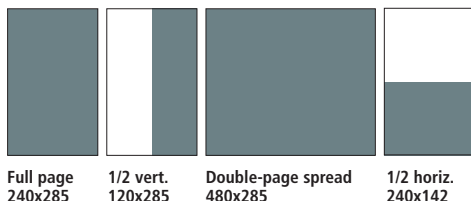


SPECIAL INITIATIVES

- **April**
Style King Size
International Furniture
Fair Milan
Supplement in format 40 x 30 cm
- **October**
Style King Size
I Saloni WorldWide - Moscow
Mebel - Moscow
Supplement in format 40 x 30 cm

ADVERTISING FORMAT

Inside front cover	€ 2.500	Full page	€ 2.150
Inside back cover	€ 2.300	1/2 page	€ 1.550
Outside back cover	€ 2.700	Double-page spread	€ 4.000



TECHNICAL SPECIFICATIONS FOR PRINT MATERIAL

Formats: high-resolution (300 dpi) PDF format optimised for printing, with 3 mm bleed on each side.

Media: CD + colour proof, Fiera Milano Editore Sharepoint Server

N.B: do not send files by email. A lump-sum invoice of €50.00 will be issued for material not prepared in line with the above technical and format specifications.

PRINT-RUN

10.000/13.000 copies

PUBLISHED - QUARTERLY

- MARCH
- JUNE
- SEPTEMBER
- DECEMBER

TECHNICAL PRINT SPECIFICATIONS

Offset on 100 g matte coated paper
Cover: 200 g matte coated paper, plasticised gloss

CONTACTS

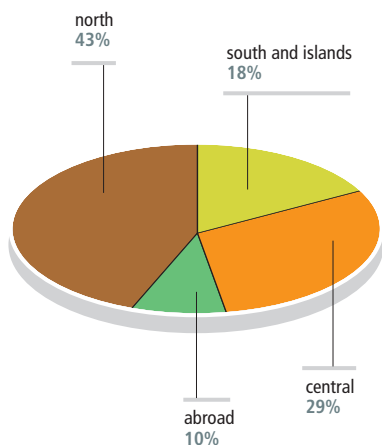
Sales network coordinator:
Valerio Campeggi
tel. +39.02.366092.241
mob. +39.346.2279415
valerio.campeggi@fieramilanoeditore.it

Transaction office:
Nadia Zappa
tel. +39.02.366092.230
fax. +39.02.366092.255
nadia.zappa@fieramilanoeditore.it

Marketing manager:
Silvia Mantica
tel. +39.02.366092.240
fax. +39.02.366092.255
silvia.mantica@fieramilanoeditore.it

FIERA MILANO EDITORE S.p.A.
Via Salvator Rosa, 14
20156 Milano - Italy
Tel. +39.02.366092.1
Fax. +39.02.366092.280
commerciale@fieramilanoeditore.it
www.fieramilanoeditore.it

CIRCULATION



TARGET

