



L O V E F O R

A S K M E  
S O M E T H I N G S P E C I A L  
A N D I ' L L G I V E Y O U  
T H E A N S W E R .

what

What are the many different meanings that design has today? What have been the major changes and what will be the new directions? *Love for* arose as a publication to share the answers to such questions, a place where content is provided by the field's leading proponents, those who champion the world of design. The videos represent an evolution in content, using simple and engaging language that allows the viewer to understand and compare different points of view on the same topic. Two formats have been developed so far, and a third will soon follow. *Special*: a series of video interviews, filmed during important events that reveal current and possible future trends. Different figures from Italy and abroad, including representatives of historic companies and young designers, each respond to the same three questions. *The answer*: a video essay (divided into chapters) that focuses on a specific person who has had a significant impact on lifestyle and taste, and is essential to understanding the present and the natural precursors of the future. Finally, preparations are underway for *Dinner*, a round table discussion and dinner that provides an opportunity for professionals from different fields to exchange ideas and discuss projects.



S P E C I A L



T H E A N S W E R



D I N N E R

why

*Love for* is a “gathering place” that recognizes the value of ideas and interpretations. It is a space for reflecting, sharing experiences and finding inspiration, as well as the birthplace of tomorrow’s endeavours.

when

On the occasion of the Milan Furniture Fair 2013, *Love for* is publishing the *Special* “*Do we need design today?*” – a week of encounters in which 37 designers, architects and entrepreneurs discuss the role of design today. The first instalment of the column *The answer* is a video essay about Elio Fiorucci. Recorded on a May evening in the atelier in Milan, twelve video chapters cover the origins, history, values and flair of a great Italian pioneer. In the second *Special* “*Do we need fashion today?*”, produced by Pitti Immagine Uomo 84 (2013), more than forty fashion designers and entrepreneurs respond to the same questions that were asked at the Milan Furniture Fair, providing a comparison between the world of design and the world of fashion. *Love for* is always looking for new contexts in which an innovative approach to the design method is essential. In fact, other interesting projects are underway, including the upcoming *Special* in September.

ASK ME HOW MANY  
PEOPLE ARE FINDING  
INSPIRATION.

VISITS

**6.182**

FROM ITALY

**75%**

TIME  
PERIOD

**24 APR — 17 JUL  
2013**

FROM THE REST  
OF THE WORLD

**25%**



*mobile friendly:*  
26% of visits were  
with a mobile device



*Love for videos*  
were watched  
9.403 times

LOVE FOR

who

*Love for* is a concept of Dogtrot, a communication and design studio founded by Margherita Rui. The project was developed in collaboration with Andrea Bettini, storyteller and cross-media narrative creator.

*Love for*  
is available online at

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