

9-14 April 2019 - SuperDesign Show, Via Tortona 27

**Worth Partnership Project:  
the first incubator where creativity meets innovation.  
25 projects previewed at Design Week**

Wearable devices, IOT design and fashion products, processes for product customisation, green and sustainable solutions: a concrete demonstration of how innovation, creativity and transnational partnerships can form the basis of Europe's future

Milan, 5th April 2019 - 25 highly innovative projects, 58 transnational partners, 18 European countries involved: for the first time during the Milan Design Week at the Superdesign Show, the projects of the winners of the first call of the WORTH Partnership Project will be exhibited, an initiative financed by the COSME programme of the European Union that promotes creativity, innovation and internationalisation.

"In line with the objectives of the European Union, WORTH Partnership Project is the first incubator that focuses on the combination of creativity and innovation, it is a unique opportunity offered to designers, SMEs, crafters and start-ups to develop their knowledge, thanks to a community of international experts and professionals from the world of design, fashion and ICT. One year after the selection of the first winners, we are proud to be able to present the first projects and to launch the opening of the third call at the most important international event for design, which will result in another 65 projects," explains Korinna Molla, Project Coordinator of the WORTH Partnership Project.

**Applications for the 3<sup>rd</sup> call open**

The Milan Design Week will be the stage for the opening of the 3rd call, to which creative people, designers, craftsmen, startups, technology companies and SMEs from all over Europe and COSME associated countries can apply in search of new opportunities to develop ideas and concepts with a high degree of innovation and integration between technology and design.

[WORTH Partnership Project](#) aims to encourage the development of innovative products related to the world of creativity through the creation of transnational partnerships between designers and SMEs, supporting a total of 150 partnerships over the 4-year project. The selected partnerships will receive benefits valued at €60,000, consisting of basic financial support, personalised coaching and mentoring by international specialists and experts, support in access to finance and market positioning, as well as advice on the protection of intellectual property, and the opportunity to participate in networking activities and two international events in which to showcase their projects.

During Milan Design Week 2019, the protagonists of the partnerships that won the first call will have the opportunity to show the successes and progress of their products, tell their story and share a new way of doing innovative design based on international collaboration.

**Ufficio stampa:**

Sara Brambilla

sbrambilla@dagcom.com

Tel + 39 02 89054168

André Vidal

avidal@dagcom.com

Tel + 39 02 89054151

Barbara D'Incecco

bdincecco@dagcom.com

Tel + 39 02 89054160