

Italian Design Day 2023 7 – 17 March 2023 Thailand, Cambodia and Myanmar General Program

Thursday 2nd March 2023

- **11:00 AM: Italian Design Day 2023 Press conference, Plaza Athenee Hotel (Piman Siam Hall, 29th floor)**
Press Conference with the presence of the Ambassador of Italy to Thailand to promote all activities taking place during the celebration of Italian Design Day 2023 in the period of 7-17 March 2023.

Tuesday 7th March 2023

- **Opening Ceremony of “Italia Geniale” at IconSiam**, an exhibition of masterpieces of Italian industrial design (March 7-16, 2023).
 - 2:30 PM Media session
 - 16:00 PM Public session with Ribbon cutting, with the presence of the Ambassador of Italy to Thailand

Wednesday 8th March 2023

- **Opening Ceremony at CENTRAL @ centralwOrld of “Dolce Italia”** with the presence of the Ambassador of Italy
As per ITA/CDS agreement 2023, Central Department Store ‘Dolce Italia’ campaign (**8 Mar - 30 April, 2023**) promotes Italian Fashion and products in the beauty and home sector for 2023 with special promotions and activities at CENTRAL @ centralwOrld and Central Chidlom (product selling only).
 - 10:30 AM - 12.00 PM Press Conference at 6th Floor
 - 5:30 PM - 8.00 PM Official Opening ceremony with Fashion Show at G Floor

IN COLLABORATION WITH:



Thursday 9th March 2023

- **Official Opening Ceremony of Italian Design Day Lighting Exhibition at Central Embassy, 4th Floor (March 7-17, 2023)**, exhibition displaying masterpiece Italian design of lighting furniture and lamp in collaboration with Thai partners (Euro Creations, Lamptitude, and Motif) and Burmese importer/distributor (Supremo Vita), with the presence of The Ambassador of Italy
 - 11:00 AM - 12.00 PM Official Opening Ceremony for media and public
- **Masterclass - Testimonial of Italian Design at Central Embassy, Open House, 6th Flr.**
 - 2:00 - 4.00 PM Testimonial of Italian Design by **Arch. Alexander Bellman**, Architect and university professor, scholar of mathematics and the physics of light, and founder of Gruppo C14. an unconventional architects' studio.
- **Presentation of the Italian brands participating at the Lighting exhibition at Central Embassy, Open House, 6th Flr.**
 - 5.00 - 5.20 PM Presentation of the Italian brands; EUROLUCE and F.B.A.I by Supremo Vita, Myanmar (Online)
- 5:00PM - 8:30 PM **"The quality that lights up: the energy of design for people and the environment"**, event organized by the Italian-Cambodian Business Association (ICBA) to promote Italian design in **Phnom Penh** (Vespa Cambodia), with the online participation of Arch. Bellman

PARTNERS

- Thai-Italian Chamber of Commerce (TICC)
- ICBA - Italian-Cambodian Business Association
- ADI- Associazione per il Disegno Industriale
- Gruppo C14. srl
- Central Embassy
- Central Department Store Ltd.
- IconSiam
- Euro Creations
- Lamptitude
- Motif
- Supremo Vita

IN COLLABORATION WITH: