



HOMMÉS  
STUDIO

# CHROMATIK HOUSE

IMPROBABLE INTERIORS & PROVOCATIVE DESIGN

in partnership with



# CHROMATIK

HOMMÉS Studio alongside ACH Collection, ACH4Pets and TAPIS Studio presents CHROMATIK HOUSE – Improbable Interiors & Provocative Design, a synaesthetic exhibition that will take part in Milan Design Week 7-12 June, on the third edition of Palazzo delle Meraviglie at Museo Bagatti Valsecchi on MonteNapoleone District.

On its debut at an international design event, HOMMÉS Studio presents a metaverse version of home and invites visitors to use their senses – hearing, sight, smell, and touch – to explore a home that blends real and imaginative, leaving them wondering whether the future is still unwritten or it is a rebirth of classical philosophies and aesthetics.

CHROMATIK HOUSE is an hyperphysical experience based on four movements – NeoClassic, NeoSurrealism, NeoPop, and NeoPrimitive. Each of these movements supports the concept behind CHROMATIK HOUSE but is also the backdrop for all the work that HOMMÉS Studio develops daily. The Porto-based design studio always looks to deliver furniture and design objects that blend classical proportions, dreamlike silhouettes, and unexpected colors with a construction based on human emotion.

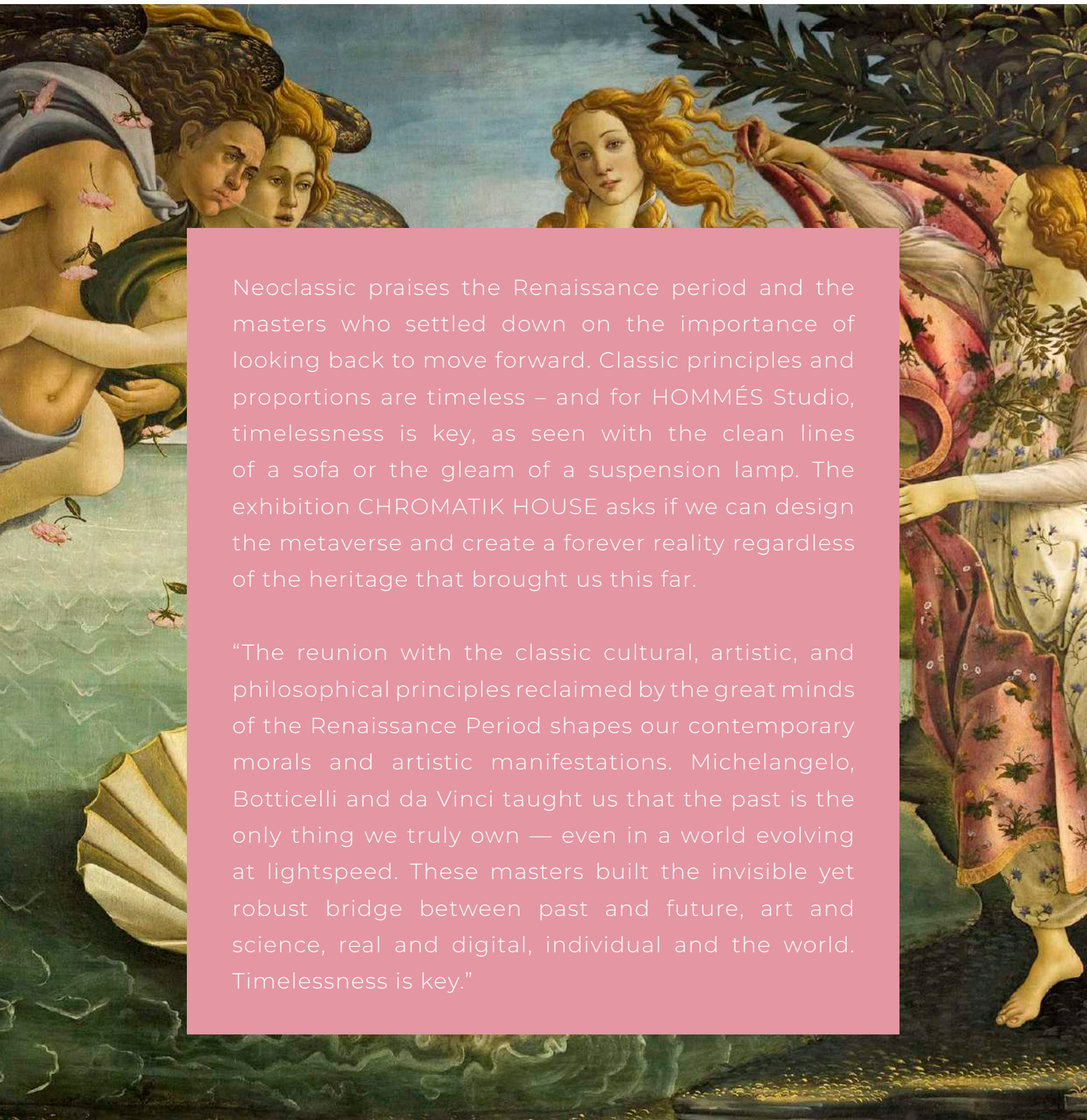
At Fuorisalone, HOMMÉS Studio occupies the chambers of Palazzo delle Meraviglie with designer furniture, astounding ceramics, cushions with hypnotic patterns, emotional scent candles and home diffusers, elegant pet beds, bowls and accessories, and finally, rugs with a thrilling design. A plethora of artistic manifestations of the design studio led by Micael Carvalho defy design professionals and art enthusiasts to discover home as a tool, a canvas, and a concept. A tool to create the very own world we want to live in. A canvas to lay our daily hopes and dreams on. An idea that rejects the notion of time.

From 7 to 12 June at Milan Design Week 2022, HOMMÉS Studio promises to hit the heart of Milan with a golden arrow that will unleash an otherworldly passion for provocative, improbable design with a home in (e)motion.



# NEOCLASSIC

Tradition with a futuristic shape



Neoclassic praises the Renaissance period and the masters who settled down on the importance of looking back to move forward. Classic principles and proportions are timeless – and for HOMMÉS Studio, timelessness is key, as seen with the clean lines of a sofa or the gleam of a suspension lamp. The exhibition CHROMATIK HOUSE asks if we can design the metaverse and create a forever reality regardless of the heritage that brought us this far.

“The reunion with the classic cultural, artistic, and philosophical principles reclaimed by the great minds of the Renaissance Period shapes our contemporary morals and artistic manifestations. Michelangelo, Botticelli and da Vinci taught us that the past is the only thing we truly own — even in a world evolving at lightspeed. These masters built the invisible yet robust bridge between past and future, art and science, real and digital, individual and the world. Timelessness is key.”



# NEO SURREALISM

We never get bored



A bespoke home with dreamlike furniture and visually attractive home decor is what we need to disconnect from a chaotic world. The Porto-based design studio advocates that amusement is mandatory and the space we live in must be a playground for our minds and spirit. Unexpectedly cheerful homes with surrealist objects, such as a pillow ball or a rug with an abstract shape, a kaleidoscope of colors, and fanciful silhouettes blur the line between reality and imagination, tangible and virtual, and are the sweetest escape.

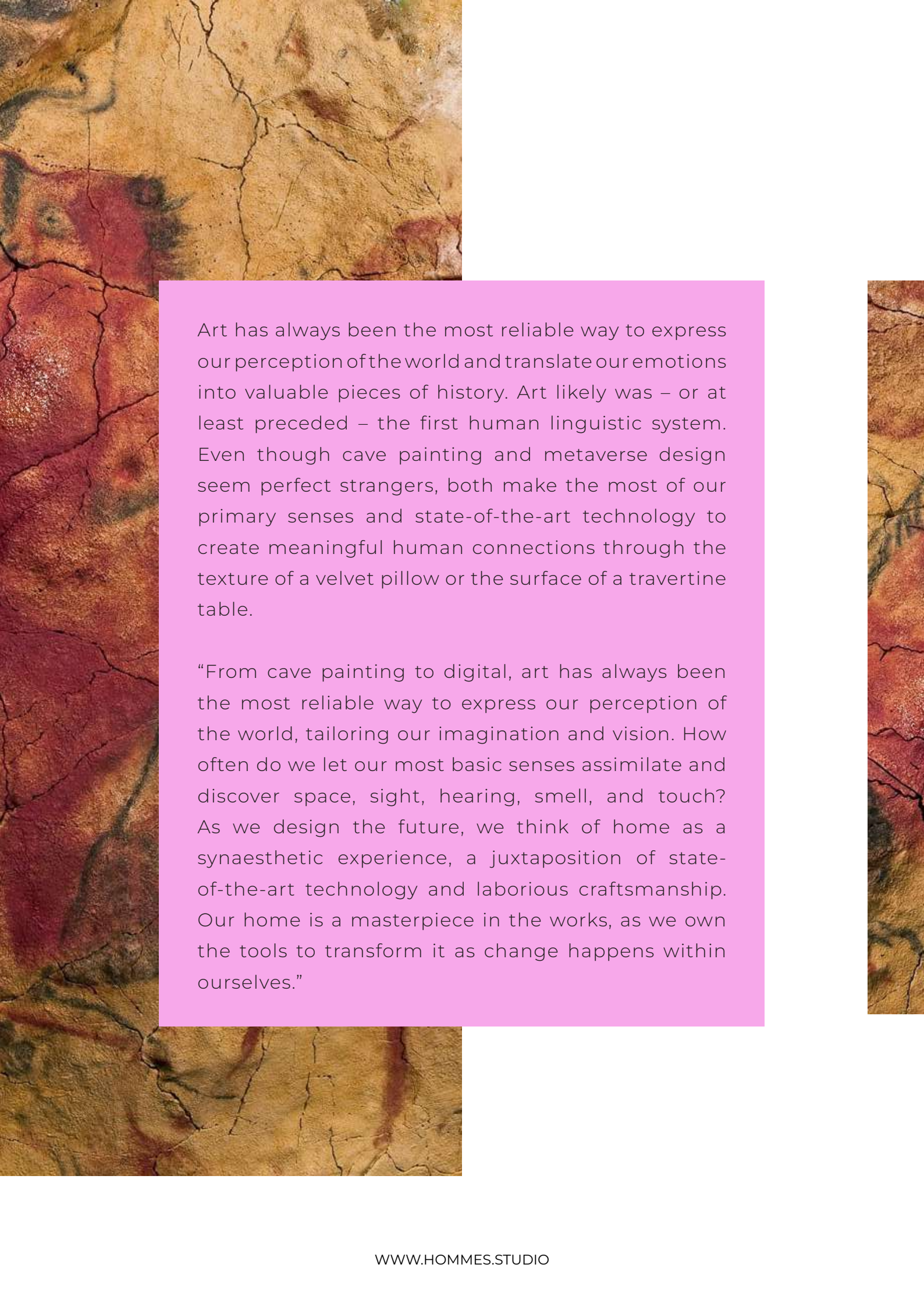
“Even in a world evolving at lightspeed, it is possible to disconnect from our surroundings and log reality out. More than ever, amusement is a matter of survival. We approach daily life with a dadaist spirit and borrow imaginative compositions from Joan Miró to create sweet escapes that are unexpectedly cheerful. Our tailored imagination fills homes with dreamlike objects that turn the place where we live into a playground, homes where we never get bored.”



# NEOPRIMITIVE

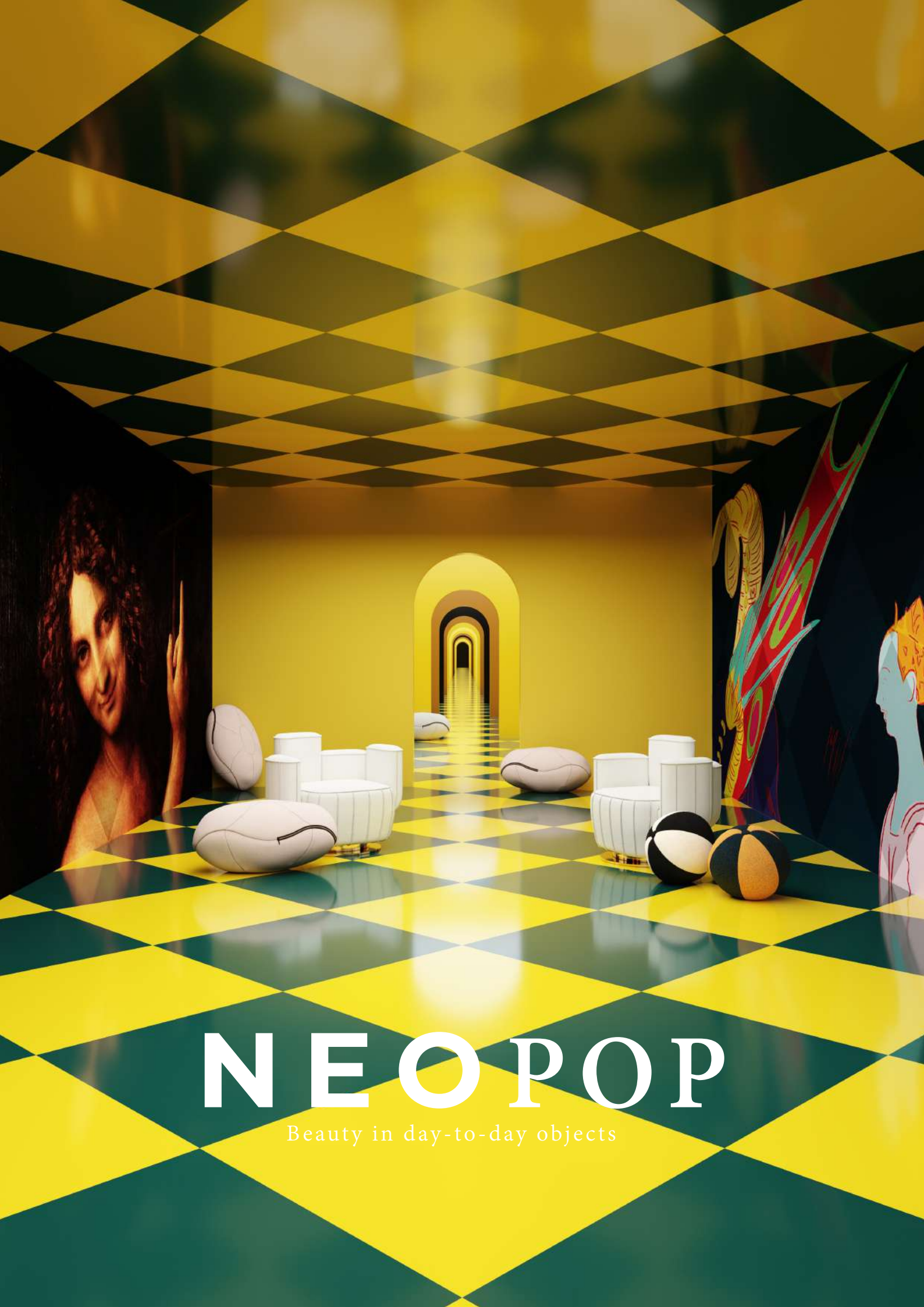
A synaesthetic experience





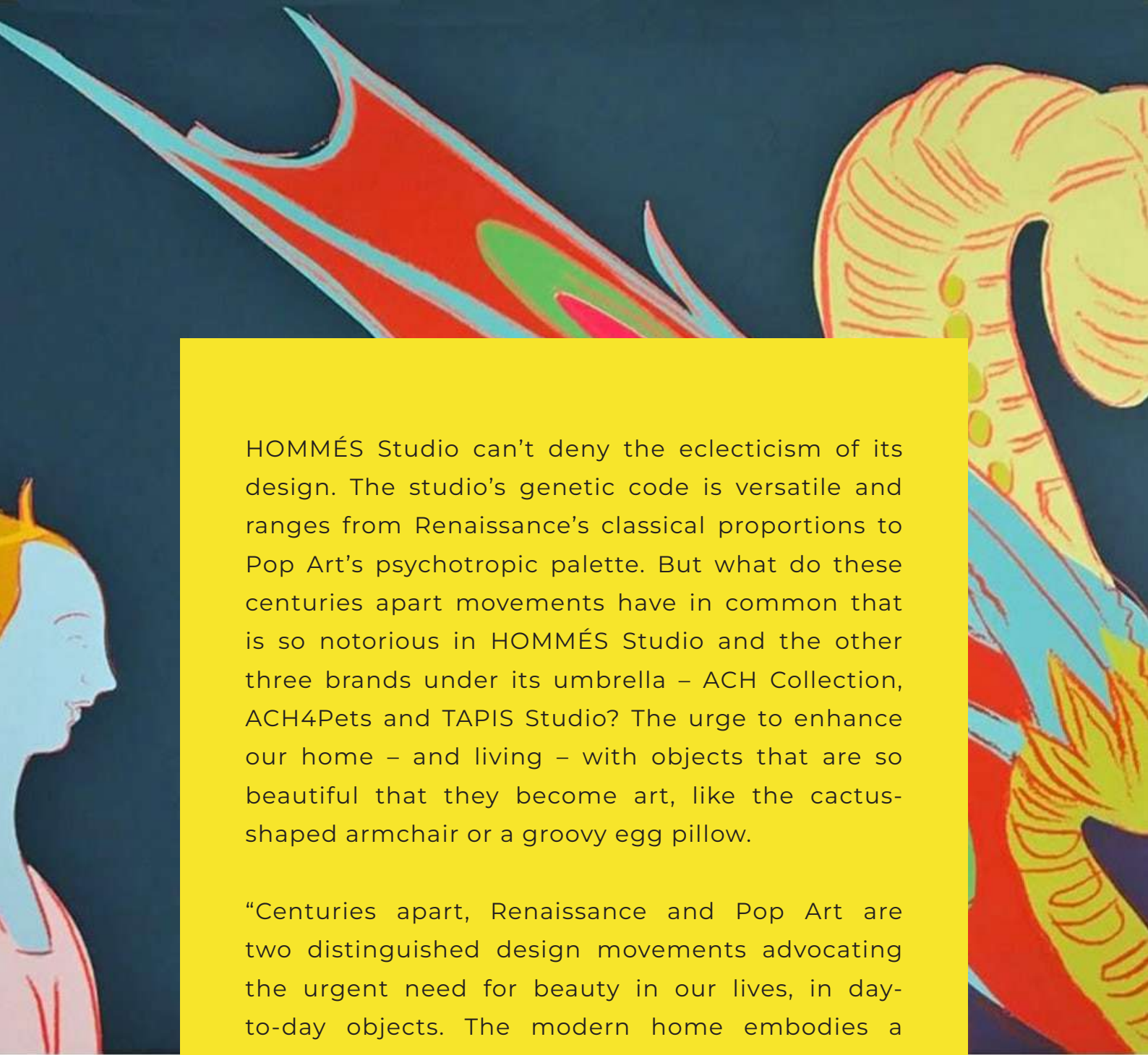
Art has always been the most reliable way to express our perception of the world and translate our emotions into valuable pieces of history. Art likely was – or at least preceded – the first human linguistic system. Even though cave painting and metaverse design seem perfect strangers, both make the most of our primary senses and state-of-the-art technology to create meaningful human connections through the texture of a velvet pillow or the surface of a travertine table.

“From cave painting to digital, art has always been the most reliable way to express our perception of the world, tailoring our imagination and vision. How often do we let our most basic senses assimilate and discover space, sight, hearing, smell, and touch? As we design the future, we think of home as a synaesthetic experience, a juxtaposition of state-of-the-art technology and laborious craftsmanship. Our home is a masterpiece in the works, as we own the tools to transform it as change happens within ourselves.”



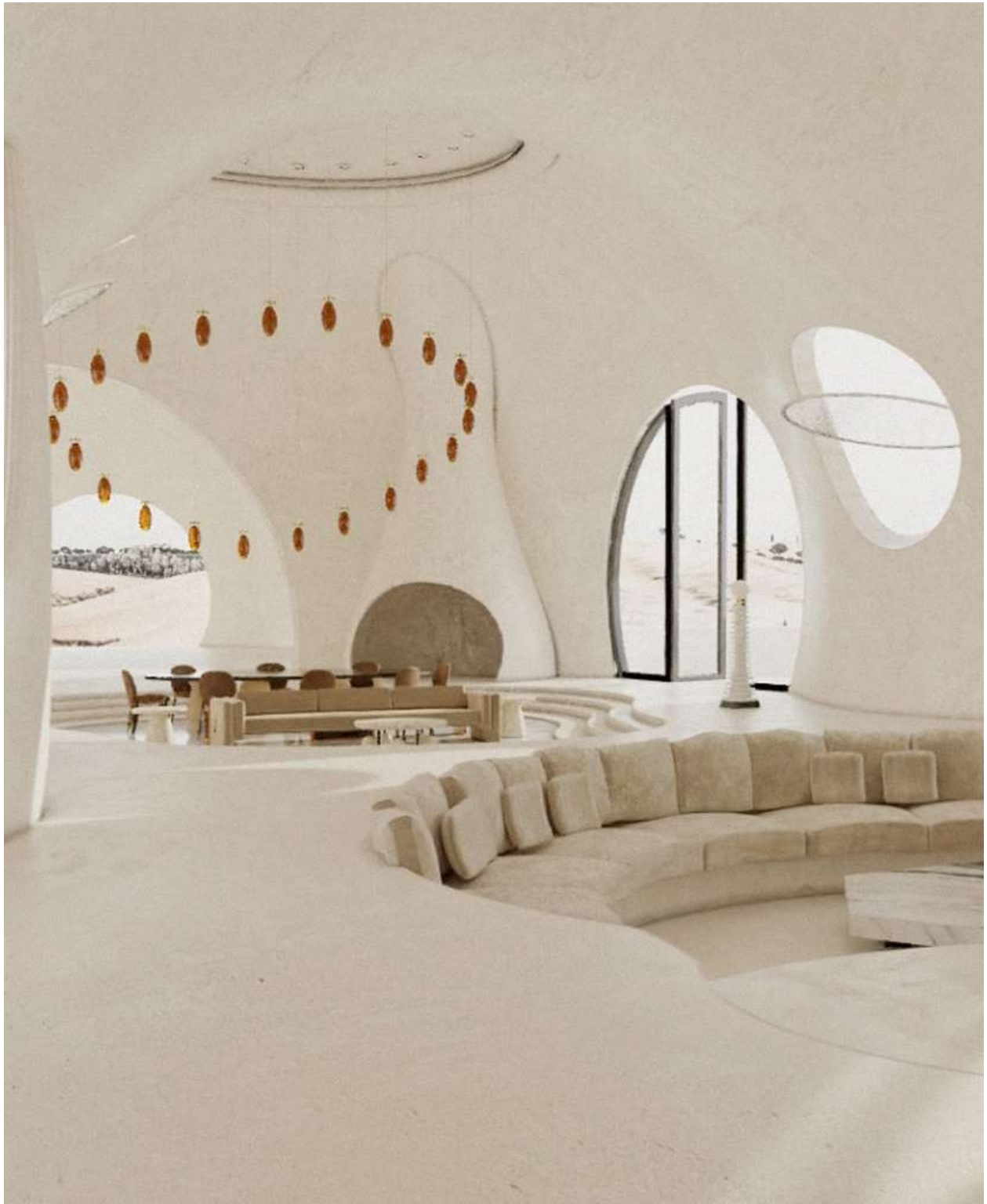
# NEOPOP

Beauty in day-to-day objects



HOMMÉS Studio can't deny the eclecticism of its design. The studio's genetic code is versatile and ranges from Renaissance's classical proportions to Pop Art's psychotropic palette. But what do these centuries apart movements have in common that is so notorious in HOMMÉS Studio and the other three brands under its umbrella – ACH Collection, ACH4Pets and TAPIS Studio? The urge to enhance our home – and living – with objects that are so beautiful that they become art, like the cactus-shaped armchair or a groovy egg pillow.

“Centuries apart, Renaissance and Pop Art are two distinguished design movements advocating the urgent need for beauty in our lives, in day-to-day objects. The modern home embodies a contemporary design manifesto, a clash of classic proportions and psychotropic colors that add fun to our living, turning any home into a museum filled with mundane objects with immense beauty.”



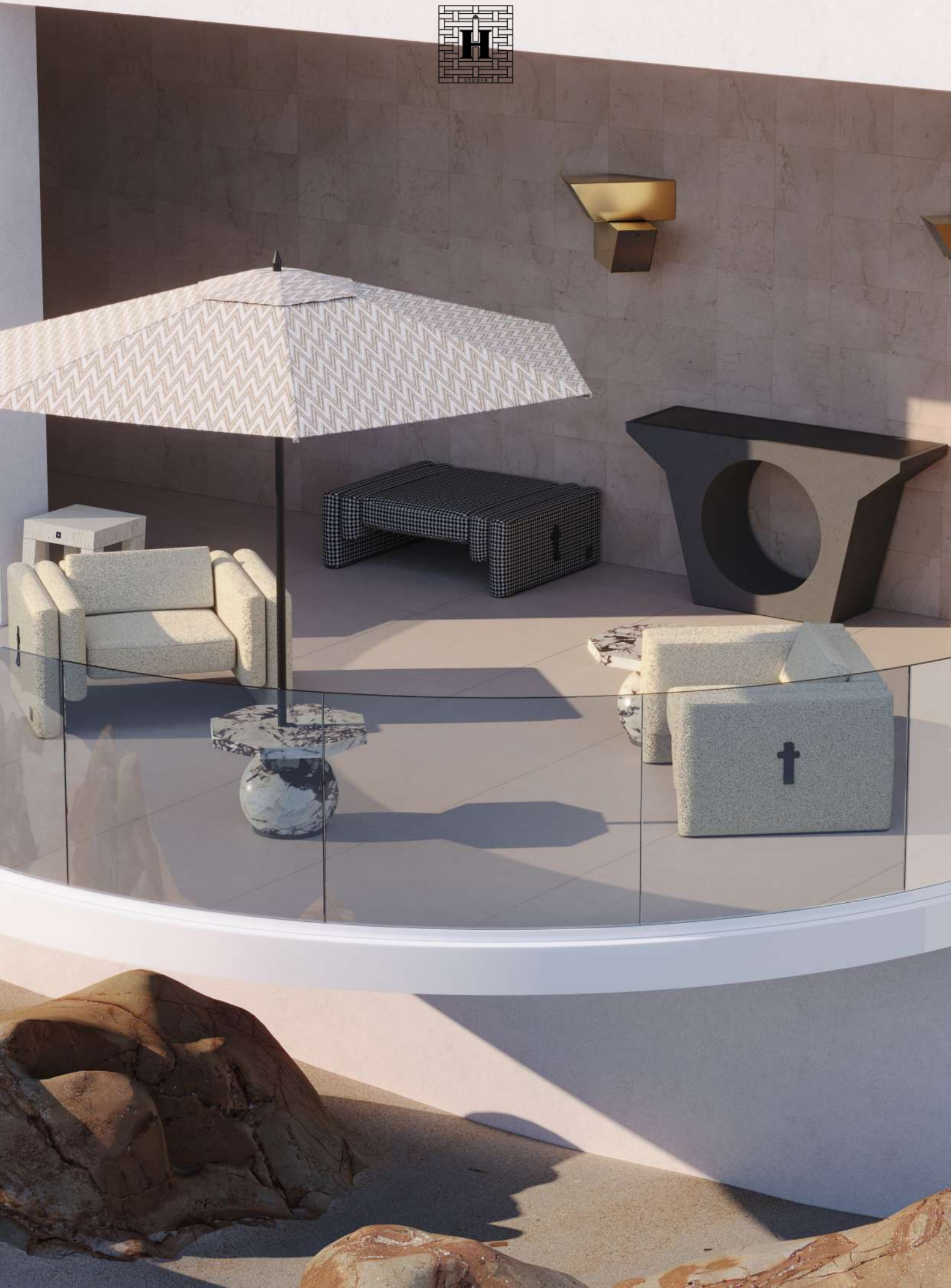


HOUSE OF HOMMÉS

HOUSE OF HOMMÉS is the home of four bold and unique design brands that share the same ultra-modern lexicon. Starting as HOMMÉS Studio, the brand's unceasing creative evolution and mutation branched out ACH Collection, ACH4Pets & TAPIS Studio. Tailored to comprehensive lifestyles, HOUSE OF HOMMÉS creates modern furniture, bold decor objects, luxe pet accessories, and stylish rugs that blend artisan knowledge and industrial innovation, paying particular attention to how they fit in the same space.

With its very first international exhibition at Palazzo delle Meraviglie at Fuorisalone 2022, HOUSE OF HOMMÉS aims to outline the singularity of each brand born under the umbrella of HOMMÉS Studio, the first brand of the lifestyle conglomerate. CHROMATIK HOUSE is a theatrical affirmation of HOMMÉS Studio's chameleonic genetic code and how a plethora of objects with a strong character can harmoniously inhabit under the same roof.

The exhibition CHROMATIK HOUSE invites visitors to use their senses – sight, touch, hearing, and smell – to explore materials, finishes, and samples of the meticulously crafted designs and learn the distinctiveness of each provocative and improbable brand through an immersive showroom experience.





## **HOMMÉS** STUDIO

HOMMÉS Studio is born from a skilled merge of visionary identities with distinctive design, art, fashion and pop culture perspectives.

The studio conveys its inspiration into design pieces that are refreshing and relevant, paying particular attention to how they can fit contemporary spaces with bold and unique identities.

HOMMÉS Studio aims to set trends instead of following them. The design studio is in unceasing creative evolution and mutation, branching out new brands and forms of expression. Under its umbrella, ACH Collection, ACH4Pets & TAPIS Studio add up to the interior design industry with cheerful home accessories, premium pet accessories and modern rugs that complement every room with colorful and sculptural entities.

The designs become artistic bodies in a blend of artisan knowledge and industrial innovation, crafted under ethical and sustainable practices.

Believing that a house must express the owner's soul, Hommés Studio products are tailored to comprehensive lifestyles.

ACH



Home reflects what we love, who we are,  
and this is our most important story





ACH Collection is a luxury signature brand by HOMMÉS Studio. Collections of spontaneous and extraordinary objects, from decor to homeware, and scented fragrances, continually seek new design experiences with the philosophy of turning your home lifestyle into your unique experience of living.

The decorative objects combine a blend of distinct cultures, artistic influences, and trendy shapes that merge original handcrafted decor with attention to the most delicate details, capable of awakening emotions, collecting memories, and telling a narrative.



**ach4**  
**pets**  
FUN FRIEND • LIFESTYLE



ACH4Pets is about elevating our home and our furry friends' daily life and comfort. A signature of ACH, 4pets offers luscious pet beds, bowls, rugs, and more, to reflect his owner's lifestyle and décor taste, blending seemingly with the home furniture and decoration.

The Pet Collections suits diverse and eclectic styles and complements the home decor with your four-legged friend's well-being in mind.

A brand motto that unifies a pet as a family member. A design signature that purpose is not only to provide a stylish pet accessory but to merge a luxury lifestyle with our furry friends' comfort.





TAPIS Studio is born from the desire to create a vanguardist, multi-personality tapestry brand. Curious about the world, creativity, art, and nature, TAPIS Studio rugs meet the needs of every room, every style, and everyone.

Committed to working for a good today and a better tomorrow, TAPIS Studio rugs are made under sustainable and ethical practices in a blend of artisan techniques and modern technologies. The result is an eye-catching rug that pleases all senses, lasts a lifetime, and suits a thoughtful lifestyle.

A rug made for you. From our hands to your feet.



## CREATIVE DIRECTOR

MICAEL CARVALHO

Micael Carvalho is the creative director of HOMMÉS Studio and a multidisciplinary artist who finds interior design the peak manifestation of his passion for art history and visual arts, from photography and painting to digital design.

Born to a mother whose family is tied to handmade textiles and artisanal fashion and to a father who is a photography and nature lover, Micael learned to explore the beauty within the simplest things from a very young age. His attraction to everything aesthetic and authentic was nurtured during his childhood. To him, home is the primary source of inspiration, 'home is more than a space where you live. It should be your creative harbor with the power to transform, inspire, and change your soul.'

Whenever he leaves his creative nest, Micael Carvalho carries a notebook. A mere landscape can lead him to a creative spree, and creating is the catharsis for his aesthetic soul and uninterrupted creative mindset. Micael sees design as a magic tool to bring his ideas to life and share his imaginative world with the people around him, and he feels that creating is what he is meant to do - at least, it is what makes him happy and feel alive.



## PALAZZO delle MERAVIGLIE

Palazzo delle Meraviglie is an event curated by Katrin Herden that gathers six avant-garde companies from all around the world at Museo Bagatti Valsecchi in Montenapoleone District during Milan Design Week.

Known for its permanent collections of Italian renaissance art, the Museum Bagatti Valsecchi is a unique and stimulating historic house museum in downtown Milan that has hosted Palazzo delle Meraviglie since its first edition in 2019. Counting with a forced hiatus in 2020, the event created by Katrin Herden and organized by the Milan-based interior designer alongside her Studio MHZ co-founder architect Alessandro Zarinelli invites six leading brands to occupy the chambers of Museo Bagatti Valsecchi and flaunt their vision for the design industry.

Palazzo delle Meraviglie aims to explore the future of interior design with clashing classic and contemporary art, creating an intense artistic symbiosis.

## Notes to the editor

Show - CHROMATIK HOUSE by HOMMÉS Studio

Location - Palazzo delle Meraviglie at Museo  
Bagatti Valsecchi | Via Gesù, 5, 20121 Milano

Date - 7-12 June 2022

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