

**dentsu** presents

# MDW+

A MULTIDISCIPLINARY OBSERVATORY EXPLORING HOW BRANDS  
CONNECT WITH CONSUMERS DURING THE MOST CREATIVE AND  
ENGAGING WEEK OF THE YEAR: THE MILANO DESIGN WEEK

INNOVATING TO IMPACT

dentsu



DESIGN WEEK MANIFESTO 2026

# *ESSERE PROGETTO*

It represents a dual idea.

On one side, people as active drivers of change, guided by vision, desire and responsibility;  
on the other, design as a continuous process, shaping and redefining the relationship between people, objects and the environment.

# MILANO DESIGN WEEK LIGHTS UP THE CITY: MAGNET FOR INSIDERS, MAGIC FOR LOCALS



## SALONE DEL MOBILE

The Salone del Mobile is the leading international furniture and design fair, held annually in Milan and showcasing top brands and industry innovations.

PEOPLE IN THE INDUSTRY – RHO  
FIERA

## FUORISALONE

The FuoriSalone is a citywide series of independent design events, exhibitions, and installations held across Milan alongside the main fair. The FuoriSalone has existed for over 40 years and, while not centrally organized, now functions as a loosely coordinated, globally recognized umbrella brand.

EVERYONE – EVERYWHERE IN  
MILAN

## WHY DOES THIS MATTER FOR BRANDS TODAY?

FROM FAIR  
TO  
CULTURAL  
MOMENT

QUALITATIVE  
&  
INFLUENT  
AUDIENCE

EXPERIENCE  
ECONOMY

BRAND  
EQUITY  
ACTIVITY

INDUSTRIES  
CONTAMINATION

HYPE &  
FOMO

FuoriSalone, Milan | April 20-26, 2026

# A RECORD-BREAKING EDITION WITH NATIONAL IMPACT

**+500k**

Visitors  
(+65% vs 2025)

Of which 140k registered for  
Fuori Salone Passport

“Salone del mobile e  
Design Week da record”



**+1300**

Events  
(+22% vs 2025)

“Folle oceaniche agli  
eventi del Fuorisalone”



**+100**

Brands  
Involved

**+32%**

Google Research  
(vs April 2025)



“Code interminabili per  
entrare alle installazioni  
più richieste”

IT WAS COVERED BY

la Repubblica TCOM24 24 ORE

sky tg24 CORRIERE DELLA SERA TG LA7

POST DECOR VANITY FAIR

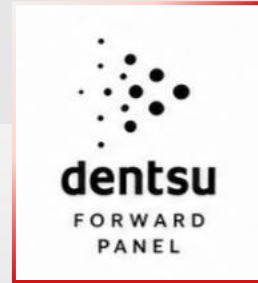
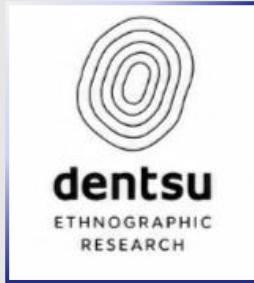
MONOCLE VOGUE NSS

**Milan Design Week** plays an increasingly central role for brands, not just those within the design industry, but across a wide range of sectors.



This is why we developed a multidisciplinary **MDW observatory** to decode how brands strategically leverage the iconicity of the FuoriSalone.

# OUR PROPRIETARY TOOLS FOR A MULTIFACED POINT OF VIEW ON THE MDW26



+25  
*People On Field*

QUALITATIVE &  
QUANTITATIVE  
APPROACH

EXTENSIVE MONITORING  
*Pre/Live/Post*

FULL JOURNEY  
*Vision*

67 BRANDS  
7 CATEGORIES

300  
*Early Adopters (Milan based)*

QUANTITATIVE APPROACH  
CAWI

BRAND LIFT

TOUCHPOINT  
*Impact*

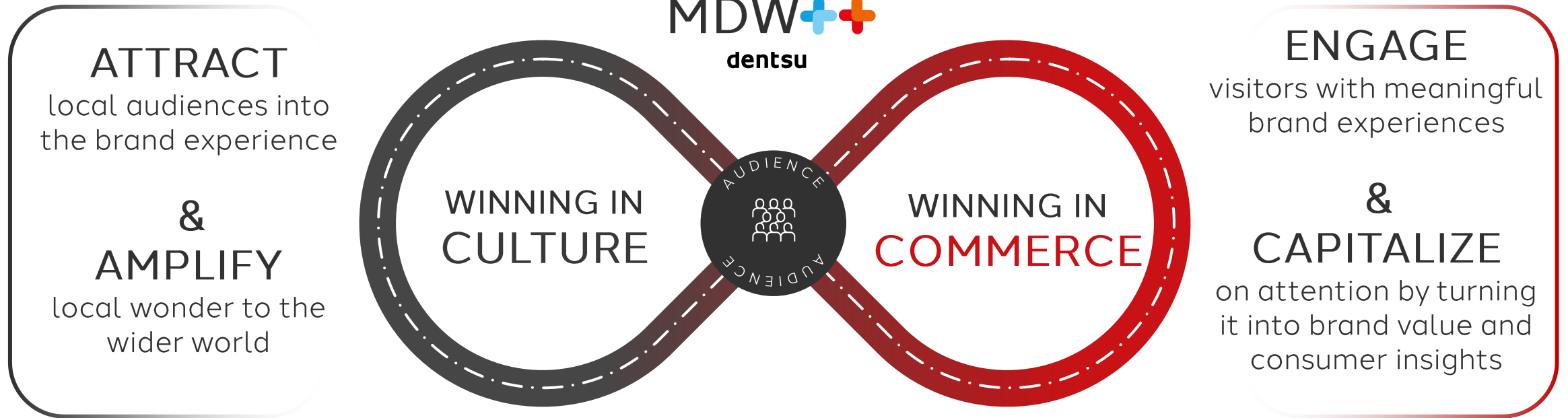
9 MIO  
ITALIAN DEVICE ID

GEO-MAPPING

TIME/GEO  
PATTERN ANALYSIS

VISITORS ORIGINS

# COMMUNICATION ACTIVITIES BROUGHT TO LIFE DURING MDW UNFOLD ALONG A JOURNEY MADE OF TWO KEY MOMENTS



# THE TOUCHPOINTS ACTIVATED BY BRANDS VARY DEPENDING ON THE JOURNEY MOMENT

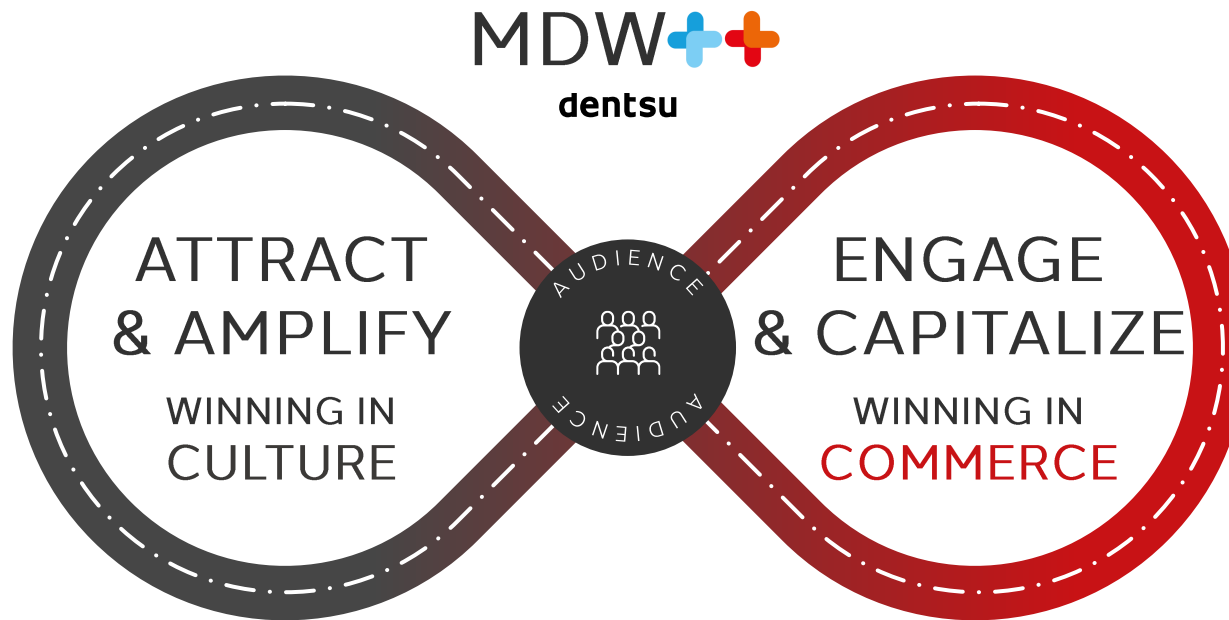
*% of brands that activated each touchpoint*

**TOP 3**  
OF 16 TOUCHPOINTS/ACTIVITIES  
ACTIVATED BY BRANDS  
IN *CULTURE* PHASE

Meta 93%

Editorial Coverage 91%

TikTok 63%



**TOP 3**  
OF 14 TOUCHPOINTS/ACTIVITIES  
ACTIVATED BY BRANDS  
IN *COMMERCE* PHASE

52% Installation

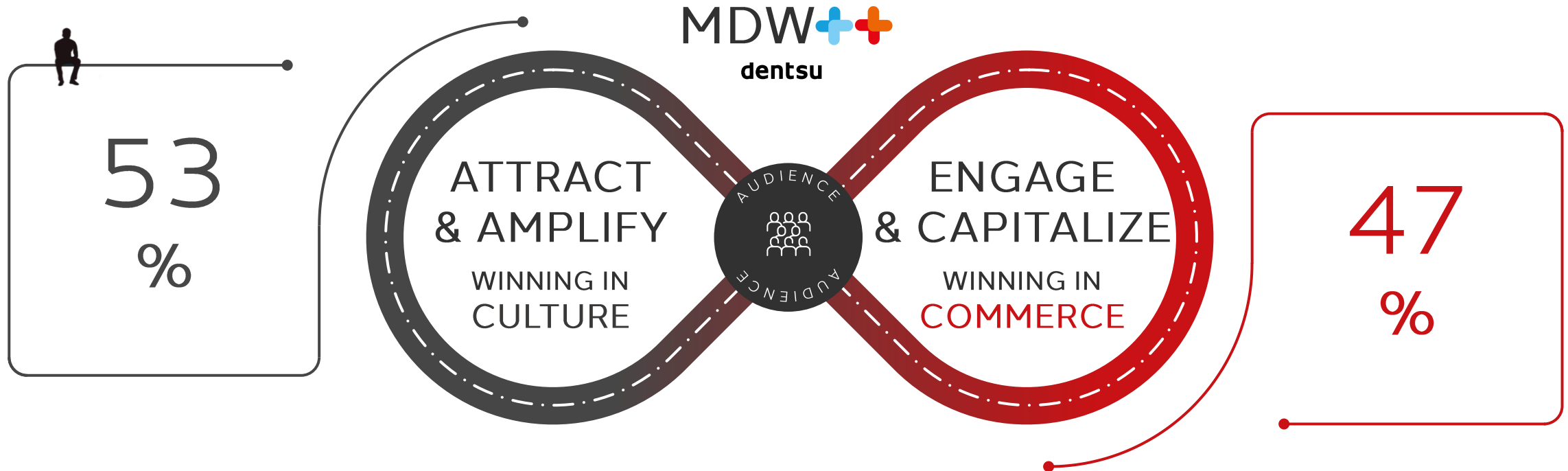
52% Data Capture

43% Party/  
Special  
Event

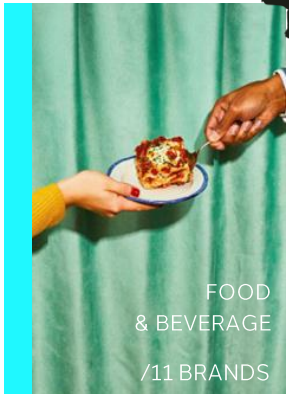
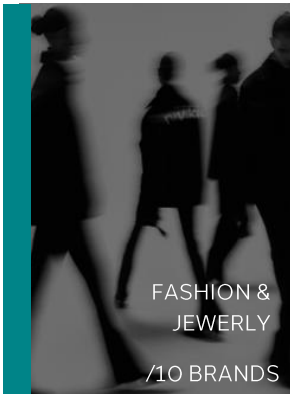
ON AVERAGE,  
BRANDS ACTIVATED  
**9 TOUCHPOINTS**  
DURING DESIGN WEEK

# BRANDS ACTIVATE ACROSS BOTH JOURNEY MOMENTS, SLIGHTLY FAVORING CULTURE TO AMPLIFY MOMENTUM BEYOND THE EVENT

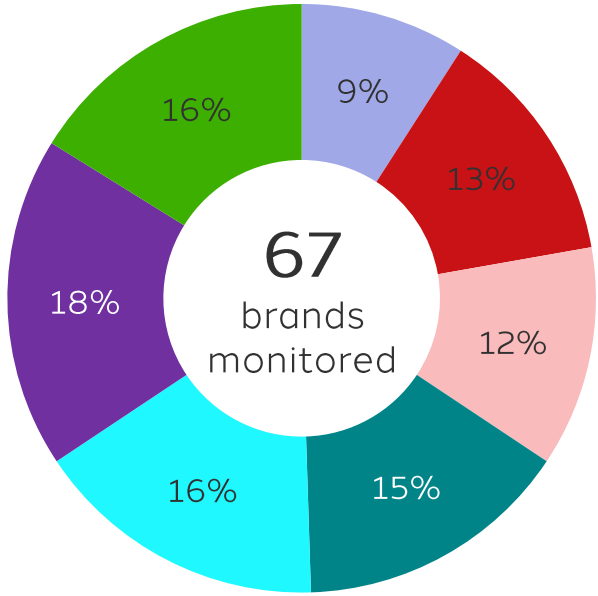
*weight % of touchpoints/activities, based on the total number of touchpoints/activities brands brought to life*



# MILAN DESIGN WEEK BRINGS TOGETHER A REMARKABLE VARIETY OF CATEGORIES



Share of brands by category  
[based on the total perimeter of brands monitored]

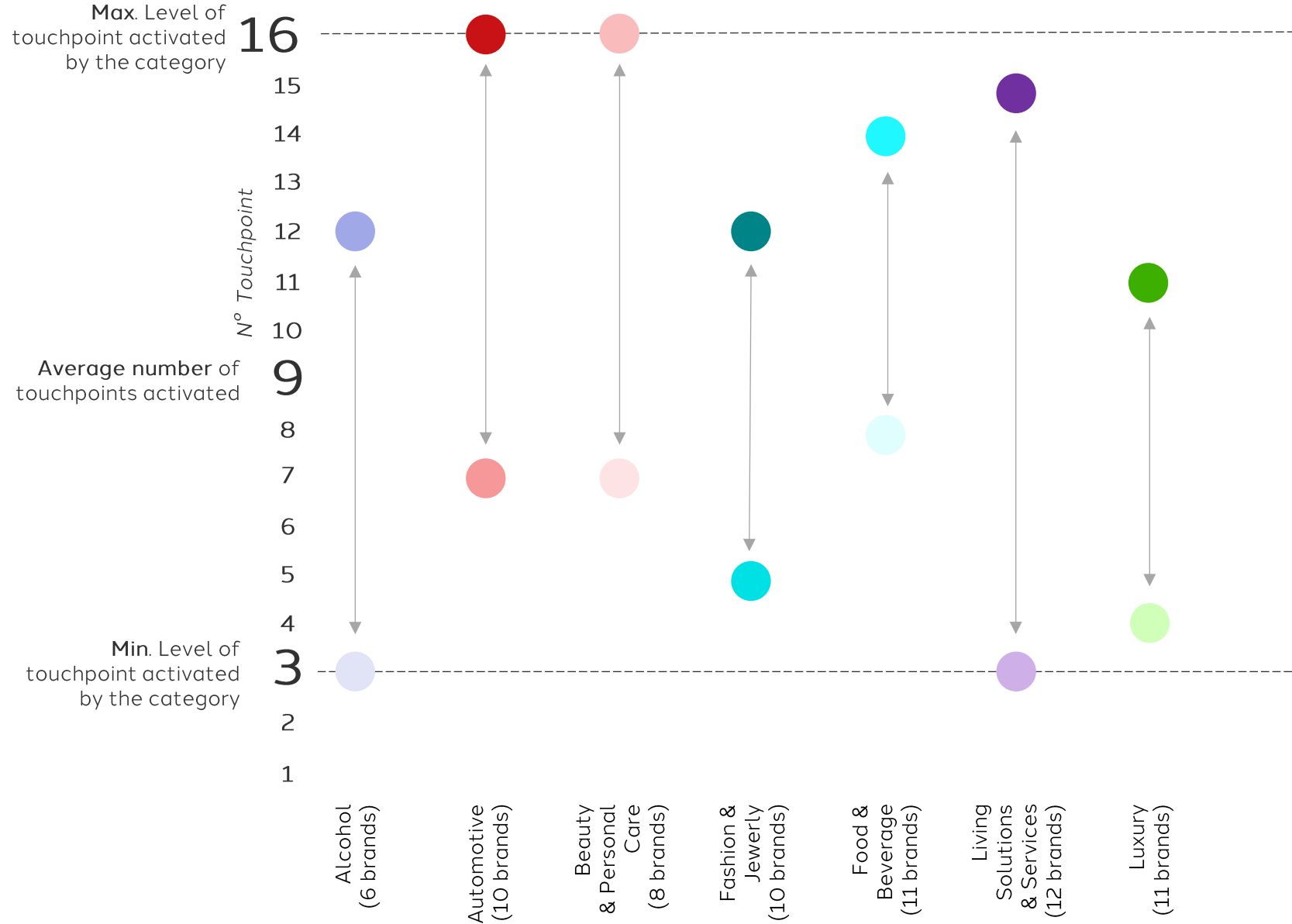


With a 31% share, fashion and luxury brands dominated the event.

# THE NUMBER OF TOUCHPOINTS ACTIVATED PER BRAND VARIES SIGNIFICANTLY BY CATEGORY

When it comes to the number of activated touchpoints, **Automotive** and **Beauty & Personal Care** dominate.

- Max. Level of touchpoint activated by the category
- Min. Level of touchpoint activated by the category



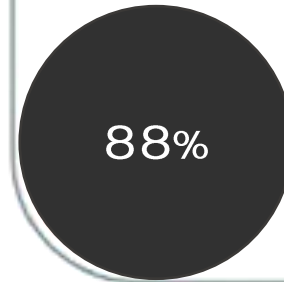
# WHILE SOME DIFFERENCES EMERGE, CULTURE AND COMMERCE REMAIN BROADLY BALANCED ACROSS CATEGORIES

Weight % of touchpoint/activities per moment, based on the total number of touchpoints/activities brands brought to life





A PRIVILEGED LENS ON DESIGN WEEK  
THE VOICE OF EARLY  
ADOPTERS VALIDATES THE  
PATH FORWARD

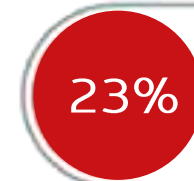
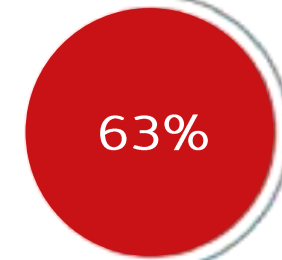


SOCIAL MEDIA IS THE  
GATEWAY TO DESIGN  
WEEK

(Base: the total number of Early Adopters who have been exposed to content related to MDW)

INSTALLATIONS ARE THE  
ENGAGEMENT ENGINE OF MILAN  
DESIGN WEEK

(Base: total number of Early Adopters who attended MDW event)

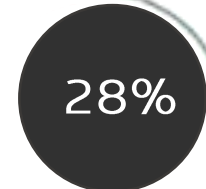


FOOD & BEVERAGE STOOD OUT AS THE  
MOST VISIBLE AND ENGAGING CATEGORY

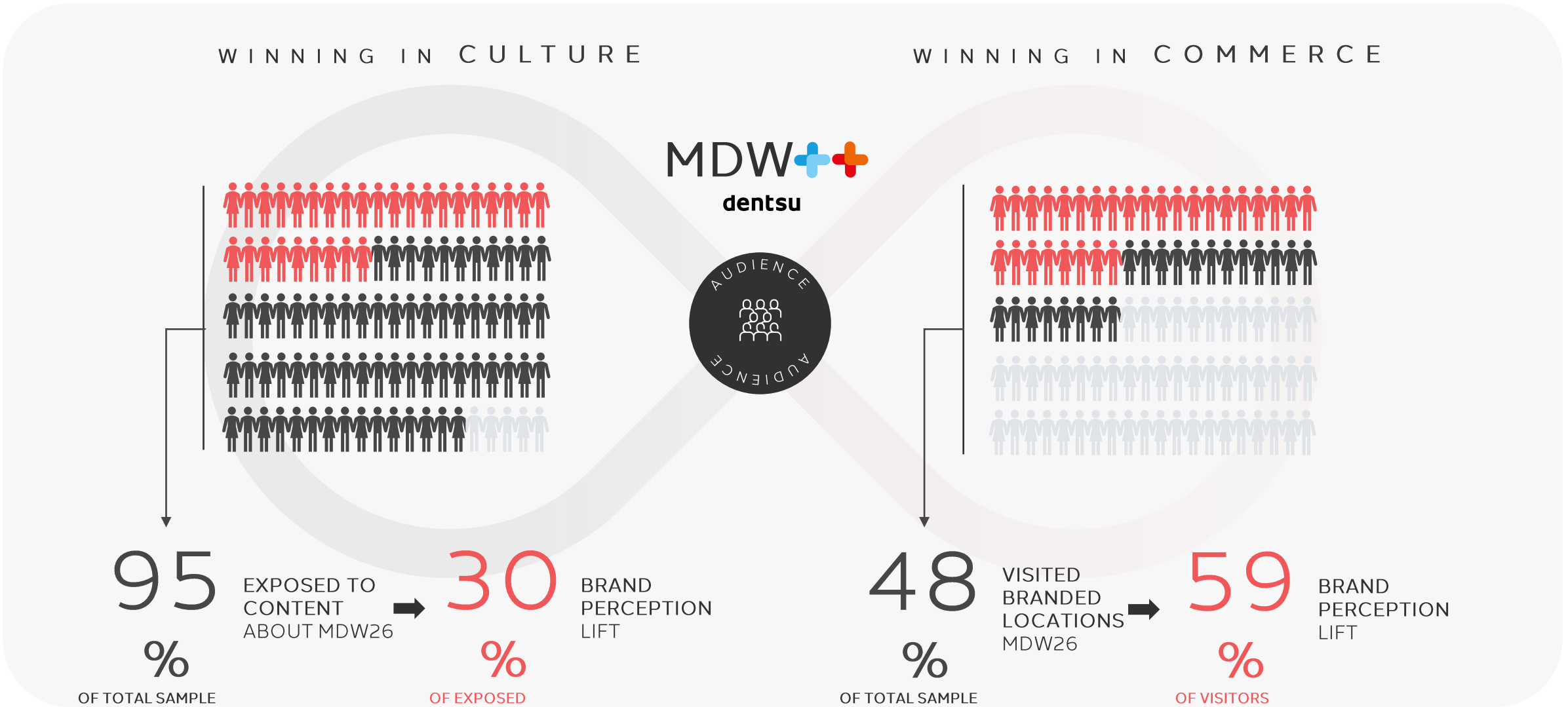
(Base: the total number of Early Adopters who have been exposed to the monitored brands and engaged with them)

PEOPLE EXPECT BRANDS TO BE  
MORE DISTINCTIVE IN FUTURE  
EDITIONS

(Base: total Early Adopters interviewed)



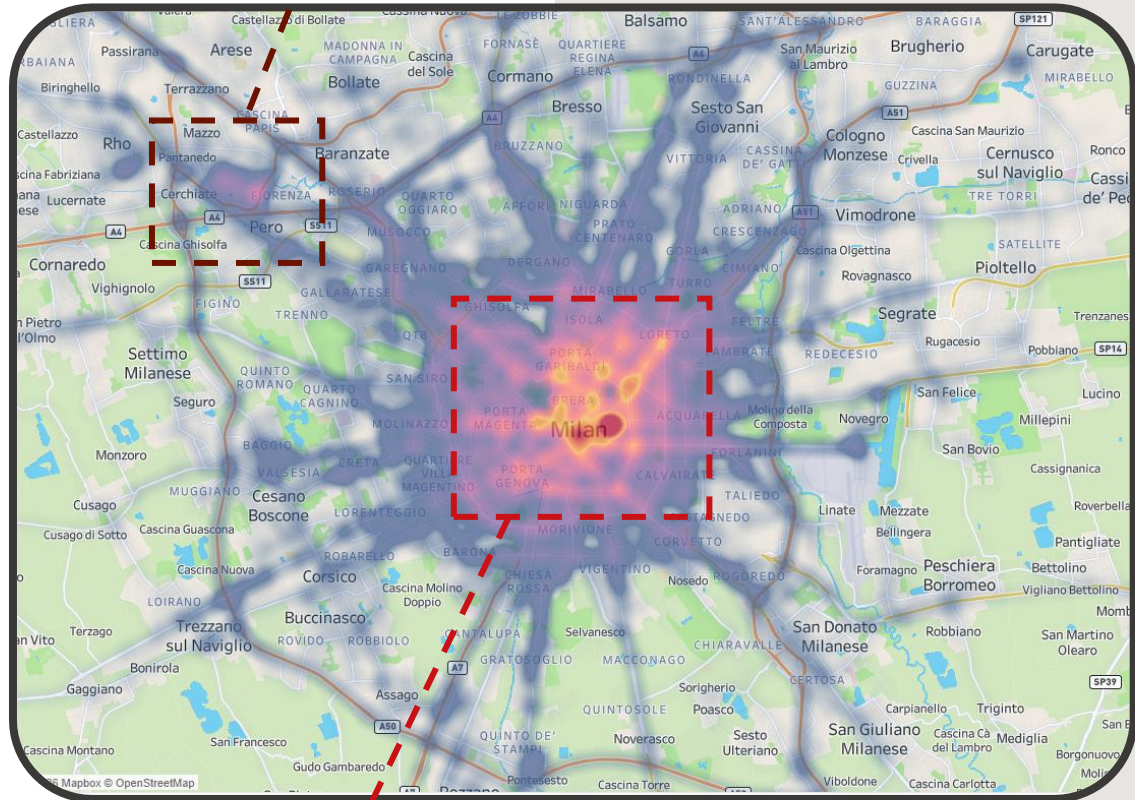
# BRANDS ACTIVATING DURING MDW BUILD EQUITY ACROSS THE ENTIRE JOURNEY



# DENTSU DATA HIGHLIGHTS THE RISING RELEVANCE OF KEY ATTRACTION HUBS



## SALONE DEL MOBILE



MDW Visitor Heatmap

## FUORISALONE

Through device IDs, we **monitored the movements of users** who visited at least one MDW event.

The most relevant areas in terms of footfall are **Brera, Sempione, Porta Venezia, 5 Vie, Moscova, and Porta Garibaldi**, while Duomo remains the key mobility hub.



## TEAM CREDITS

### Dentsu Strategy

Sara Mazzini | *Chief Strategy Officer Media*

Silvia Garagnani | *Communication Strategy Director*

Sara Nobile | *Senior Communication Strategist*

Giorgia Battaglia | *Communication Strategist*

Alice Di Santo | *Communication Strategist*

Kiara Fazio | *Communication Strategist*

Giulia Sfirro | *Communication Strategist*

### Merkle - Research & Data

Barbara Rolandi | *Consumer Insight Lead*

Erika Tonon | *Senior Consumer Insight Analyst*

Francesca Priante | *Senior Data Scientist*

Irene Santoro | *Data Science Manager*

Leonardo Pacciani Mori | *Senior Data Scientist*

Serena Cataudella | *Senior Data Scientist*

Simona Bacicca | *Consumer Insight Consultant*



## WOULD YOU LIKE TO LEARN MORE?

Schedule an appointment for the  
**FREEMIUM VERSION PRESENTATION.**

- Quali-quantitative analysis of the MDW26 and categories deep dive
- 7 case studies

**Let's tailor together a CUSTOM WORKSHOP informed by the MDW26++ data to boost your branded events.**

- Case Studies of choice, granular data integration and data bridge.

For further information please contact [info.italia@dentsu.com](mailto:info.italia@dentsu.com)  
We will be pleased to share any additional details.



Thank you

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