



dD Italian Design Day 2024

FABBRICARE VALORE
inclusività, innovazione
e sostenibilità

MANUFACTURING VALUE
inclusiveness, innovation
and sustainability

22nd April 2024

We celebrated today at Eataly in the Zorlu Centre in Istanbul the 8th Edition of the **Italian Design Day (IDD)**, dedicated this year to the topic '**Manufacturing Value: Inclusiveness, Innovation and Sustainability**'. The exhibition is organised by the Ministry of Foreign Affairs and International Cooperation and the Ministry of Culture, in collaboration with the Italian Trade Agency (ITA), the Embassies, Consulates, the Italian Cultural Institutes and ITA offices abroad.

At the centre of the event, opened by the Consul General of Italy in Istanbul, Elena Clemente, the Conference 'Economic, Environmental and Social Sustainability: Beauty between Aesthetics, Innovation and Functionality' at which the following speakers took the floor: Prof. **İrem Daloğlu Cetinkaya** of the Institute of Environmental Sciences at Boğazici University of Istanbul, **Claudio Chinali**, Director and Executive Chef of Eataly Istanbul, **Andrea Leo**, General Manager of Contital Turkey (part of the Thin Lamination Group, producing innovative packaging solutions for the food industry) and as moderator **Dilek Bil**, Delegate of the Italian Academy of Cuisine and Founder of Purpose Sustainable Ideas.

The Conference followed a Workshop held by Chef Claudio Chinali to journalists and opinion leaders on sustainable cooking. A networking cocktail with products from zero-waste cuisine concluded the event.

The Consul General recalled how the theme of this year's IDD brings us back to a conception of Design related to innovation and manufacturing value through the circular use of resources. The future of Italian Design increasingly seeks product and production sustainability.

The event was therefore conceived to present the sustainability of Design in two sectors in which the Italian companies are leaders in Turkey: aluminium and agri-food.

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