



Cultura - The Italian Design Day 2025 celebrated in Bangkok

Dal nostro corrispondente a Bangkok - 27 mar 2025 (Prima Pagina News) Italian Design Day 2025 edition: a global celebration of innovation and sustainability has been held in Bangkok in a very special location.

The Italian Trade Agency (ICE - ITA), Trade Promotion Section of the Italian Embassy, is a government agency under the Ministry of Foreign Affairs and International Cooperation of Italy. Bangkok office has a role in promoting trade, investment, and business opportunities between Thailand and Italy. On the occasion of the Italian Design Day 2025, the day of Italian creativity and design celebration through a global platform, the Italian Embassy in Bangkok and the Italian Trade Agency held March 25, 2025 a distinguished event, 'Mixology and Magic of Interior Design Event' at Seasons Ekkamai 20. Dr. Paola Guida, ITA Trade Commissioner in charge of Thailand and Myanmar, presented and coordinated the event. ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy. With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world. People and stakeholders came in a so special location enjoyed exclusive talks on the latest design trends, participated in Sips & Style contest, and celebrated at after party with cocktails crafted by renowned mixologist Mr. Marco Dognini. The Italian Trade Agency (ICE - ITA), Trade Promotion Section of the Italian Embassy, is a government agency under the Ministry of Foreign Affairs and International Cooperation of Italy. Our office has a role in promoting trade, investment, and business opportunities between Thailand and Italy. Held annually in March, the initiative mobilizes embassies, consulates, Italian Cultural Institutes, and key industry players to host conferences, exhibitions, workshops, and discussions featuring leading Italian designers. Each edition is dedicated to a specific theme, underscoring the cultural, economic, and technological impact of Italian design worldwide. This year's theme, "Inequalities. Design for a Better Life," resonates with the broader conversation on social and environmental responsibility in design. It aligns with the Universal Exhibition at the Triennale di Milano, titled "Inequalities. How to Mend the Fractures of Humanity," which will run from May to November 2025. With its rich program of events and thought-provoking theme, Italian Design Day 2025 reaffirms Italy's commitment to innovation, sustainability, and global cultural exchange. The Italian Design Day in the World, it's an initiative spearheaded by Italy's Ministry of Foreign Affairs and International Cooperation (MAECI), this year it returned for its ninth edition on February 12, 2025. Organized in collaboration with the Ministry of Culture, the Ministry of Economic Development, the ICE Agency, and a

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network of Italian institutions, the event showcased Italy's design excellence on an international stage. Beyond fostering international dialogue on design, architecture, and creativity, the 2025 edition also serves as a prelude to the 63rd Salone del Mobile, one of the world's premier furniture and design fairs, taking place in Milan from April 8 to 13. As part of the celebrations, a special panel exhibition—"Lifetime Photography. A Tribute to Italian Photography and the Masters of the Compasso d'Oro"—will pay homage to 25 years of groundbreaking design and visual storytelling.

di Francesco Tortora Giovedì 27 Marzo 2025

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