



Press Release



5VIE Design Week 2025

armonie invisibili

Milan Design Week
7-13 April 2025
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Milan, 4 March 2025

armonie invisibili: design as a threshold between matter and intuition

In the beating heart of Milan Design Week 2025, **5VIE** presents "**armonie invisibili**", an immersive journey exploring those subtle forces that link the visible and the invisible, form and meaning, object and intuition. While beauty is often reduced to aesthetics or consumption, this exhibition explores design as a **language of resonance**, an echo of hidden balances that shape the way we inhabit the world. Each work on display is more than an object: it is a **knot in a web of secret connections**, a living architecture of relationships that transcend the tangible.

Harmony is the ability to **compose and tune**, to create a **consonance of voices and forms**, to balance materials, volumes and proportions, just as in music simultaneous sounds are combined to create an experience that resonates in the soul. The philosophers of ancient Greece recognised harmony as an essential principle of the world: **Heraclitus**, in the 6th century B.C., described it as the result of the meeting of opposites, affirming that "what contrasts coincides, and from elements in discord the most beautiful harmony is created". Harmony, then, is not mere symmetry, but the result of a dynamic balance between opposing forces, just as it is in design, where the dialogue between matter and space, fullness and emptiness, structure and fluidity creates unique experiences.

But the most authentic harmony is often *invisible*, not immediately perceptible to the eye, but only perceived through an understanding of the deep relationships between the elements. Plato, in the *Phaedrus*, emphasised that harmony is an intelligible principle, a force that binds parts together according to mathematical and proportional relationships, a concept echoed in the thought of the Pythagoreans and taken up by architecture and design in later centuries.

This principle manifests itself with the same force in contemporary design: every form, whether related to the material or its texture, responds to a hidden harmony that determines its emotional and perceptual impact. **Just as in the lyre of Philolaus**, where the strings are tuned according to precise mathematical proportions, in design each element is interrelated, creating a subtle balance that can be felt even before it is rationally understood.

But this harmony doesn't just belong to artists and designers: it is a universal key that runs through everyone's life and influences every daily gesture, from the choice of an object to the architecture of the environments we inhabit. For those who work in the field of **collectable design**, understanding and shaping these harmonies means crossing the boundary between object and symbol, between function and poetry, creating pieces that are not just furnishing elements but true sensory and conceptual experiences.

"armonie invisibili" invites us to rediscover design as a **bridge between worlds**, a tool for seeing beyond, for perceiving the subtle web that connects matter, space and spirit.

For the 2025 edition of Design Week, 5VIE is expanding its exhibition programme with an important innovation: in addition to the historic spaces of Palazzo Correnti in via Cesare Correnti 14 and SIAM in via

Santa Marta 18, a special exhibition will be set up in the prestigious Cavallerizze in via Olona 4 at the National Museum of Science and Technology Leonardo da Vinci This new space, full of charm, will host projects that combine tradition and innovation, consolidating 5VIE's role as a reference point for research and experimentation in design.

5VIE PRODUCTIONS

Misha Kahn

Abject: Inhabit the Poché

Produced by 5VIE

curatorial text by Maria Cristina Didero

5VIE Headquarters – Cavallerizze - Via Olona, 4

American designer Misha Kahn moves through his work like an explorer charting uncharted territory, favouring instinct over convention, fusing chaos and control. His practice is a collision of craft, technology and material improvisation, drawing on a wide and unruly range of influences from the exuberance of Niki de Saint Phalle to the fluidity of Verner Panton. Whether sculpting directly into the computer or building with a wide range of media, the end result is a new visual landscape. Kahn treats making as an open-ended conversation with his materials, and it seems they never get bored. Nothing is fixed, everything is negotiable. The outcome is a body of work that seems to have emerged from an alternate reality - one in which excess and spontaneity override logic and restraint.

This fluid, flowing approach extends into his furniture, where objects appear caught in mid-transformation, their varied forms uncontrollable. A couch might resemble a Haribo mix left in a hot car, a chair might feel like a conscious creature, and even the most industrial materials can take on an unexpected theatricality. Collaborations with renowned manufacturers prove that even within the constraints of serial production, Kahn's work refuses to be tamed, maintaining the raw energy of one-off experiments while finding its place within the reproducible world of design.

Kahn's latest venture to launch at 5 VIE is Abject. Abject is a home and homeware brand emerging from his studio - taking his idiosyncratic material language into production. This first outing - Abject: Inhabit the Poché - reveals this bold new vision of domesticity, with the inaugural presentation focusing on movement as Abject takes shape in Milan. His signature IZK chairs - inspired by a traditional wooden chair design from an Isayaka in Japan - become both performers and set pieces in an animated spectacle. Visitors enter a space draped in fabric, where the silhouettes of the chairs are in a constant state of flux, like a shadow puppet show. As the performance unfolds, the chairs come to life.

At the heart of it all is a refusal to let objects behave as we expect them to. Instead of existing as contrasting objects, they invite us into a parallel world. This version mirrors the contradictions of human experience - playful yet serious, absurd yet profound, messy yet meticulously crafted. Ultimately, Kahn builds an entire universe in which joy, disorder and creative audacity reign supreme. All together.

Colture Project

OTHER SPACES

Produced by 5VIE

5VIE Headquarters - Cavallerizze - Via Olona, 4

It is an experimental project that combines different professions, experiences and skills, following an anthropo-social and ecological approach. The production of unique pieces or limited-edition objects, functional and poetic, is the result of the encounter between conceptual processes and manual operations derived from practices from architecture, design, craftsmanship and contemporary art. OTHER SPACES is the title of the exhibition for Cavallerizze where Colture Project presents an environmental installation in which the latest recycling productions on the theme Other Spaces converge. Mental spaces, uninhabited islands and cosmic places coexist in everyday



objects with a conceptual matrix. The objects of Colture Project's research eschew their exhibition function and inhabit the display as elements of an ever-changing landscape, in which the fruits of collaboration between human and natural energies find new forms of sustainable coexistence.

Julie and Jesse Metamorphism

Curated by Annalisa Rosso

Produced by 5VIE

5VIE Headquarters, Cavallerizze, Via Olona 4

Ceramics are among the most ancient and universal expressions of human creativity, an elemental gesture of transformation- earth, water, fire - resulting in a material that is both resilient and fragile. In their body of work, presented in part in a pyramidal display that recalls both archetypal ritual architectures and contemporary modular structures, Julie & Jesse explore the boundaries of this material, stretching its possibilities and working in a state of constant equilibrium.

Based in Hong Kong, the duo operates within a unique crossroads of influences, balancing Eastern and Western traditions while merging heritage with contemporary languages. Their experimental approach resists categorization, stretching across the fields of design, craft, and art, moving seamlessly between functional objects and pure artistic expression. Their backgrounds reflect this intersection: Swiss designer Julie Progin and American artist Jesse Mc Lin bring distinct perspectives that converge in a shared language of forms. A new universal language, emerging from an ancient alphabet that everybody knows by heart.

This interplay of contrasts emerges in every gesture. Porcelain, a material known for its unforgiving nature - demanding precision, allowing little room for error - is approached with a sense of discovery, pushing the limits of balance and structure. It is precisely this continuous redefinition of equilibrium that makes their pieces feel both familiar, rooted in an ancestral knowledge, and entirely unexpected. They are objects never seen before, not only in their aesthetic qualities but also in their technical achievements, which extend beyond conventional limits of ceramic production. An intrinsic tension, as if caught between stillness and motion, echoing broader questions of shifting identities.

The pyramidal structure conceived for the exhibition at Cavallerizze is not a neutral display. It reinforces this sense of layered meaning. An architecture of ascent, a movement from foundation to peak, but also an invitation to deconstruct hierarchies of perception. More than a singular narrative, it offers a constellation of possibilities, much like the hybrid nature of their practice itself - moving between continuity and reinvention.

Prendete & Mangiate

Curated by **Carolina Levi, founder Spazio Giallo**

Produced by 5VIE

5VIE Headquarters - Via Cesare Correnti, 14

It is not the same table as always,
the one where you eat and drink,
but a place where things are
without the need for words,
without the need for answers.
A place where one can feel
without touching each other,
where stories do not need to emerge
to be shared equally.

Vases, ceramics, glass,
objects that collect
without wanting to,
that hold what is not spoken,
the invisible that touches the air.

It is no longer the food,
it is the rest that remains,
the small crack, the crease,
what is hidden in every silence.

Aleksandra Zawistowska, Alice del Ferraro, Andrew Pierce Scott, Astrid Luglio, Charlie Masson, Chiara Berta, Chiara Grifantini, Claudia di Francesco, Cotta Studio, Dorian Renard, Ferdie, Fernanda Uribe-Horta, Filomena Smola, Francesca Anfossi, Fusion F, Gala Rotelli, Guglielmo Maggini, Hana Hillerova, Jan Garncarek e Ewelina Makosa, Mario Trimarchi, Marta e Marco Bevilacqua, Olimpia Montani, Pia Glassworks, Sara Bergami, Studio Notte, Teresa Lobelia D'arienzo, Utol Ceramica, Yellowdot, Ylaria Pavone, Zazie Gneccchi Ruscone

The installation of Take and Eat 2025 will feature Artisia, who will support the project and take part in the installation.

Richard Yasmine **Divine Decadence**

Produced by 5VIE

5VIE Headquarters - Cavallerizze - Via Olona, 4

Divine Decadence is a bold exploration of opulence, sensuality and playful provocation. Comprising an art de la table collection of vases, vessels and reversible bowls, these sculptural creations are crafted from marble, some adorned with stainless steel spikes and others left plain. Inside each spike are delicate handmade jasmine flowers in double silk organza, symbolising splendour.

Each object features removable, sculpted mother-of-pearl rods, designed to slide discreetly within the form. Together, they take the form of a fruit, "the fruit of sin", an ode to temptation. While exuding elegance and luxury, these rods hide a daring twist that subtly mimics intimate toys, seamlessly blending functionality and eroticism in an unapologetic celebration of desire.

Designed to provoke thought and spark conversation, the collection celebrates the harmonious fusion of art and fetish. Rooted in the theme of enlightenment, it unveils the shadows of human desire and taboo, revealing what is often hidden and embracing a bold dialogue of personal expression with a subtle nod to the forbidden.

Through Divine Decadence, the contrast between the timeless purity of marble, the shimmering effect of mother-of-pearl, the aggressive presence of spikes and the sensual fragility of jasmine invites the viewer to experience a visual tension intertwined with tactile audacity. It encourages them to revel in the pleasure of the unexpected, to find splendour in the unconventional and to embrace the divine in the decadent, leading to a celebration of the bold, the daring and the enlightened.

Sara Ricciardi x Rometti & Nodus **Girotondo**

Produced by 5VIE

5VIE Headquarters - Via Cesare Correnti, 14

What is love?

A creative investigation that goes beyond words: love as told by children.

Six vases arranged in a circle: a childlike vision that captures the untamed essence of affection, sketching its purest form.

Beneath them, the carpets unfold like living, vibrant scribbles, organic and fluid, as if love had poured onto the ground and turned into fabric.

Enter the drawings. Feel the embrace. 'Girotondo' is a dance of love, a continuous, collective movement. It is like singing together 'Ring-a-ring o' roses, we all fall down', but what if, through love, we could stand?



Sara Riccardi Studio

The Chrysalis Knows The River's Song - an interactive sculpture

Produced by 5VIE

5VIE Headquarters - Cavallerizze - Via Olona, 4

Suspension and becoming, *The Chrysalis Knows The River's Song* captures the fragile tension between seemingly motionless retreat and profound transformation. Inspired by the silent moment and poetic effort before flight, the installation invites the body to listen, to move, to become part of the metamorphosis.

'What for the caterpillar is the end of the world, the world calls a butterfly'.

From the Greek chrysos -oro- the chrysalis is a threshold of change, vibrant with the promise of flight. It looks like a silken cocoon and yet within it is the flow of a life that pushes to be reborn, a gestation that contains the flow of life. Like a river in its perpetual motion, it makes its song heard in the constant going and then rejoins the sea. People will be able to stand inside this sound hourglass, a bath of evolutionary aquatic sound. In this golden suspension, we prepare to fly. An installation realised thanks to the precious embroideries of Antica Fabbrica Passamanerie Massia Vittorio 1843.

HIVA ALIZADEH

armonie invisibili

Produced by 5VIE / Galleria The Flat

5VIE Headquarters - Via Cesare Correnti, 14

The Flat-Massimo Carasi gallery is pleased to collaborate with 5VIE presenting the works of the Iranian artist Hiva Alizadeh (1989, Kerman, Iran) in via Cesare Correnti 14. The combination of tradition and contemporary aesthetics creates a world of visual and emotional contrasts, above all thanks to the materials used to deconstruct the millenary concept of the Persian carpet: through the use of coloured synthetic hair, the artist gives substance to a stratification of pictorial veils that reveal themselves to the spectator when interacting with the work.

Always striving to bring painting and sculpture together in a single body, Hiva works with suspension and weightlessness, creating visual and tactile vibrations.

The viewer will find impalpable blades of fire rising above fluid vertical masses of water: the greatest contrast known to man, the most disruptive yet vital forces, two opposites meeting to create harmony: water and fire.

Alizadeh's works can be found in public and private collections throughout Europe, the Middle East, China and the United States, including important institutions and foundations such as AKZONOBEL Art Foundation - Amsterdam, The Netherlands. PALAZZO MONTI, Brescia, Italy. FREDERICK R. WEISMAN Art Foundation - Los Angeles, USA. SPRING Collection, KERMAN Museum of Contemporary Art, Iran. Ned Doha Art Collection and CLARA&NICO Collection in Italy and recently LAJEVARDI Foundation, Tehran, Iran.

5VIE HEADQUARTERS

HQ Le Cavallerizze - Via Olona, 4

Anotherview

BAR Altra Vista

A spin-off of Trattoria Altra Vista



5VIE Headquarters, Cavallerizze, Via Olona 4

On the occasion of the annual Milan Design Week, Anotherview is proud to present 'Bar Altra Vista' at the Cavallerizze, located in the 5VIE district. Bar Altra Vista, conceived as a natural extension of Trattoria Altra Vista, extends the pilot project presented last year in the spaces of Palazzo Litta, enhancing its communicative and experiential capabilities. The next editions of the project, planned for New York and then Dubai, will see Bar Altra Vista at the centre of daytime activities: not only a bar, but also a space dedicated to talks, presentations and cultural meetings, maintaining a welcoming and convivial atmosphere. At the same time, Bar Altra Vista will be an installation of refined Italian design.

Upon entering Bar Altra Vista, you are greeted by the typical atmosphere of an Italian bar, where ordering a spritz is a ritual, endless games take place around a finely crafted Hermelin pool table and lively conversation fills the air. Music creates the perfect ambience to savour a slice of the Italian lifestyle - authentic yet refined - while enjoying drinks and delicious food in the dynamic buzz of Milan Design Week. This is a place that weaves together countless stories, a space where memories are shared, familiar yet elevated by contemporary and sophisticated design. The result of the vision of a team of Italian designers and artists, including Anotherview, Andrea Mancuso of Analogia Project, Duilio Forte, Simone Fanciullacci, Matteo Di Ciommo, Benedetta Mori Ubaldini, Andrea Zambelli, Constantino Gucci and Tonino Negri, Bar Altra Vista is a unique and unusual immersive experience. Not just an installation, but a place where several events will take place: among others, Studio F will present a preview of two pieces from their first collection, designed by Simone Fanciullacci; the walls of the bar will display some works from Duilio Forte's project 'Lupus in Fabula'; a refreshment area, created in collaboration with street artist Sorte, will be entrusted to chef Aldo Ritrovato of Stadera Milano; and Anotherview will present 'Memory of a Travel', an exclusive project created for the British luggage company Globe-Trotter.

For this year's exhibition project, the Anotherview team has collaborated with the artist and architect Duilio Forte, who has re-imagined the space inside Cavallerizze as the stylised belly of a whale: a structure made of wooden beams that creates a space within a space, creating a more intimate and convivial atmosphere without obscuring the original charm and grandeur of the setting. This stylised structure makes it possible to "decorate" imaginary walls with photographs and shared memories of life's journey; an invisible ceiling from which are suspended luminous bodies designed by the Spanish design duo Mayice Studio, responsible for the lighting design of the installation. Bar Altra Vista is a meeting point between tradition and innovation, offering the public a unique experience that celebrates design, art, gastronomy and the conviviality that characterises our country.

CHELEBI

Room of Azerbaijan

5VIE Headquarters - Cavallerizze - Via Olona, 4

Founded by visionary artist and patron of contemporary art and design Aida Mahmudova, CHELEBI is emerging as a beacon of Azerbaijani artistry, offering a curated selection of decorative objects that redefine the boundaries of contemporary design. Each piece tells a story of heritage and innovation, seamlessly blending ancient techniques with modern aesthetics to create truly unique treasures for the home.

ELIURPI

Panta Rei

5VIE Headquarters - Cavallerizze - Via Olona, 4

Everything flows. Everything changes.

Nothing can be permanent in an impermanent world.

ELIURPI's proposal observes the permanent flow of nature in the Mediterranean as the stage on which we must immerse ourselves and embrace the unique logos in which our existence is fused.

Everything is a reflection of this unity in which everything flows. The essence of life is change, we must force ourselves to discover that everything and all things flow, nothing remains. In this installation, the essence of order is constant change. Change towards the natural, towards light and shadow. A light installation that manifests the constant movement of life. Eliurpi presents a collection of light sculptures that represent this change towards the natural, inspired by the Mediterranean seaweed that needs light to live. A light that they want to show both from the inside of the sculptures and from the outside.

Filip Tack
Più Objects
Conversations on life

5VIE Headquarters - Cavallerizze - Via Olona, 4

In times of shifting lifestyles, climate change and global uncertainty, people long for the comfort of home while valuing the flexibility to take their essentials with them. With this in mind, Belgian interior architect Filip Tack has created a collection of durable furniture pieces—crafted to be used, cherished and carried along on life's journey. Each piece is multifunctional, handmade and designed to move from one place to another and from generation to generation. These unique Più objects have the power to transform a space, bringing a sense of peace and tranquillity wherever they go.

FMM Design
Plinio: The eruption of Vesuvius in art

5VIE Headquarters - Cavallerizze - Via Olona, 4

FMM Design, a studio specialising in collectible design, will participate in 5VIE Design Week with a collection inspired by natural phenomena, in particular the eruption of Vesuvius in 79 AD. For the occasion, a new edition of the Plinio table and two new lamps, born from the same material and conceptual research, will be presented. The collection explores the transformative power of nature, capturing the primordial energy of eruption in works that fuse sculpture and functionality. The Plinio table, made of natural basalt, symbolises the strength and geological memory of the volcano, while the black glass top evokes solidified lava. The Plinio lamps, on the other hand, reinterpret the drama of the eruptive event through a lava stone base and a resin and cement cloud treated with volcanic ash, creating an evocative and immersive illumination. Each piece is a unique work that transforms the destructive force of Vesuvius into an object of refined artistic expression, suspended between historical memory and material innovation.

Glass & Glass
Nothing New to Invent

5VIE Headquarters - Cavallerizze - Via Olona, 4

"Nothing new to invent" is the title of the event to be held during Milan Design Week 2025, an exhibition dedicated to the "I Tondi" chandelier designed by Carlo Nason in collaboration with the international design studio S20M. The event is a tribute to Carlo Nason, a "successful unknown" who worked from the 1960s to the end of the 1990s, creating extraordinary glass chandeliers that combine the centuries-old knowledge of the Murano glass masters with the industrial production of the period. This project is the result of a long collaboration with Nason and the reworking of unpublished designs that have remained in the maestro's drawer for years. The 'I Tondi' chandeliers, produced by Glass & Glass, are characterised by their elegant simplicity, inspired by the circular modular shape of the glass panels that make them up, combining aesthetics and innovation in a refined reinterpretation of glass design. In the splendid setting of Cavallerizze, the limited edition 'I Tondi' column, specially designed for the occasion by S20M, will be exhibited, a unique piece that celebrates the dialogue between the past and the future of glass design.

Ivan Baj / ARCADE
VOYAGES

5VIE Headquarters - Cavallerizze - Via Olona, 4

Ivan Baj joins the renowned ARCADE brand with his artistic creations. Differing in style and craftsmanship from the traditional glassware found in the ARCADE collections, the new Ivan Baj pieces stand out for their experimental nature and occasional departure from Murano tradition. Each item is signed by Ivan Baj and dated 2025.

Jean Yves Lanvin
Mineral Sculpture

5VIE Headquarters - Cavallerizze - Via Olona, 4

Between art and design, Jean Yves Lanvin creates his works with a vision in which he expresses clean, asymmetrical lines with great attention to materials and their finishing. For 5VIE, he presents two of his iconic creations, the "Block Sculpture" table and the "Block Sculpture" console, the expression of an intense art form to experiment with.

LEGADO ARTESANO CASTILLA-LA MANCHA MUD TRAPPING

5VIE Headquarters - Cavallerizze - Via Olona, 4

The exhibition showcases contemporary craftsmanship, featuring the techniques and artisans from Castilla-La Mancha. This project is inclusive and collaborative, bringing together both male and female craftsmen in a unified installation. A ceramic sculpture, crafted from over 1550 pieces of clay and enamel by the collective of Castilla-La Mancha, symbolizes the bond within the pottery and ceramics community of the region.

DILIBORIO Heart of Glass

5VIE Headquarters - Cavallerizze - Via Olona, 4

The shirt, fragile and delicate, relentlessly worn by time, was not just an idea translated into fabric and thread, but a deep memory, a heartbeat, a fragment of a special moment. But the memory has the power to regenerate it: the colour reappears, the shape returns, crystallises, it does not fade, it remains eternal, suspended between what was and what will be forever.

Massimo Rigaglia Primitive Lighting System

5VIE Headquarters - Cavallerizze - Via Olona, 4

The Primitive Lighting System is a modular collection of floor lamps that offers exceptional versatility for various settings. Its minimalistic and straightforward design evokes a sense of primitive simplicity, chosen for both its aesthetic appeal and practical functionality. This design approach aims for a result that feels almost instinctive and organic, connecting more closely to the earth, humanity, and our shared history.

Michael Milesi - Millesimi Design HEA Lamp

5VIE Headquarters - Cavallerizze - Via Olona, 4

The HEA Lamp, designed by Michael Milesi of Millesimi Design, transforms the H-profile metal beam into a luminous marble icon. Light passes through the fragmented structure, creating a striking balance between the solidity of the stone and the lightness of the luminous beams. Each piece combines craftsmanship and innovation, becoming a timeless work of Italian design.

Nicolette de Waart Infinity Knots

5VIE Headquarters - Cavallerizze - Via Olona, 4

Nicolette de Waart is an artist and designer whose work revolves around themes of connection, femininity and beauty. Her artistic journey spans multiple disciplines and materials, creating a cohesive body of work inspired by nature and the diverse cultures and countries she has experienced. She strives to balance form and function, shaping her designs with purity and simplicity while embracing exploration and experimentation. Each creation is a reflection of her curiosity and evolving design language.



Piloto Milano

Ale Jordao, Candida Tabet, Claudia Issa, Fabio Lima (Venet Design) Felipe Protti (Mestre Artesao), Juliana Pippi (Trapos e Fiapos), Monics + Vieira (Galrão), Richard Daniel and Ronald Sasson

Curated by Ricardo Gaioso

5VIE Headquarters - Cavallerizze - Via Olona, 4

This collection offers a modern interpretation of urban living, featuring pieces that are not only functional but also boast striking aesthetic structures with significant visual appeal. Created by Brazilian designers, each item is infused with personal experiences that serve as a means of communication, self-expression, and reflection of the current zeitgeist.

TAKASHO DIGITEC x TANGENT

Yomosugara new outdoor lighting brands

5VIE Headquarters - Cavallerizze - Via Olona, 4

The proposal for Japanese outdoor lighting brand Yomosugara will be presented at 5VIE Design Week, where it is attracting international interest. The aim of the presentation is to present a distinctive vision of contemporary Japanese lighting that invites reflection from the Japanese audience.

Unobject

Tetra Kaleidoscope

5VIE Headquarters - Cavallerizze - Via Olona, 4

The meticulously crafted artwork of 'un' unobject, a high quality acrylic module that showcases exquisite craftsmanship and endless possibilities, serves as an inexhaustible source of inspiration for creativity. An illusion of infinite space, an interactive and evolving experience that respects the core values of 'un': exploration, innovation and progress.

HQ - Via Cesare Correnti, 14

ALÊ JORDÃO

ARTISTIC TAPESTRY

SNEAKERS

5VIE Headquarters - Via Cesare Correnti, 14

For Milan Design Week 2025, where he has been participating for almost 20 years, winning prizes and taking part in numerous exhibitions, the designer and artist presents one of his favourite versions: Tappeto Artistico Sneaker, in which the sneakers themselves come from the artist's collection, the photo was taken by him and the printing process is one of the most advanced - digital printing on tufted nylon with a Persian finish.

Beni Rugs

Intersection: Beni x Studio KO



5VIE Headquarters - Via Cesare Correnti, 14

“Beni”, a global rug brand responsibly crafted in Morocco, will debut Intersection, a collection designed with Paris-and Marrakech-based architecture firm Studio KO, in a former textile shop in 5Vie. Grounded by themes of time and record-keeping, Intersection transforms artifacts of industrial society into Moroccan rugs, melding Studio KO’s design vernacular with Beni’s forward leaning approach to craft. Emerging from a dialogue between storytelling and utility, the collection’s 10 designs articulate a meeting point of material, connection, memory and technique. This milestone release marks Studio KO’s 25th anniversary and the debut of Beni’s most ambitious and complex rug constructions to date, featuring five weaving methods including the introduction of Rabat, a sophisticated reinterpretation of the intricate R’bati carpet: a hyper-fine point knotted style that was born in Morocco’s capital city over 500 years ago that has remained unchanged until now.

FLAIR

MIRAGE

Creative Director Franco Mariotti

5VIE Headquarters - Via Cesare Correnti 14

For the 2025 edition, FLAIR interprets Room 5 at Cesare Correnti 14. Weathered surfaces like abstract paintings, natural light, shaded areas and a smoky atmosphere. And in the centre, the mirage. A space suspended between dream and matter. The latest capsule collection, entirely handcrafted by master craftsmen, was chosen for this installation. Metals, irregular surfaces, oxidised patinas. Mirrors, light. Woven fabrics, soft upholstery. The only colour: sand white. Mirage is an oasis, a refuge from the noise of time, an echo of imaginary places and ancestral memories.

The collection beautifully expresses the FLAIR aesthetic, balancing craftsmanship with creative intuition. Irregular surfaces, geometries and unexpected details, a tangible presence. And something mutable, something in progress, like the sand that forms the dunes. Mirage celebrates the authenticity of the imperfect, where beauty is revealed through subtraction.

With Mirage, FLAIR reaffirms its vision, strengthened by a nomadic spirit. Luxury is an invitation to get lost between reality and illusion, to rediscover the deeper meaning of life, to create worlds as works of art. A design that does not follow time, but shapes it. A perspective, a precise cut, a signature.

Iyo Hasegawa

ANGLE

5VIE Headquarters - Via Cesare Correnti, 14

The work ANGLE features geometric instruments such as a protractor, a triangular ruler and a straightedge, all centred around the theme of the joy of changing angles and shapes. As the angle indicated by the protractor changes, the triangular ruler and straightedge come together in different configurations, transforming both the form and function of the tools. This adaptable combination results in a design that is both dynamic and textured. Made of transparent and lightweight acrylic plastic, the connections between the parts reinforce the geometric harmony, creating a suggestive space with a beautiful floating effect. This exhibition presents furniture that embodies this concept.

Johnny Li

CONVIVIUM

5VIE Headquarters - Via Cesare Correnti, 14

For Milan Design Week 2025, architect and designer Johnny Li unveils CONVIVIUM - a striking installation that distills the essence of gathering into form. Part of his YILINE collection, the showcase revolves around CATHERINE, a contemporary reimagining of the traditional mahjong table - designed not just for play, but as a dynamic hub for modern living. Its triangular silhouette invites fluid interaction, reconfiguring the social geometry of games while embracing the rituals of shared space. Surrounding it, four TETSU chairs balance sculptural precision with quiet strength, their sleek frames grounding the scene. Nearby, TAY offers a lesson in adaptability - at once a stool and a side table, it moves effortlessly between function and spontaneity. Completing the ensemble, TYLER introduces a playful rhythm, its refined rocking form adding a sense of movement to the



composition. Li's installation is more than furniture - made in Italy from reclaimed wood by Studio F, it is an exploration of connection, where materiality, movement and memory come together in a celebration of contemporary life.

On.Entropy x Art Rug Project

Holy Luci: a collection celebrating light, colour and plasticity in marble and textile

5VIE Headquarters - Via Cesare Correnti, 14

Holy Luci is a remarkable collection of marble lighting, furniture and a rug that will debut this April in 5VIE, Milan's leading district for avant-garde art and design. Created by on.entropy, the marble atelier founded by Greek duo Niki and Zoe Moskofoglou, in collaboration with the Art Rug Project led by Electra Soutzoglou, the collection is inspired by the organic shapes and functional beauty of mushrooms.

At the heart of the collection is a velvety sculptural rug, marking the studio's first foray into textiles. This piece reflects the creators' shared love of innovative techniques, textures and finishes, stemming from their deep family ties to traditional craftsmanship. The rich textures and fluid shapes of the rug are beautifully complemented by on.entropy's sculptural marble lighting and furniture. These pieces strike a balance between sensual form and unexpected lightness, transforming marble into fluid, jewel-like elements within a space. With an emphasis on sensory exploration, Holy Luci celebrates texture, light, plasticity and the harmonious interplay of materials, inviting a fresh dialogue between marble and textiles.

Cecilia Pantaleo

STUDI

5VIE Headquarters - Via Cesare Correnti, 14

STUDI is the result of years of research by interior designer Cecilia Pantaleo. The project took root when she discovered that by rethinking lampshades she could create lighting inspired by stylised architectural forms. Through a series of prototypes, a miniature illuminated city gradually emerged, culminating in the installation currently on display.

Pietrachiara

Nouveau Réalisme

5VIE Headquarters - Via Cesare Correnti, 14

Pietrachiara returns to the 5VIE district with its iconic Anne columns, first presented here two years ago. Crafted from solid linden wood with hand-finished carvings, they exemplify Italian artisanal mastery. They are now reintroduced in a contemporary version, featuring an ultra-pigmented finish inspired by Yves Klein blue, which curiously complements the details of the magnificent ancient palazzo on Via Cesare Correnti 14. As in Nouveau Réalisme, the elements come together based on their 'collective singularity,' standing together despite, or because of, their differences. A message that today, more than ever, we want to emphasize.

Rive Roshan

Chiaroscuro: A Light in the Darkness

5VIE Headquarters - Via Cesare Correnti, 14

"There is a crack in everything. That's how the light gets in. - Leonard Cohen

On the occasion of Milan Design Week 2025, Amsterdam-based design duo Rive Roshan present Chiaroscuro: A Light in the Darkness. In a moment that can all too often feel dark, Chiaroscuro (literally meaning light and dark) is conceived as an offering of light and a reminder of the beauty and power that exists within and around us all. Within the installation, new glass works engage in a dance of light and colour inspired by the extraordinary ordinary moments that inspire awe and ignite us, from the vastness of the sky reflected in a drop of water, to the feel of a child's hand in your own, or a community coming together in joyful defiance of those who would divide us. Chiaroscuro is an invitation to celebrate each act of light and kindness, no matter how small, for cumulatively these acts have the potential to add up to something bigger and more powerful than we can even imagine.

Sagarminaga Atelier

Tuna Ex Machina

5VIE Headquarters - Via Cesare Correnti, 14

Sagarminaga Atelier presents Tuna Ex Machina at 5VIE Design Week 2025: a kinetic sculpture that combines craftsmanship, movement and technology. Inspired by the Atlantic bluefin tuna, this work challenges the boundary between the natural and the mechanical, reinventing design as a living system in constant evolution.

Sagarminaga Atelier presents a work that redefines the intersection of craftsmanship, movement and materiality at 5VIE Milan Design Week. Inspired by the Atlantic bluefin tuna, this kinetic sculpture transcends static representation by fusing plant fibres with metal to create an articulated form that mimics the beat of the ocean. Far from being a simple homage to nature, this work questions the idea of instinct and programmed cycles. The tuna, ancient navigator of the seas, is reinterpreted as a hybrid being - no longer driven by biological imperatives, but by a mechanical rhythm, an aimless migration. In a world where interaction and movement are essential to the evolution of design, Tuna Ex Machina proposes a new way of understanding the relationship between the physical and the digital, between nature and technology. At a time when immersive and dynamic experiences are redefining the perception of art and design, this work does not simply occupy a space, but engages in a dialogue with it, adapting and responding to its environment.

Stillness is a thing of the past; the future lies in the integration of mobile and intelligent elements capable of creating new narratives and experiences. Through the fusion of ancestral craftsmanship and kinetic design, Tuna Ex Machina is more than a sculpture; it is a system in constant evolution, a piece that embraces the paradigm of immersive and participatory design. It represents the delicate balance between tradition and progress, reminding us that movement is not just survival, but a narrative in transformation.

Stillness belongs to the past; the future lies in the integration of mobile and intelligent elements, capable of generating new narratives and experiences. With Tuna Ex Machina, Sagarminaga Atelier redefines the boundary between craftsmanship and technology, transforming movement into a constantly evolving narrative.

Studio mo man tai

Quilted Mirror Objects

5VIE Headquarters - Via Cesare Correnti, 14

Inspired by meticulous craftsmanship, Quilted Mirror Objects transforms leftover acrylic mirrors into striking geometric designs that play with light, texture and colour. With a strong commitment to sustainability, founders Ulrike Jurklies and Paul Bas use surplus acrylic mirror material in partnership with Pyrasied, a leader in eco-friendly plastics.

Mani Studio

Terre e Trame: a radical dialogue between ceramics and knitwear

5VIE Headquarters - Via Cesare Correnti, 14

Terre e Trame is a project that explores the material tension between the solidity of ceramics and the flexibility of knitwear, redefining the boundary between craftsmanship and contemporary design. In this novel encounter, traditional ceramics are reinvented through colour, glazes and manual manipulation, while knitwear is transformed into a sculptural and architectural structure, expanding its expressive possibilities.

Federica Sala

Negatives

5VIE Headquarters, Via Cesare Correnti 14

Federica Sala unveils new pieces from her collection of hand-blown glass and metal vases alongside a site-specific light installation that presents an exclusive exploration of the balance between lightness and solidity. Each piece is uniquely numbered and is the result of a meticulous handcrafted process that combines the vibrant transparency of glass with the strength and materiality of metal.

This collection represents a new facet of Sala's artistic exploration of the tension between contrasting and seemingly irreconcilable materials. The blown glass takes on organic and unpredictable forms, while the precisely turned and cut metal creates a structure defined by geometric and refined detail. Each vase bears the artist's signature and tells a story of craftsmanship and experimentation.



Massimiliano Pipolo **DANS LA SALLE DE BAIN**

5VIE Headquarters - Via Cesare Correnti, 14

Cloches, domes and glass bells are instruments of display and celebration. Traditionally, they housed objects that symbolised memories, such as the cloches des mariées, which protected and displayed the crowns of young brides, evoking memories of joyous occasions. In their glass bell form, Les Cache Choses become opaque representations of hidden memories - intimate and profound. These pieces invite us to reconnect with an inner world full of light, shadows, memories, dreams and moments that, although in the past, remain cherished in the sanctity of our inner selves.

DANS LA SALLE DE BAIN, an installation for Milan Design Week 2025, presents a selection of Cache Choses, translating their message of intimacy into a design language that reflects our deep 'jardin secret'. Accompanied by a collection of iconic objects such as mirrors, sconces and cloches, they evoke memories of our inner selves and the private worlds we inhabit.

Zade Design **TEARDROP COLLECTION**

5VIE Headquarters - Via Cesare Correnti, 14

Nature and craftsmanship are two sources that nourish the human soul, inspire creativity, and awaken aesthetic sensibilities. Each of these elements, captivating on its own, creates a true sense of harmony and beauty when combined. These enchanting factors have served as powerful sources of inspiration for the team. Their key focus has been to ensure that every new product is unique, personalized, and crafted with a variety of textures. By highlighting the beauty inherent in three distinct materials and showcasing the unique skills of the human hand, they have ensured that each product stands apart from the rest.

This is why all the products they design are called the Teardrop Collection. Zade Design's motto is 'Nature'. They strive to brighten people's lives with personalized designs that leave a lasting impression. Each of their creations is a limited edition, making each one distinctive and contributing to the originality of the entire collection.

HQ SIAM - Via Santa Marta, 18

Chendù feat. Fainplast **WHERE DO YOU WANNA GO?**

5VIE Headquarters - Via Santa Marta, 18

Chendù / Fainplast returns for its second year at Milan Design Week, continuing its experimentation with the aim of creating new experiences that disrupt conventional perceptions and forge a fresh balance between design, art and circularity.

In a nod to the whimsical themes of Alice in Wonderland, the outdoor installation invites reflection through its conceptual inspiration. It explores philosophy, design and the paths we choose, presenting a labyrinth that encourages visitors to lose themselves in order to rediscover their true selves. This treasure trove reveals the groundbreaking proposals for 2025, crafted in marble, travertine, metal and plastic, highlighting upcycling and high craftsmanship, weaving together vision and materiality, courage and wonder, aesthetics and functionality, sculpture and decoration.

Accademia Teatro Alla Scala *5VIE Headquarters - Via Santa Marta, 18*

The Accademia Teatro alla Scala, the esteemed training centre for Milan's renowned theatre, plays a significant role in shaping the artistic, technical and managerial talent within the live performance industry. During the Milan



Design Week festivities, a vibrant group of aspiring young performers and behind-the-scenes professionals will bring energy to the 5VIE celebrations.

Giovanni Hänninen **MOVING**

5VIE Headquarters - Via Santa Marta, 18

Studio Hänninen is preparing to relocate. As they bid farewell to the space that has been their home for the last 12 years, they are showcasing a gallery of projects conceived and developed within these walls. This marks a significant moment of reflection as they embark on a new chapter. The exhibition includes iconic images of Teatro alla Scala, investigations into major infrastructures that alter our perception of space, and transformations of contemporary landscapes across various continents.

5VIE DISTRICT

A di GAETA - Unconventional Atelier **The Shoe Library**

Via del Bollo, 2A

Design has the power to enrich our lives through the things we own, use and wear. Thoughtful design can express personality through appearance, form and functionality. Exceptional design creates timeless pieces that can be adapted to meet the diverse needs of users. A di GAETA believes that "true luxury lies in the ability to adapt products to people's lives". They redefine footwear as the pinnacle of sartorial excellence, seamlessly blending innovative design with unparalleled craftsmanship. Each pair exemplifies the perfect balance of form and function, where timeless elegance meets subtle practicality. Designed not only for aesthetics but also for versatility, these shoes evolve with the dynamic lifestyles of today's women. For Milan Design Week 2025, A di GAETA is unveiling an immersive experience: a unique Shoe Library & Café that invites guests to relax with a drink, explore thought-provoking literature and delve into the collection. Visitors will see how each pair of shoes transforms into a versatile 2-in-1 design and discover how to customise their footwear to reflect their individual style. The Shoe Library serves as a creative haven where customers can connect, personalise and celebrate their uniqueness in a harmonious blend of design, luxury and personal expression.

Alberto Levi Gallery **IL NULLA [HEECH / NOTHINGNESS]** **The Art of Embracing Nothingness**

Via San Maurilio, 24

Lila Valadan: "When everybody tries to be something, be nothing."

During this year's Milan Design Week, Alberto Levi Gallery and renowned rug designer Lila Valadan invite visitors to step beyond the hectic heartbeat of the city into a place quieter than silence - a realm where senses are recalibrated, beauty is distilled to its purest form, and true minimalism emerges through ancient weaving techniques and tactile narratives. At the heart of the exhibition lies HEECH (Persian for "Nothingness"), a profound philosophy rooted in Persian Sufism. It embraces the idea that creation springs from nothingness, which permeates the universe and resides within all of us. To surrender to this emptiness is to dissolve the ego and discover wisdom, beauty, and unity. Lila Valadan's Aleph Collection embodies this ethos, blending the raw poetry of nature with a reverence for tradition and craftsmanship. As the leading female rug artist from Iran, a nine-time



Carpet Design Award winner, and an AD 100 nominee, Valadan's work bridges past and future, carrying the belief that tradition is not about preserving ashes but keeping the fire alive. Crafting a Lila Valadan rug is akin to a silent prayer - a meditative dance of the hands. It is an art both ancient and perpetually youthful, telling stories of Persia's gentle hills and vast deserts. Textures form like constellations in a starlit sky, born from distant dreams and familiar landscapes. The colours - extracted from pomegranate peels, saffron, and walnut shells - are more than pigments; they are the living essence of the land, infused with sun, sand, and the earth's vitality. Her rugs do not merely come into existence - they grow, thread by thread, like a tree shaped by time, spirit, and intention. HEECH offers a raw, unfiltered perspective on design, stripping away the noise of superficial trends to reveal a language shaped by materiality, organic movement, and the timeless energy of human hands. Rooted in Sufi philosophy, the exhibition explores the poetic interplay of emptiness, light, and shadow - symbols of the void essential for encountering the divine. This minimalist yet profound approach embodies a spiritual ideology of shedding ego and worldly desires to uncover truth, unity, and inner peace. It invites those attuned to the subtle art of listening to connect with creations infused with history, spirit, and authentic meaning.

ARCStudio PERLINI

My Island/ Padiglione Infinito

Piazza Cordusio

My Island, born from the collaboration between Michele Perlini and Mattia Volpato, is an off-grid urban "island" designed for pure experiential pleasure and a meaningful return to social interaction - promoting an "analogue" way of life that prioritises high levels of individual engagement. It represents a striking departure from our current technological environment and offers a deeper interpretation of modernity, acting as a digital detox that surprisingly resonates with younger generations. Michele Perlini and Dario Biello also bring natural light to the forefront with their installation, Infinite Pavilion, which will be presented during Euroluce. This distinctive structure invites visitors to engage with a unique perspective at the heart of Fuorisalone 2025, located in Piazza Cordusio within the 5VIE district. The pavilion offers an unparalleled view of the city, a sensory exploration that immerses guests in an innovative dimension of urban nature. The experience is transformed into an intimate, meditative journey where individuals can lose themselves in a fluid, interconnected space. Here, the essence of nature unfolds, inviting visitors to engage deeply with both the physical aspects of the environment and their own inner selves.

arsprima associazione

"OP decoration and visionary" - Focus on ELOISA GOBBO

curated by Cristina Gilda Artese

Gilda Contemporary Art - Via San Maurilio, 14 Produced and promoted by arsprima association for contemporary art, Eloisa Gobbo has spent years exploring the meaning of decoration and its application in different, often uncharted territories and expressive media. Her work is inspired by emerging trends as well as fascinating references from the past. The title pays homage to the Optical Art movement of the 1960s and 1970s, which brought together art, fashion and design.

Arjumand & Casa D'Arte San Patrignano

Arjumand Ottoman Floral fabrics & Wallpapers x Casa D'Arte San Patrignano

Via Santa Marta, 11

In the heart of the 5VIE district during Milano Design Week 2025, Arjumand presents a new collection that takes us back in time - a celebration of the Ottoman floral aesthetic. The vibrant and intricate motifs of the 17th century are reinterpreted in a dazzling display of detail and colour, evoking tales of imperial courts and lush gardens where the essence of nature is manifested in pure, spontaneous forms.

With a striking contrast between classic Ottoman designs and the understated elegance of small embroideries reminiscent of the Aegean islands, Arjumand invites you to explore this captivating duality, where richness and simplicity come together in a dialogue of extraordinary beauty. The new collection includes upholstery fabrics and wallpapers, with decorative panels created with exceptional care thanks to the long-standing collaboration between Casa D'Arte San Patrignano and Arjumand.



The artisan workshops of San Patrignano, part of the Casa D'Arte San Patrignano initiative, will proudly showcase their skills within Arjumand's World during Milan Design Week 2025, bringing their craftsmanship to a realm of creative excellence and decoration. This partnership represents a fusion of tradition and innovation: decorative panels designed by Idarica Gazzoni and produced by the talented young people of the community will coexist with the unique pieces of Casa D'Arte San Patrignano, interacting with Arjumand's eclectic universe. Together they tell a story of beauty, craftsmanship and social commitment.

Barbarella Marchesi

Eterna

Via Ansperto, 7

Barbarella Marchesi's new collection blends past, present and future, celebrating eternity through design. Inspired by the masters of the 20th century, it uses innovative materials and unique craftsmanship. Fine woods, refined metals and evocative fabrics create essential and timeless furnishings that hint at a futuristic vision of living.

Bitossi Home

"Trattoria"

Via dell'Unione, 11

Bitossi Home presents "Trattoria", a project that unfolds in the rooms of Sugo Milano in Via dell'Unione 11, redesigned to offer a modern interpretation of the quintessential Italian trattoria atmosphere. The initiative also extends to Via Santa Marta 19, where, in collaboration with French designer Sandrine Alouf, a collection of ceramics inspired by the most iconic dishes of Italian cuisine will be unveiled.

BOON_EDITIONS x A-N-D

with BOON_ROOM Gallery

Via San Vittore al Teatro, 1/3

BOON_EDITIONS x A-N-D proudly unveil their collaboration. French publisher BOON_EDITIONS has teamed up with Canadian lighting brand A-N-D to showcase new creations that elevate the realm of art and design. They have enlisted the BOON_ROOM gallery to curate an exclusive exhibition showcasing a selection of their designers. Visitors can look forward to an array of functional art and collectible design pieces that elegantly blend craftsmanship with innovation.

Daria Nepop, Caterina Pereira, Gianfrancesco Brivio Sforza

Missing Objects

Via della Signora, 4

The objects in one's home serve distinct purposes: the sofa for sitting, the book for reading, and the lamp for illumination. Each item is meticulously designed to fulfill a specific need. However, what about the objects that are absent from traditional domestic settings?

This is the question being explored at the Missing Objects exhibition. A collective of 18 young designers, artists, and architects from around the globe has come together to address this inquiry by sketching, designing, and crafting items that challenge conventional notions of the domestic environment. Working in pairs, each duo has developed a design that stands out in shape, material, and function - such as a foldable chair intended for sharing intimate moments, a rotating table for meeting new people, a vitrine that infuses pillows with familiar scents, and a handle designed to perform every function except opening doors.

Casa Ornella

MEDITERRANEA - Andamento Lento

Via Conca del Naviglio, 10

Casaornella returns to Milano Design Week with Mediterranea – Andamento Lento, a fluid, sensory experience of living. Curated by Maria Vittoria Paggini, the project overturns traditional domestic hierarchies by placing the bathroom and kitchen at the center, transforming them into the focal points of a new way of living in the home.



Here, design is not something to be observed, but something to be experienced, as the rhythm of daily life slows down, creating space for a more intimate and expansive dimension. This year, Casaornella evolves into a permanent space, a dynamic showhouse for brands and creatives, a crossroads of ideas and exclusive events where the concept of living naturally evolves, without haste.

Droulers Collection

Droulers Collection: The Empress's voyage

on appointment

At the heart of the Droulers Collection is a deep passion for discovery. Nathalie and Virginie Droulers are adventurers, storytellers and collectors who travel the world in search of unique pieces and the remarkable stories behind them. Each journey brings the Droulers sisters closer to the artisans, traditions and cultures that inspire the furniture and objects they create. At the heart of their vision is the extraordinary work of women - craftspeople, weavers, artists and visionaries - whose skilled hands, combined with their heartfelt traditions, shape each piece. The Droulers Collection embodies the essence of fine craftsmanship. Metals are meticulously shaped and finished by hand, while fabrics are woven using ancient techniques, with natural colours adding warmth and authenticity. Ceramics take on sculptural forms with unexpected finishes, and patterns inspired by distant lands breathe life into surfaces. Every detail reflects the care and creativity of the women who transform raw materials into timeless objects.

The Droulers Collection will debut at Milan Design Week 2025 with eight pieces of furniture and accessories made from unconventional materials.

DecorAzione by Angela Florio

Metropolitan Jungle

Fusion of Design, Nature and Herbae Tinctoriae

INPS - Via Circo, 16

Metropolitan Jungle, conceived by Angela Florio of DecorAzione®, is a project that combines art, design and urban nature, transforming a common space in Milan into a creative oasis. In collaboration with 5VIE art+design, the project celebrates urban nature with decorative artefacts and sustainable workshops. Participants: DecorAzione®, MF Design srl and Do Your Garden®, which combine art, design, tradition and innovation to make green space design accessible to everyone. The event will take place at the INPS headquarters in via Circo 16. The event is sponsored by Santamarta immobili, Milan.

DesignSingapore Council

Future Impact 3: DESIGN NATION

Chiesa di San Bernardino alle Monache, Via Lanzzone 13

Singapore celebrates 60 years of design evolution with Future Impact 3: DESIGN NATION: three interconnected exhibitions that explore the nation's evolving design identity and Singapore's development through the lens of design. The main exhibition, Future Impact 3, features ten of Singapore's most relevant and forward-thinking designers today, showcasing work that harnesses the power of design and technology to enhance everyday life and address pressing societal issues.

Edileco Progettazione

Milan Hub: Natural Connections

Largo Carrobbio, 2A

Imagine stepping into the beating heart of Milan and discovering an environment that perfectly blends nature, art and technology. This is the concept behind the project by Edileco Progettazione: an office that represents the first Biophilic Design certified workspace in Italy by BQI (Biophilic Quality Index). This innovative concept redefines the notion of space, where greenery is not just decorative but at the heart of the matter, supported by cutting-edge design solutions that transform Edileco's Milan hub into a dynamic, ever-evolving ecosystem. The environment becomes a regenerative place, where every detail is designed to stimulate the senses and promote the well-being of those who inhabit it.



At the heart of this project, called The Forest, is the fusion of nature, art and engineering to create highly functional spaces with innovative design. The use of integrated electrical and electronic systems, smart home automation, bioclimatic methods and renewable energy systems guarantee energy efficiency and environmental sustainability, giving substance to the values embodied by the space. The integrated approach proposed by the Edileco design team presents architectural and engineering solutions that will amaze visitors.

Effeti Cucine Opens Flagship Showroom in Milan's Prestigious 5VIE District *Via Cappuccio, 21*

Effeti Cucine, a leading manufacturer of high quality handcrafted kitchens, announces the opening of its new flagship showroom in Milan's exclusive 5VIE district. The showroom offers customers the opportunity to experience the brand's excellence first-hand and to design and personalise their bespoke kitchen, a lasting investment for a lifetime.

For over 50 years, Effeti Cucine has been synonymous with Italian quality and craftsmanship. With a nationwide presence throughout Italy, the company directly oversees every stage of the process, from design and manufacture to installation, ensuring a complete and impeccable service in Milan and the surrounding province. These are not just cabinets, they are meticulously crafted pieces, imbued with passion and a deep understanding of the customer's needs. Each Effeti kitchen is designed to last a lifetime, to impress with its beauty and to integrate perfectly with the owner's lifestyle.

The 5VIE showroom showcases the best of Effeti Cucine:

Design: A team of experts creates unique atmospheres and develops bespoke solutions to suit every taste and style. Innovation and creativity are at the heart of the design process, ensuring consistently original results.

Manufacturing: Effeti's expertise in manufacturing high quality furniture ensures impeccable finishes and prompt delivery.

Furnishings: Unique and original pieces complement the kitchen offer, enriching the environment and creating a harmonious overall aesthetic.

The story of Effeti Cucine began in 1963 with Armido Ristori's Falegnameria Toscana. The collaboration with designer Giancarlo Vegni in the 1970s was a turning point, transforming the workshop into a state-of-the-art factory specialising in the production of modular kitchens. In 1973, Effeti Cucine was officially established, carrying on an innovative and forward-looking vision, always focused on quality, flexibility and sustainability.

Effeti Cucine offers:

Bespoke design: Personalised kitchens that reflect the individual style and needs of each client.

High quality craftsmanship: Premium materials and handcrafted techniques guarantee durability and elegance.

Complete customisation: Clients are involved in every stage of the process, from material selection to finishing touches.

Attention to detail: Every element is carefully considered and flawlessly executed.

The Milan showroom in 5VIE offers a unique opportunity to discover the world of Effeti Cucine and make your dream kitchen come true.

GIOPATO & COOMBES SCARABEI

Via San Maurilio, 19

"I am fascinated by the possibilities of transforming cold metal into shapes that emulate living organic forms." Ruth Asawa

Nature follows invisible rules, creating pure forms, spontaneous structures, and organisms that seem to stretch into infinity. Scarabei is born from observing these processes, exploring the relationship between repetition and freedom, diversity and uniqueness. We envisioned a luminous organism in continuous expansion, as if resulting from a natural process. Not mere aesthetics, but material that follows the laws of symbiosis and interdependence. The experimentation began with the material: concave dome-shaped elements, individually cast in aluminum using the ancient sand-casting technique. Each piece, unique and textural, retains the marks of the artisan's gesture, as if sculpted by time. The luminous clusters are not mere shapes but bodies —like the iridescent, full forms of



scarabei (scarabs)—growing and shifting in space. Each unique, born from the encounter between invisible geometry and nature’s organic spontaneity. Light does more than illuminate: it propagates fluidly, in symbiosis with the material, evoking a vital energy that animates every surface. Thus, Scarabei becomes more than a lamp: a fragment of nature, a luminous ecosystem that breathes within the space, engaging in a continuous dialogue with the observer.

Hungarian Fashion & Design Agency Budapest Select Exhibition

Via Santa Marta, 21

This exhibition presents a carefully curated selection of Hungarian design at Milan Design Week, celebrating the country’s vibrant creative spirit and rich design heritage. Offering a unique perspective and thoughtful approach to design, it features works by leading Hungarian designers, as well as industrial and visual artists. The pieces on display address contemporary challenges with both innovation and depth, harmonising aesthetics with meaningful functionality. Sustainability plays a crucial role, highlighting circular design practices and forward-looking craftsmanship. Visitors will have the opportunity not only to explore the latest developments in Hungarian design, but also to gain insights into the future of Central European object culture.

Instituto Cervantes Milano - designers (Re)designing the world

Designers: Amalia Puga, Cristina Omarremetería, Eli Gutiérrez, Helena Rohner, Ines Sistiaga, Ingrid Picanyol, Julia Esqué, Marta Ayala, Mirian Miguel, Raquel Buj, Silvia Ferpál e Verónica Fuerte

Via Zebedia, 5

Twelve women designers from the contemporary Spanish scene bring their unique perspectives and values to the forefront, contributing to the creation of a more sustainable and inclusive reality. Through their artisanal processes, the materials they select, and their artistic narratives, they engage in a more human-centered and socially conscious creative practice.

Karpeta

Via Cappuccio, 18

LABORATORIO PARAVICINI + STUDIO MARY LENNOX JARDIN A' L'ITALIENNE

Via Nerino, 8

“Jardins à l’Italienne” evokes a metaphysical atmosphere in which vegetation sheds its spontaneity to become architecture in a suspended, timeless landscape. As each plate is placed, the table transforms into a garden unfolding in delicate ceramics; the installation elevates the courtyard into an immersive artwork, constructing walls of greenery and hyper-realistic volumes.

Lapalma for Architects and RIVIERA SPACETIME

A journey through time in the name of a timeless design

Via Gorani, 6

Located on Via Gorani at Lapalma for Architects and RIVIERA creative space, Lapalma’s timeless design reimagines the environment of an iconic architecture studio, creating an unexpected interplay of space and time that takes visitors on a journey from vibrant vintage geometries to sleek futuristic curves. Highlighting the passage of time and its unstoppable progression, the exhibition features 24 wall clocks - unique creations by various international design studios as part of the 24HOURS project, curated by Jamie Wolfond in collaboration with Simple Flair.

Linea Pelle



Via Gorani, 4

**Luca Trazzi per F.A.N. Europe Lighting
Graffito di Luce**

Via Caradosso, 3

In Luca Trazzi's installation, created in collaboration with FAN EUROPE Lighting, the architect has reinterpreted key elements associated with Bramante. Drawing inspiration from a decorative graffito depicting flowers in the plaster of the cloister, Trazzi designed a striking lighting installation. The luminaires feature a light, rounded sunburst shape, casting a warm glow that animates the portico and creates luminous pathways. Flower-shaped lighting elements form a captivating interplay of light and shadow in the garden, nestled between the columns and foliage. Inside the sacristy, a straight path is defined by two parallel rows of flower-shaped floor lamps. The installation includes twenty-four lamps with thirty-two rays in the cloister, sixteen in the garden, and eight in the sacristy; this deliberate use of the number eight and its multiples pays homage to Bramante, who similarly incorporated this number in his design, alongside the twelve apostles and four evangelists.

**MARGRAF
CRASH**

Spazio Big - Via Santa Marta, 10

Margraf, a leader in the marble industry, debuts at Milan Design Week with CRASH, an installation by Hannes Peer Architecture, renowned for its conceptual and multidisciplinary approach that combines architecture, design and theoretical research.

CRASH transforms marble, traditionally a symbol of perfection and immutability, into an element of disruption and revelation. The project celebrates marble as a living, evolving material capable of expressing tensions and contradictions, transcending the idea of a mere surface to become a witness to a deeper narrative, one made of memory, energy and metamorphosis.

Pink Pampas

**I'm Your Happy Place: Milan Retreats Guest Hub opens up to positive values and energy from
Pink Pampas**

Via del Bollo, 2

The Milan Retreats Guest Hub embraces the energy and values of Pink Pampas, which since 2016 has brought authenticity to furniture with handcrafted Mexican pieces reinterpreted in an Italian way. Each piece in the collections conveys a positive vibe because it is imbued with all the artisan wisdom handed down and preserved over time, which, thanks to the exclusive reinterpretation of Pink Pampas, reaches the soul of our homes, nourishing them with beauty and energy.

**Ottica San Maurilio
See and be Seen**

Via San Maurilio, 14

The return of Alain Mikli, the genius of eyewear design.

**Pellini / Fraser Designers
Recovering the Ordinary**

Via Morigi, 9

Series IV presents artistic vessels made from the remnants of brass and copper once used for industrial purposes. Each piece has its own unique history, having been transformed through a meticulous process of cutting, shaping, patinating and polishing. By repurposing these materials, the creators present them in a fresh and unexpected form.

**PONZIO
UNICAMENTE**



Via Giuseppe Barellai, 6

The installation for Milan Design Week will offer an immersive experience that combines innovation, design and sustainability. At the heart of the exhibition is Unica, the intelligent window that represents the perfect fusion of technology and functionality. Every detail of the installation has been meticulously designed to demonstrate how the window uses artificial intelligence to interact with its surroundings, monitoring temperature, humidity and the presence of people. Visitors are invited into a dynamic and interactive space where they can see and experience first-hand how Unica enhances the intelligence and sustainability of any environment. A minimalist and modern atmosphere will serve as the ideal backdrop to showcase the beauty and innovation of the product.

SKIRA

ATELIER BIAGETTI X SKIRA

Via Meravigli, 18

Skira is a renowned international reference for artistic monographs, books on art and culture, and comprehensive catalogues. On 10 April 2025, during Milan Design Week, Skira will host a dynamic takeover by Atelier Biagetti at its boutique in via Meravigli 18, Milano. Atelier Biagetti is known for its commitment to constantly challenging the boundaries between different disciplines.

STUDIO TAKEDA KATSUYA DESIGN

TIMELESS INNOVATION

Via del Torchio, 5/7

The fourth edition of "Timeless Innovation" celebrates "Iki", a Japanese aesthetic concept originating in Tokyo that embodies essential beauty - simplicity combined with taste and individuality. The exhibition presents the refined minimalism of the "BRACE" collection of modular furniture made from fine Hinoki cypress. This collection is the result of a collaboration between the Milan-based Takeda Katsuya Design Studio and the Tatehiko brand of Shoei Furniture Studio Co., Ltd. To enhance the appeal of the exhibition, visitors can also see examples of DRY BONSAI®, an artistic reinterpretation of traditional bonsai by Shigeo Fujita, and a pictorial work by Takako Lida, inspired by the forest of the Ashio mountains.

Titina Ammannati and Gianpiero Vitelli

1955-2025, 70 years of architecture and design

LIVING THE SPACE

Atelier Balderi - Via Ausonio, 20

A personal retrospective exhibition, curated by Porzia Bergamasco, Anna Maske and Elisabetta Vitelli, presents the creative legacy of a couple who revolutionised Italian design by creating timeless furniture and sophisticated architectural solutions for brands such as 4Mariani, Brunati, Longhi, MisuraEmme, Moroso, PozzieVerga and Rossi di Albizzate. Renowned art directors Ante Litteram, Titina Ammannati and Gianpiero Vitelli led the search for innovative solutions and materials, making modularity and adaptability their stylistic hallmarks, while embodying a discreet elegance that also characterised their lives.

Unimatic

Friends of Time

Via Meravigli, 18

Unimatic announces its collaboration with digital artist Migrating Lines for Milan Design Week 2025, hosting him for the first time at its boutique in Via Meravigli 18. The fusion of the brand's minimalist design and Migrating Lines' digital art will offer a new perspective on time and the importance of living authentically.

Visteria Foundation

Romantic Brutalism. A Journey into Polish Craft and Design.

Presented by Visteria Foundation

Curated by Federica Sala

Viale di Porta Vercellina 11



Having re-established itself on the world stage in 1918, Poland sought to assert its identity by taking part in the Paris International Exhibition of 1925. To commemorate the centenary of this important event, the Visteria Foundation, founded by publisher and art patron Katarzyna Jordan, has organised a showcase of Polish craft and design. The exhibition will focus on key themes related to nature and post-nature, exploring how the historical influences of Brutalism, Romanticism, Folk Art and Art Deco continue to shape modern Polish design culture.

**we+ (Unseen Objects is a collaborative project with Heiwa Gokin)
Unseen Objects / SO-Colored**

Galleria Rubin - Via S. Marta, 10

Japanese design studio we+ presents Unseen Objects, a collaboration with Heiwa Gokin that explores the beauty of the casting culture. In addition, we+ presents SO-Colored, a project that explores the possibilities of colours derived from natural microalgae.

SPONSOR

Artisia

La pasta stampata 3d

Artisia is 3D printed pasta, but it is more than pasta. It is a gastronomic product open to the language of art, design and technology, the effect of unprecedented combinations capable of creating a sensory and conceptual experience that unleashes emotions, shatters certainties, satisfies, amuses, unites.

Cantina Ruggeri

RUGGERI presents LIMITLESS, a limited edition of Valdobbiadene Prosecco Superiore D.O.C.G. Quartese which, starting from an unconventional design inspired by the four elements and the nature of Valdobbiadene, exalts the pioneering and far-sighted spirit of the historic winery.

