

MO.

1950

Company
Profile

MO.

"We shape ideas to create living environments that will gratify those who choose them".
Corrado Molteni, General Manager of Mo.1950.

Introducing Mo.1950

Mo.1950, the company led by Corrado Molteni, is the last phase of a family business venture that began with a furniture shop established in Brianza in the early 1950s that has been engaging three generations passionate about furniture and design. Corrado's partners are his mother Lea and his sister Elena, actively involved with prominent roles in the daily life of the firm.

With seventy years of experience in the sector and thanks to a solid network of excellent partners, the contract and retail services company Mo.1950 is at the centre of a network of professionals and workshops with which it designs integrated and complete solutions for its customers.

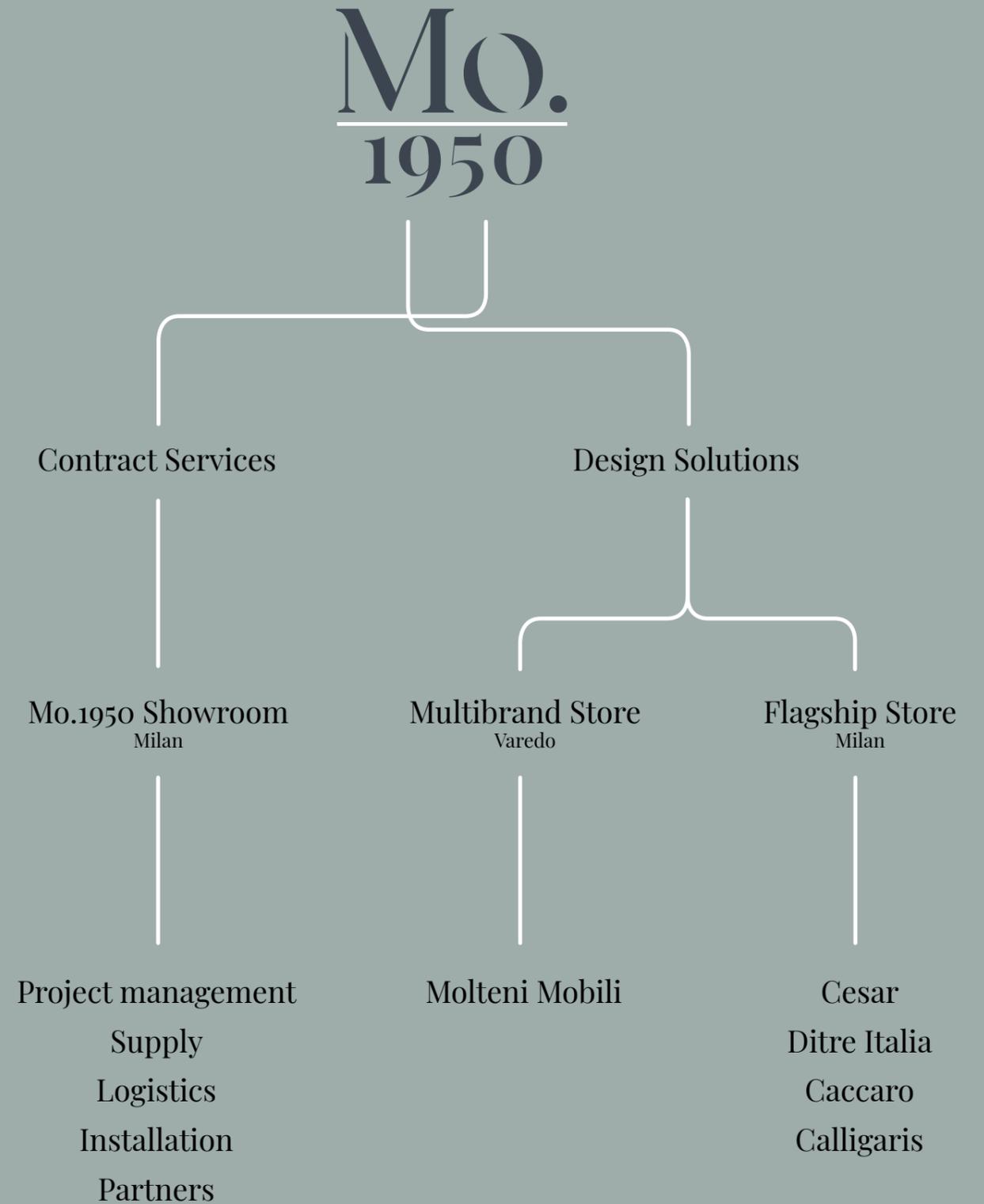
Mo.1950 offers bespoke design solutions, furnishing and interior design advisory, including turnkey solutions.

Contract Services, Design Solutions

Mo.1950 is a versatile reality in Milan, stemming from a consolidated experience in the field of furniture and design services for the residential sector.

Founded as Molteni Mobili—a furniture shop in Brianza, Lombardy—in the early Fifties, in 2010 the company established its first Milan base and began a retail development process with the opening of Cesar, Ditre Italia, Caccaro and Calligaris flagship stores.

In 2020 the company devised a new organisational structure, changed its name and opened its Mo.1950 multi-brand showroom, a space in the heart of Milan specialising in bespoke furnishing solutions for the contract sector and dedicated to real estate professionals and architects.



Facts & Figures

- 3 the Molteni family generations since 1950
- 6 the spaces dedicated to design
- 18 the countries in which we have carried out projects from 2010 to date
- 30 the 2019 turnover percentage increase over 2018
- 43 the persons who form our team
- 70 the company's years of experience in interior furnishing
- 78 the percentage of women in the company

Project Approach

Listening and sartorial attention, experience and design culture, versatility and dedication make it possible for Mo.1950 to best interpret any requests.

Each project is tackled with the professionalism of a company that, since its inception, has been listening to people' wishes and has offered relevant solutions, with the ambition of creating spaces that meet the needs and tastes of those who will live there.

Project management: Method

Thanks to the in-house team of interior design experts and the use of consolidated processes and tools, Mo.1950 takes care of all aspects of the project, from detailed estimates to punctual installation.

Supply: Tailoring

Mo.1950 provides standard or made to measure bespoke furnishing solutions, always in line with the technical, quality and budget requirements of the project.

Logistics: Performance

Mo.1950's team manages all the logistic aspects of the project, from supply to delivery and assembly of the products, in Italy and worldwide.

Installation: Care

Delivery of turnkey projects. Mo.1950 carries out installations with highly skilled in-house staff who ensure compliance to the projects' quality standards.

The Showroom Mo.1950

A multifunctional space inaugurated in October 2020, the Mo.1950 showroom combines work areas dedicated to the professionals of real estate and architects with welcoming mono-brand and multi-brand display areas.

Partners in the project are excellent names of Italian design, including Ceramiche Caesar, Quadrodesign and Rexa Design, that have chosen Mo.1950 as their new Milan space dedicated to contract services.

Conceived by designer Matteo Lualdi to welcome all the partner brands to their full potential, energised by Stefano Gaggero's styling, Mo.1950 is a space for projects as well as a destination for the general public: an authentic environment where to find solutions to furnish with style and originality.



The material library

Materials to shape dreams.

The material library, on the lower floor of the space in Via Molino delle Armi, is the beating heart of the showroom. A vast archive of materials from Mo.1950 partner brands, but not only, to help the designer develop the creative phase of the work and the client to see and touch materials and finishes. A series of moodboards—combining stoneware, fabrics, wallpaper, wood and much more—help to tangibly illustrate the possible combinations and opportunities for design customisation.

Tailor-made projects and original collaborations between Mo.1950's partner brands materialise here in elegant hybridisation results that are unique, whilst confirming the authenticity of each brand. Because the objective of Mo.1950 is one and only one: to best interpret the needs and tastes of the customer by valuing its business partners.



Partners of excellence

• CÆSAR •
C E R A M I C H E

Since 1988, a vocation for a material as fine as porcelain stoneware has inspired the work, thoughts and actions of Ceramiche Caesar.

At Caesar, the culture of this material combines with technology to generate a value which contributes towards defining the company mission and its very identity.

Know-how and extensive experience of the product form the basis of all actions at Ceramiche Caesar. Made in Italy, creativity, talent and flair reign supreme in every project.

Ceramiche Caesar: material for your projects.

caesar.it

© Ceramiche Caesar





Innovation, design, green solutions: a project cleverly handled by a family company.

Quadrodesign is a young and dynamic company that manufactures products for the bathroom, filtration and kitchen world. Every day Quadrodesign experiments and researches by combining noble and cutting-edge materials such as stainless steel with an essential, archetypal, timeless design.

Quadrodesign products are highly sustainable and inherently hold a value of beauty that is not pure aesthetics, but function and practicality.

Attention to the environment is at the heart of the project.

quadrodesign.it

© Quadro Design



Rexa think about the bathroom as a complete concept, from furniture to accessories and wall coverings that integrate perfectly to create an ambiance where to feel good, to help chill and escape from the daily routine.

A place where the physical and visual well-being of the person is the goal of careful research for functional solutions and attention to detail, along with the keen study of finishes and colours.

A world of sensory and personalisation that also opens up to other parts of the house. The only limit is our own imagination!

rexadesign.it

© Rexa Design



Design Solutions

Retailer by trade, Mo.1950 has opened in Milan the flagship stores of Cesar, Ditre Italia, Caccaro and Calligaris. Spaces that are entirely dedicated to promoting the brands, important showcases that tell stories of design and excellence.

C E S A R

The Cesar flagship store in Milan is a privileged place to discover the brand in depth, to understand the know-how and the peculiarities that define the company and its products, and to choose the most suitable kitchen for your project. Kitchens created for the well-being of people.

Via Larga 23, 20122 Milano

cesar.it



A spacious venue just a stone's throw from Sant'Ambrogio in Milan, where the vision of the living area is extended to include the sleeping quarters.

Like a home, the shop is a design exercise, which attests to the company's ability to deal with spaces and solve the most complex situations, tailoring them to suit specific customer needs.

Via Carducci 38, 20122 Milano

ditreitalia.com

© Lorenzo Pennati



The Caccaro flagship store, 300 sqm on different levels, is the place where the company meets designers, architects and private customers who can discover the extensive choice of finishes, textures and colours.

A new idea of home and storage.

Via Larga 23, 20122 Milano

caccaro.com

© Telegrafici / Luca Zanoni



calligaris 

Function and elegance.

Innovative design furniture engineered to offer real-life solutions and essential comfort. A company with over 100 years of experience in the sector that continues to experiment with materials and finishes, with a strong ability to embrace change and a very high level of quality.

Via Baracchini 9, 20122 Milano

calligaris.com

© Lorenzo Pennati



molteni mobili

Since 1950, as a result of the experience and knowledge handed down over three generations, Molteni Mobili has been a reference point for people wishing to furnish their homes with taste and functionality.

Turnkey service, attention to customer needs, accuracy and after-sales service have been Molteni Mobili's hallmarks since the very beginning.

Via Milano 8, 20814 Varedo (MB)

moltenimobili.eu

Seventy years
of family history



From ideas to projects, from projects to reality



Private homes, hospitality spaces, contract sites: in recent years Mo.1950 has brought its advisory and design services in different domains, throughout Milan, Italy and beyond.

Together with design professionals

BESANA
CARPET LAB

caccaro

•CÆSAR•
GERAMICHE

calligaris

C E S A R

Ditre
Italia

FERRERO
LEGGNO
DESIGN
TO BE OPEN

FontanaArte

LAGO

lapalma

Oty
light

QUA
DRO

REXA
DESIGN

Mo.1950's partners are leading companies specialised in different sectors of design furniture, that ensure an agile teamwork and a punctual and competitive implementation of projects, thanks to their relentless pursuit of innovation and the constant search for quality.

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Mo.1950 Office & Showroom
Via Molino delle Armi 14
+39 02 97107119 | +39 0297107120
20123 Milan - Italy

mo1950.com