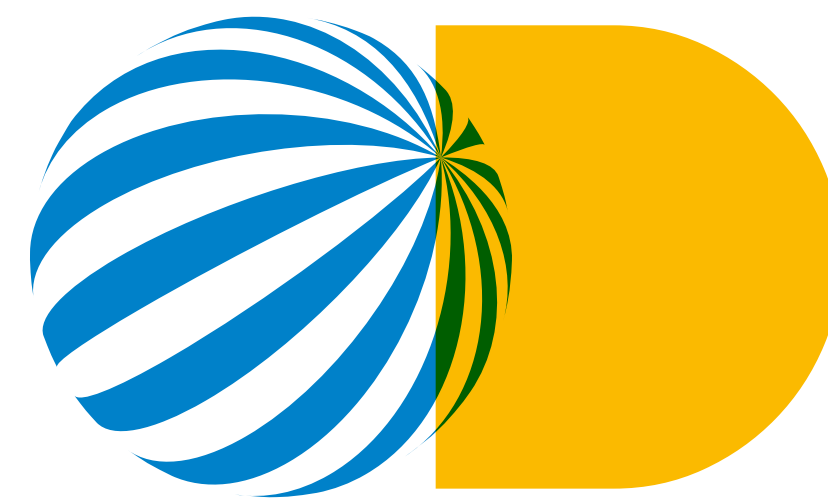


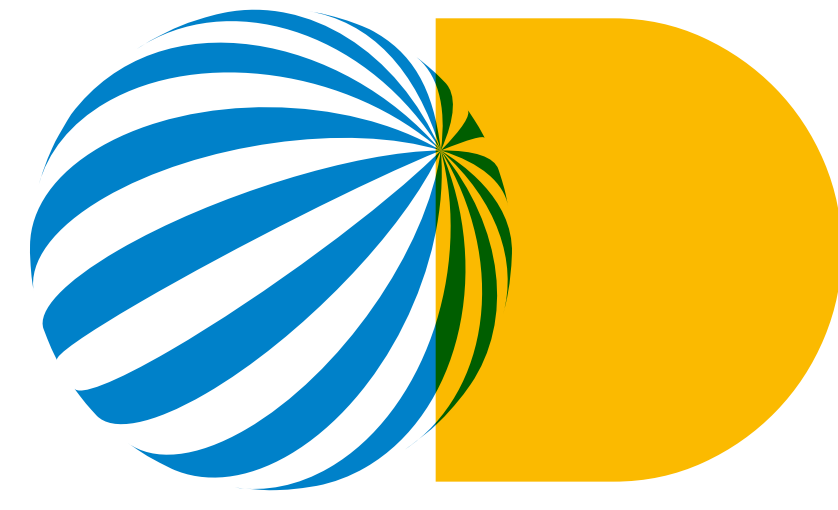
OrtigiaDesign





OrtigiaDesign





# THE FESTIVAL

Five days full of stories, events in the spectacular sites of Ortigia.

The first edition of the design festival will occupy the stage of the UNESCO heritage city from 22 to 26 September.





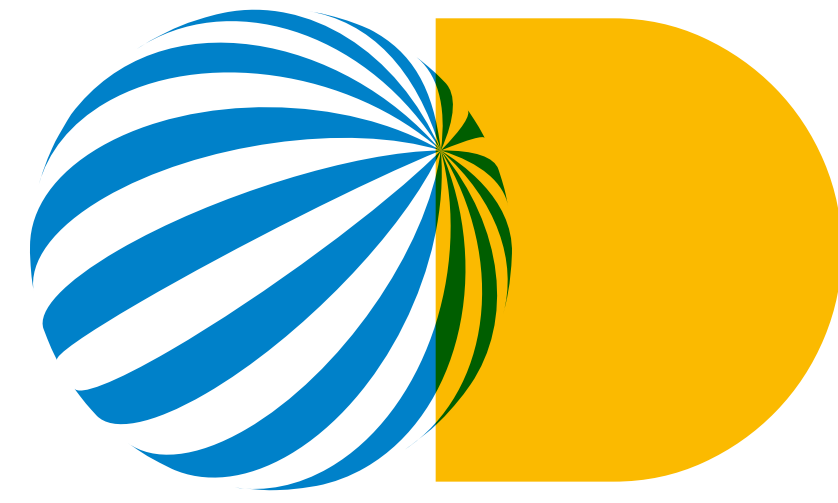


# the Talks

Palazzo Gargallo, a historic building on the island of Ortigia built-in 1650, hitherto considered a symbol of Syracusan culture, will host talks by the event's protagonists. These exclusive talks will be broadcast live on digital channels and will become an international schedule to discuss design and market trends.

Each talk will last about an hour / 90 minutes and be recorded and broadcast on various institutional channels and beyond.





The Future Design section aims to bring the world of blockchain closer to design and art. Although quite limited in this edition, new payment systems, decentralized finance, especially in art, will extend the Future Design session in the following years.

Future Design will be based in the marine protected area and will have the support of Dartco. Dartco is the curator of the digital art part in NFT. The Dartco is the first digital gallery on the NFT world scene. The Future Design section will host 12 digital artists and its internal storefront, where visitors can purchase the artists' digital works during the festival. Some pieces can be printed in sustainable resin sculptures. Together with the digital work in NFT, the section offers the possibility of purchasing the sculpture's physical representation of the digital work.

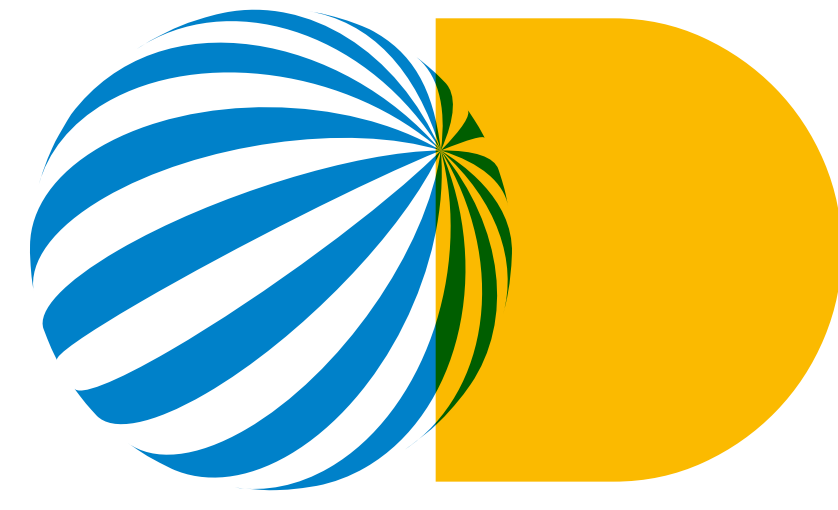
The Future Design section will allow artists to present their NFT certified collection.

Future Design will also present the exclusive partnership with Dalí Universe, a foundation that entrusted Dartco with the creation of Dalí's sculptures in NFT 3d. Dalí's works will be shown exclusively for Ortigia, and an NFT auction will be organized. K-base.art, a boutique marketplace made for artists, and its utility token, KLTR, will also be presented.



# Future Design





Future Design will launch Dalí Challenge, sponsored by Metaverse Investor The Great Vault and hosted by K-base. All the artists who wish will propose their interpretation of three works by the Maestro. The community of the artists will choose the best ones, and Metaverse Investor The Great Vault will purchase them.

A payment system will be introduced for all cryptocurrency exhibition services. This Gateway is made available by Bondisuite for the promotion of the crypto world in Ortigia.

Future Design offers exhibitors in Ortigia the possibility of having their NFT shop that will allow all interested companies to create digital merchandising, their social token, and the digital management of new forms of marketing on their social networks.

Last but not least, the part of the conferences that will host important speakers for the digital world.



# Future Design



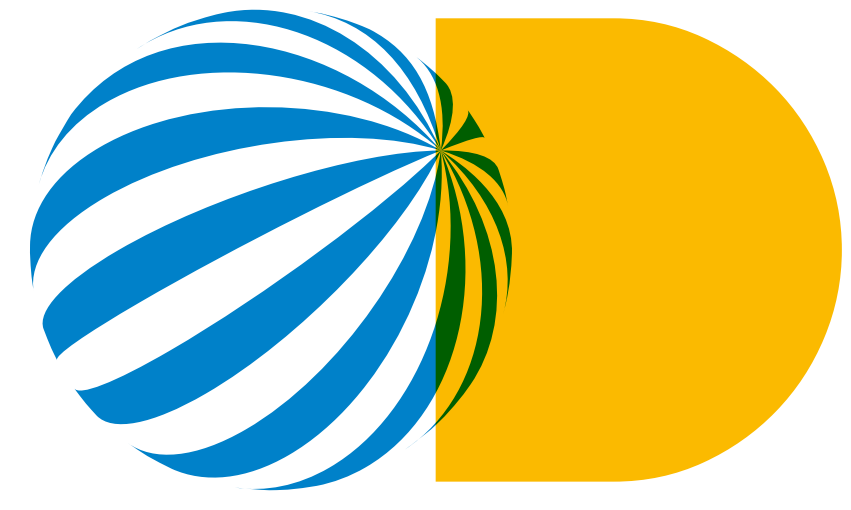


# FOOD DESIGN

Another spectacular location, Antico Mercato, will host the important brand producers of food and beverages, with show cooking by the best chefs from Sicilian towns and worldwide. A selection of design objects, exhibited and told through a food and wine journey, will become a fil-rouge of every day.

The participation of the Italian consul representing the Italian embassy in the UK and leader Roberto Costa of RC group and RC macelleria, an Italian brand present in London with seven restaurants and an Academy, is expected.





# ART AND SHOWS

The works of art of various artists will be exhibited throughout the territory of Ortigia, thus linking contemporary art to the historicity of the place and, of course, to design.

Every evening, starting at 11.00 pm, the Piazza d'Armi will be transformed into a stage for a visual show, with video mapping projections broadcast on the Syracuse University of Architecture building.

Musical performances are planned in different places of the festival.





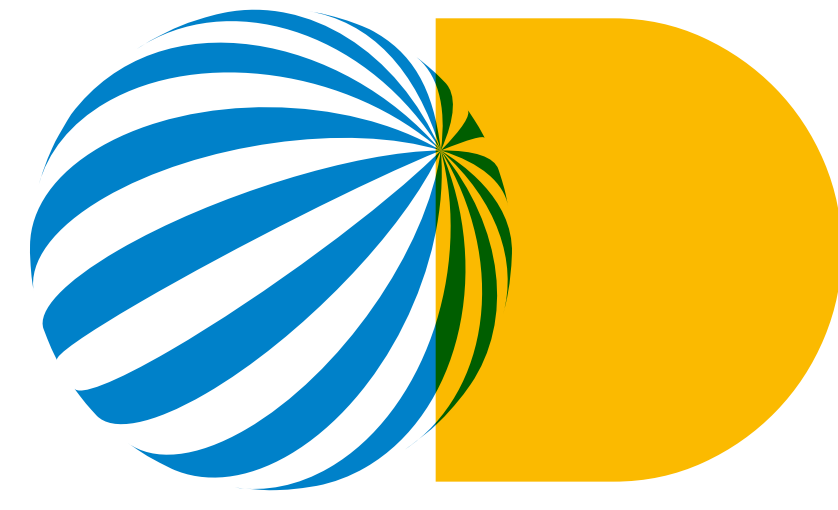


# TRAINING TALKS

The training session will be held thanks to the patronage of the University of Syracuse and the orders of the architects of Messina and Syracuse. Two talks are scheduled per day, open to students, professors, and professionals in design and architecture.



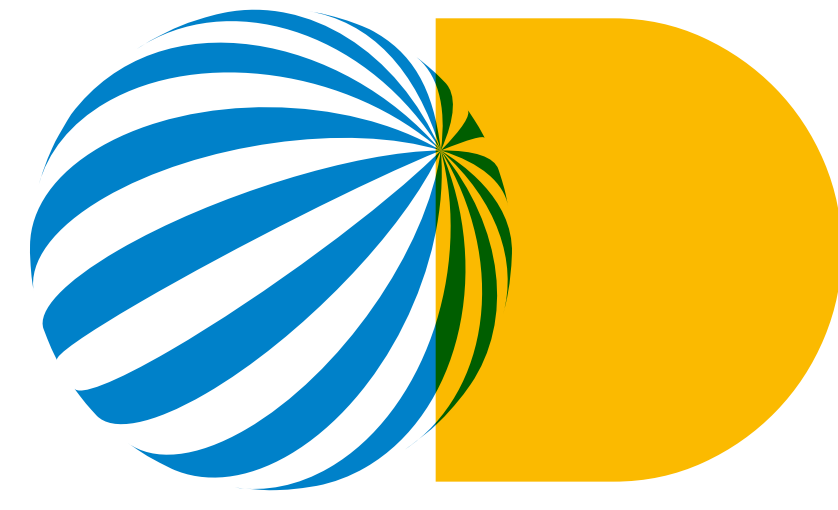




# THE OPENING CONCERT

On the evening of the opening, a concert by an international star is scheduled to host about three thousand people. The show is the star's only 2021 appointment.



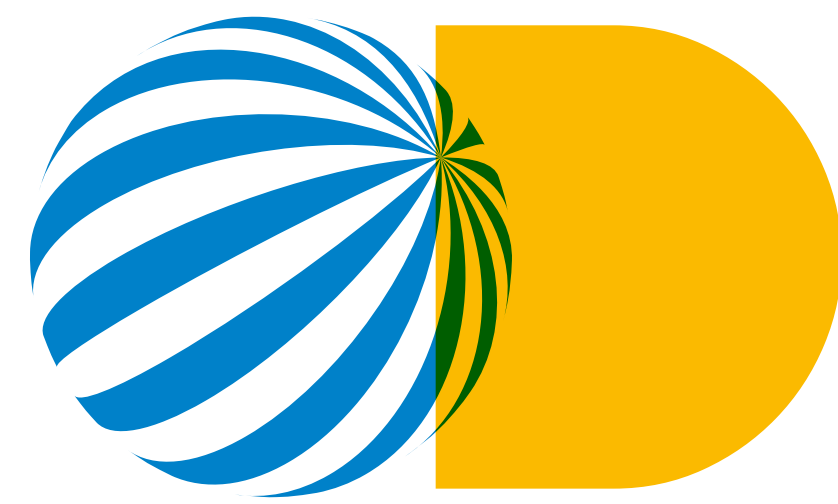


# PRIVATE EVENTS

Exclusive sites: **Maniace Garden, Terrazza Killiché and Antico Mercato**







Companies and associations have a possibility to choose a location to exhibit their products and to promote their businesses. Each exhibitor can choose among different scenographic locations depending on the exhibition type.

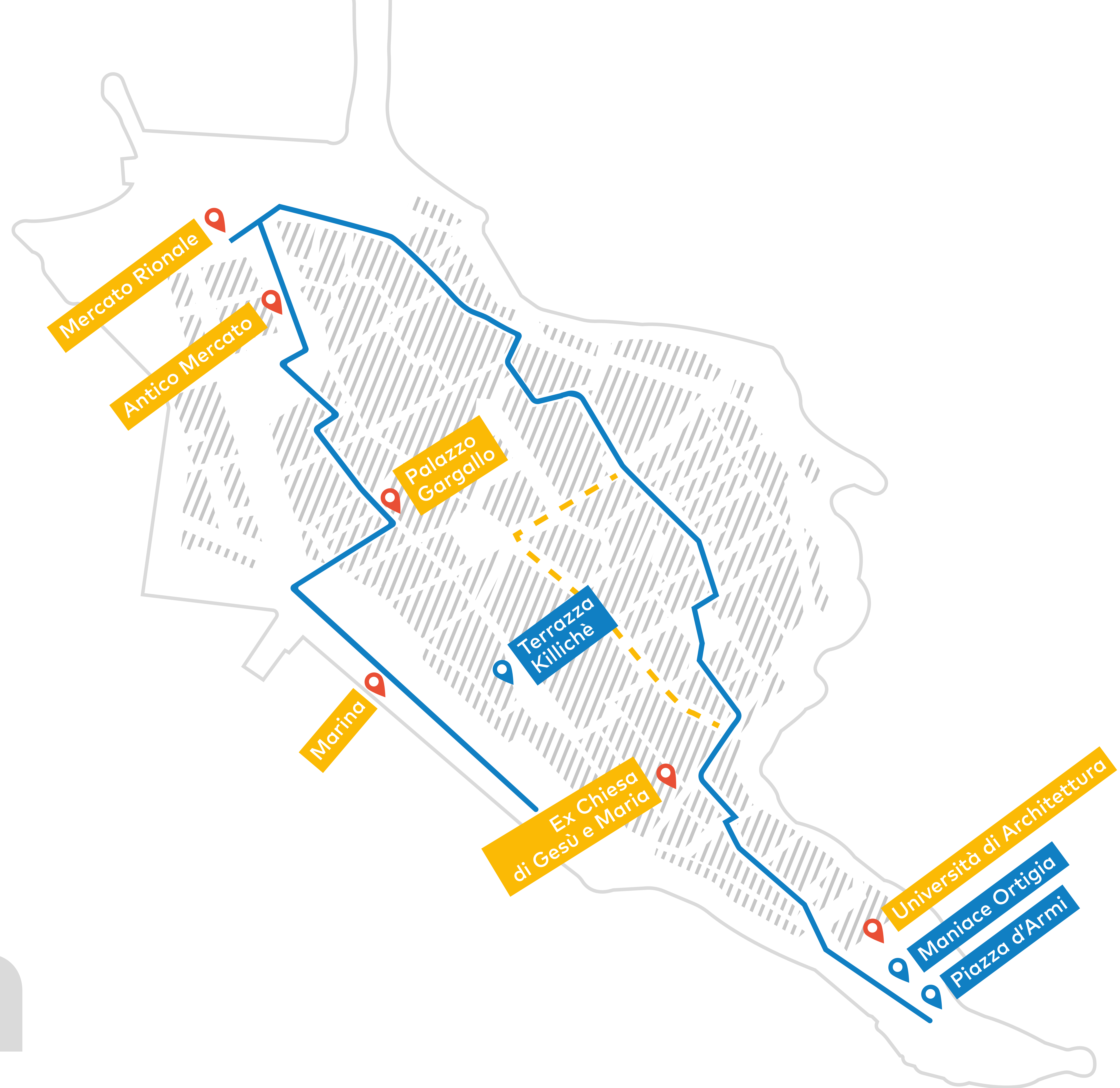
### **Exposition Spaces**

- University of Siracusa
- Former Church of Jesus and Mary
- District Market
- Old Market
- Gargallo Palace
- Sea Coast (Marina)

### **Event Spaces**

- Piazza d'Armi
- Maniace Ortigia
- Killichè Terrace

# Location







## Maniace Ortigia

With a modern and refined design, inspired by the famous Syracuse scientist Archimedes, the Maniace Ortigia, located in the former Piazza d'Armi, is proposed as a reception and dining space. The chef's proposals are the result of the research of the best ingredients of the sicilian territory, united a creative touch that leads to explore the typical tastes of Mediterranean countries, synthesizing them in a contemporary key.

The wonderful panorama on the east and west side, sunrise and sunset lead customers and visitors to perceive the magic of the places. The Maniace Ortigia organizes a calendar of events with numerous artistic/cultural shows with an influx of international audiences. It can host exclusive events for max 100 people in a suggestive environment beside the sea.



## Killichè Terrace

Terrace located in the heart of Ortigia, in front of the Cathedral, offers its guests an ancient and suggestive view, entertaining them with music and exclusive events. Its intimate and discreet environment will be dedicated to partners and exclusive brands and journalists who will be able to interview the celebrities present at the event, welcomed in a place where sunrise and Sunset have a different flavor on the history, architectural of this beautiful island. It can host exclusive events for max 50 people in a private environment.





## Piazza d'Armi

Located inside the Maniace Castle, Piazza d'Armi, offers a space where international events are held every year in the name of culture and music. Here you can admire the design works set in a wonderful panorama. It offers space for events open to large public.







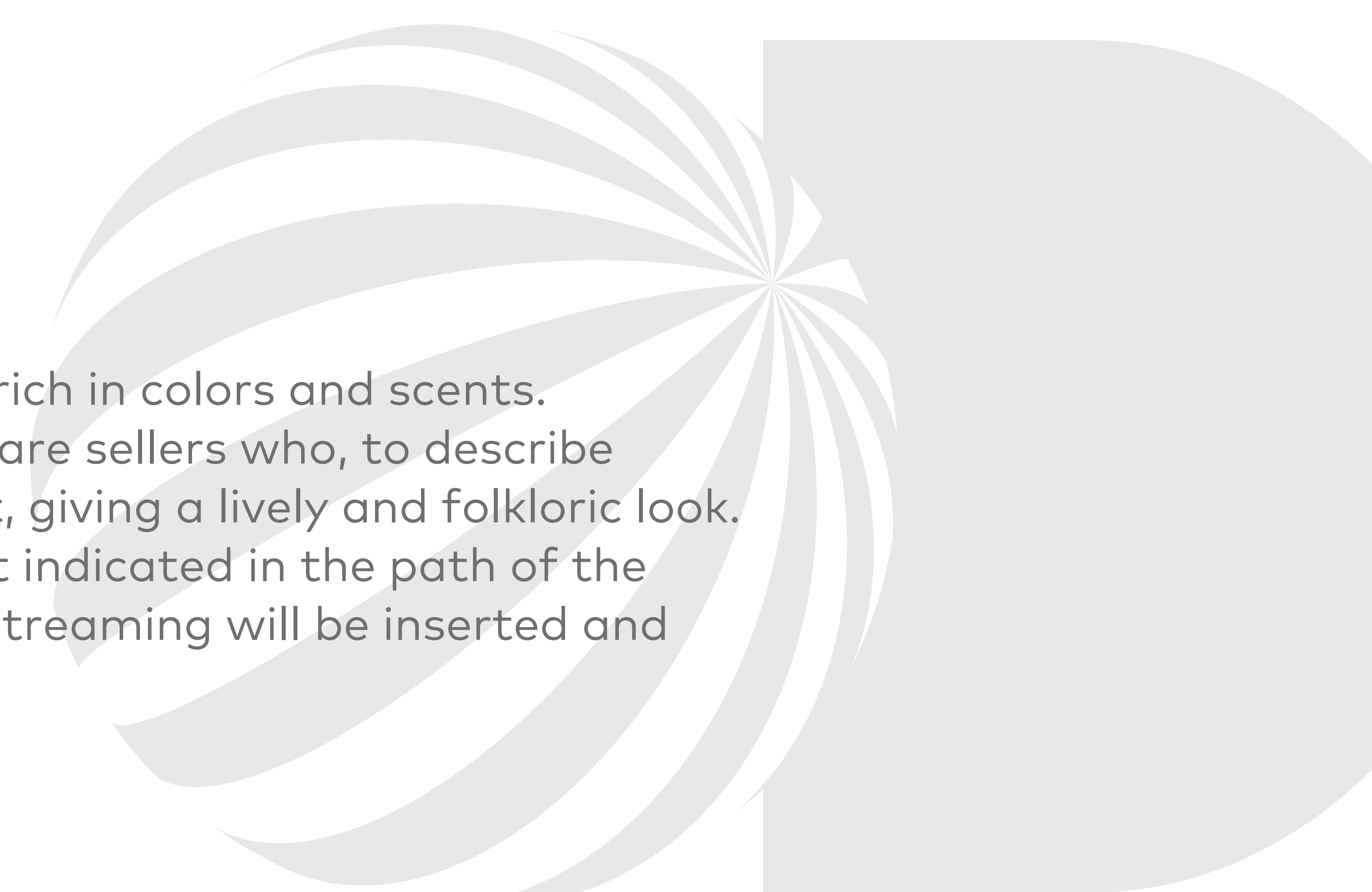
## Old Market

Building dating back to 1900 with built next to the Temple of Apollo, it served as the main city market until the 80s. Today it has been converted as a space for cultural and musical events, allowing visitors to admire the beauty of its interior with the ornamental fountain placed inside the courtyard. Admiring the exhibition spaces inside this beautiful place, you have the perception that the modern blends with an intimate and ancient atmosphere. This place so typical of the Syracuse culture will be dedicated to food design, where the numerous food and wine companies can present their creations and propose their products in this suggestive setting. A design/art object will be dedicated to each company.



## District Market

Market with a Sicilian personality, it is rich in colors and scents. To make the atmosphere unique there are sellers who, to describe their products, sing the songs in dialect, giving a lively and folkloric look. Our user will be able to visit the market indicated in the path of the Ortigia Design in which the van/radio streaming will be inserted and will tell about event guests and public.







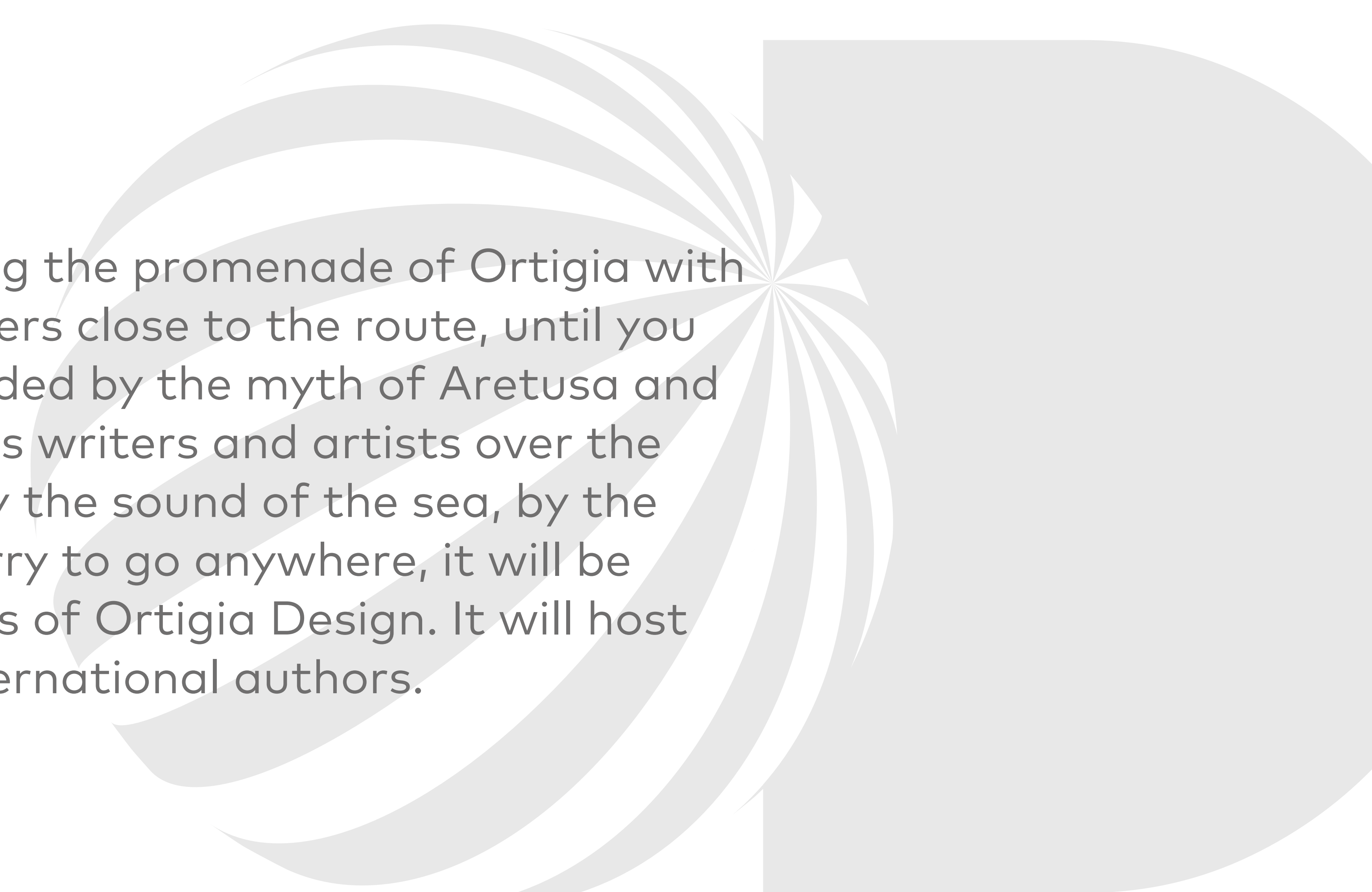
## University of Siracusa

Located in the extreme southern tip of the island, near the Maniace Castle, we find the Faculty of Architecture located in the former Abela Barracks. The Salvatore Di Pasquale exhibition hall will host some works by Ortigia Design with a view of the wonderful panorama of Castello Maniace, while in the other rooms will be proposed training talks held by professors and professionals in the sector. It also offers its spaces for small corners where technical partners can present their companies in an effective way.



## Sea Coast (Marina)

After the Foro Di Marina you walk along the promenade of Ortigia with its perfumes and the various shopkeepers close to the route, until you reach the fountain of Aretusa, surrounded by the myth of Aretusa and Alfeo, source of inspiration of numerous writers and artists over the centuries. Letting yourself be guided by the sound of the sea, by the lazy stroll of those who are not in a hurry to go anywhere, it will be possible to fully enjoy the special events of Ortigia Design. It will host design and art works of Italian and International authors.







## Gargallo Palace

Historical building of the island of Ortigia, it was built in 1650 and immediately was used as a place of education, being considered still today the oldest educational institution in Syracuse. Mostly remembered as the seat of the Classical High School "Tommaso Gargallo", after the unification of Italy in 1861, it remains a symbol of Syracuse culture. In the courtyard of this beautiful structure you can attend several talks supported by the leading figures of the event, while two beautiful rooms will be set up with design works, to continue the path immersed in this place rich in culture.

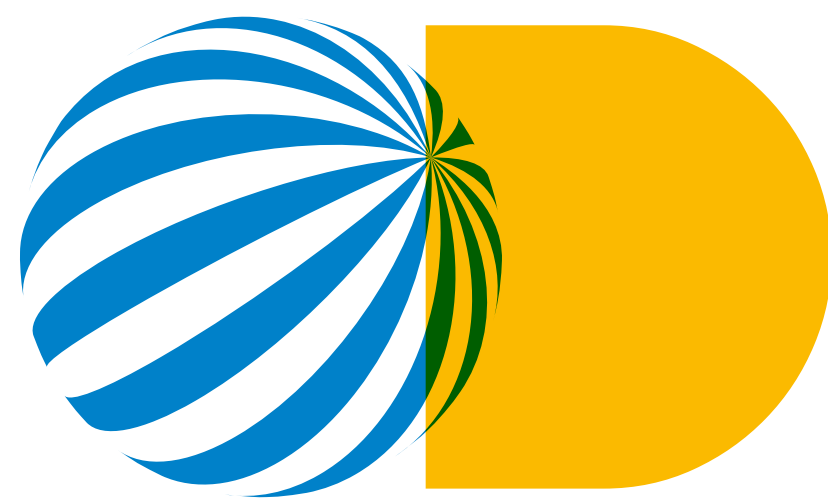


## Former Church of Jesus and Mary

Historic Church of the island of Ortigia with original seventeenth-century front door. In this exciting location, where "sacred" and "profane" are mixing, you will find exhibition spaces and musical performances.







# Partners & Sponsorships

## INSTITUTIONAL PARTNERS



Regione Siciliana  
Assessorato Turismo  
Sport e Spettacolo



Comune di Siracusa



Università  
degli Studi di  
Catania

**SDS**  
Architettura  
Siracusa



**ORDINE DEGLI ARCHITETTI,  
PIANIFICATORI, PAESAGGISTI E CONSERVATORI  
DELLA PROVINCIA DI SIRACUSA**



ORDINE DEGLI ARCHITETTI  
PIANIFICATORI PAESAGGISTI E CONSERVATORI  
PROVINCIA DI MESSINA

## EVENT ORGANIZER



**Accademia  
Euro Afro Asiatica  
del Turismo**

## IN COLLABORATION WITH

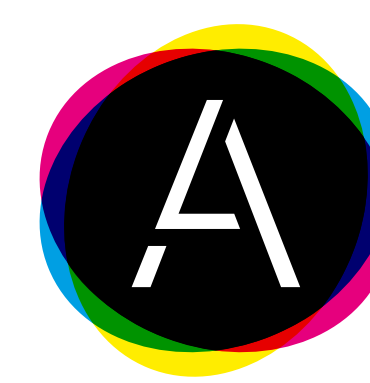


**BERTONE DESIGN**  
MILANO

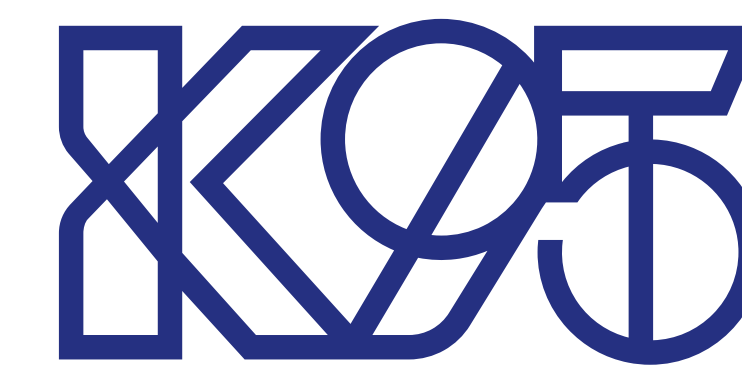


**THE CRAZY COLORS**  
THE IDEAS FACTORY

## PRESS AND MEDIA COMMUNICATION



ArtiGrafiche**Leonardi**



**ARTCLOUD**  
NETWORK

## PARTNERS



**MANIACE**  
*Ortigia*

**M  
A — DE  
Program**

Accademia  
di Belle Arti  
Rosario Gagliardi  
Siracusa



**cortile**  
spirito santo  
LOUNGE & RESTAURANT



**ARKÈ**  
studio di architettura



**MAN TO  
DESIGN**



PALAZZO  
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**ABACA**



**HOME  
SUD  
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**MACELLAIO**  
**THE BUTCHER'S THEATRE**



SEBASTIANO  
**DRAGO**  
dal 1929