

# Torino Chamber of Commerce

**DESIGN PROMOTION**

# Why do we invest in design?

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**1**

**Design is a formidable factor of competitive leverage**

A study conducted by McKinsey shows that companies that use and invest in design increase their revenues and shareholders returns at twice the rate of the other enterprises active in the same sector

**2**

**Design is a tool to generate a better world**

Design methodologies put social issues as the priority and, applied to the business processes, they are able to generate „Human centred“ products and services

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**1**

## **Data collection on the Piedmontese Design Economy**

We support the Regional Observatory for Design MIRA, which produces qualitative and quantitative data on the Piedmontese Design Economy.

This data aims to promote the use of design as a source of innovation.

**2**

## **Promotion of the design culture**

We act as a facilitator in order to bridge the gap between business and design, and we have developed many projects and collaborations to achieve this goal.

**3**

## **International promotion**

We promote Torino and its design cluster within several international networks:

- Enterprise Europe Network
- UNESCO Design Creative Cities
- Eurochambres
- International Chamber of Commerce (ICC)

# Some project...

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Ask to Design

Workout

Design Calling

Next Now

Silver!

LabCube

Humanizing Technology

Piemonte Home Design

MATto - Design materials

AtD for Savor Piemonte

Aria

Torino Sport and Fashion Match

# Contact

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