One year after their launching event, Punt e Po™ is back to promote international and emerging design.

Punt e Po™ is an all girls business brought to life by interior designers Marcella Bodo and Camille Brito that creates Pop-ups with a twist. They conceptualize temporary retail spaces to promote furniture, fashion, product and interaction designers.

This year, for the Fuori Salone, they present the Pop up **#designdoesmatter.**
Inspired by the experimentation through which any design process must go, their exhibition space in Via Voghera 25 offers a curated selection of products from Israeli design collective Noam Dover and Michal Cederbaum and Turin based studio SotterraneaOfficinaSperimentale, that fuse function and matter to release the essence of daily products many take for granted.
Punt e Po™ mission is to offer a service for young designers to promote new collections, or even allow existing brands and locations to reinvent themselves with a creative touch and test a new target audience through custom made pop-ups; but Punt e Po's trademark is the *Aperitipo* where the existing international Pop-up trend is fused with the Italian Aperitivo tradition where food design is on the menu and unique design pieces on sale. This year Punt e Po™ presents for the inauguration of Zona Tortona an *Aperitipo* in collaboration with Oneglass™ that shall not be missed!

Last Fuori Salone their exhibition literally gave the crowd a taste of their creativity as they promoted their Pop-up agency with the claim "We make designers pop". For the occasion they created an exhibition space covered with popcorns for a minimal look that incited creative interaction to reward curious passers-by. This year Punt e Po's #designdoesmatter will take the matter to a whole new popping level!

12 – 17 Aprile | 10:30 – 20:30

11 Aprile |Press Preview 17:00 – 20:00

14 Aprile |Vernissage + Aperitivo 18:00 – 23:00