**D-house laboratorio urbano opens its doors during Milan Design Week 2023 with the "Driving Responsible Futures" concept, seven days of cutting-edge projects presented for the sake of technology, innovation and development, sustainability and training**

*The urban laboratory located in via Galileo Ferraris 1 in Milan, welcomes visitors and professionals of the sector from 17th to April 23rd, from 10:00 am to 6:00 pm, for an exclusive, unconventional and highly creative experience.*

Milan, xxxx – D-house laboratorio urbano, pole of responsible innovation with a pioneering approach in the application of new technologies in the fashion design and automotive fields, presents projects and Innovative insights where new technologies are explored through creativity promoting the evolution of new technological paradigms.

The expert D-house team will guide visitors to discover prestigious international realities Partners of D-house: DYLOAN Bond Factory, Kornit Digital, Coloreel, Dinamica by Miko, Framis Italia Spa, Shima Seiki Italia, Stratasys, The Woolmark Company, Universal Robots, ShapeMode, Studio Auriga, Plef and Lineapelle; a mix of solutions, technologies and materials will be exhibited within the spaces of the urban laboratory.

On the occasion of the Milano Design Week, **Kornit Digital** meets **D-house laboratorio urbano**. From the synergy between these two realities comes **Inspirational Living**, conceived by the artist and designer Markus Benesch. A project that will kick off a long-term partnership and will be able to tell the two realities of excellence. The exhibition, that includes showcase of creative new possibilities in home décor, unlocked by the power of on-demand, digital, textile production from Kornit Digital, is set up in two different rooms. An invite to immerse in two fantastic worlds, where visitors can interact and become protagonists of what surrounds them. The exhibition illustrates the endless creative possibilities in home furnishing made possible by Kornit Digital's on-demand sustainable production technology, with distinct spatial and content differences that create a unique and immersive visual experience.

In the first room, visitors are transported to a surreal world inspired by the paintings of De Chirico, Carlo Carrá, and Matisse. The room's atmosphere and architecture evoke a sense of frozen movement, with each object frozen in time. The objects' textures are reminiscent of brick, representing eternity, hardness, and stability, and contrast with the softness of the objects they rest upon, like a skin. In the second room, visitors are transported back to childhood, where they can act as architects, builders, and designers all at once, building a safe haven with the softest materials. The objects' surfaces are colored and wild, resembling tropical fish and their scales, creating a playful and joyful atmosphere. Both rooms feature elements of water, reminding visitors of the importance of conserving and protecting this precious resource. The boat and fish surfaces symbolize our strong ties to water and encourage us to take action to save it.

Pushing the boundaries of home décor textile and designs and making all this possible is the Kornit Presto MAX, widely considered the most sustainable, single-step solution for high-quality, roll-to-roll decoration. Unlocking endless creativity to produce on the widest array of fabrics, the solution truly transforms home décor with the brightest, most colorful, and innovative designs. Creators can tap into the power of XDi technology, raising the bar for 3D decorative applications on fabrics - allowing such innovative home décor looks as threadless embroidery and high-density vinyl. Bringing designs to life, the solution also breaks the boundaries of color – enabling printing of brilliant whites on dark fabrics and capturing the full color gamut.

The project was coordinated by the D-house laboratorio urbano, in the heart of Milan, while the artifacts on display were made by Dyloan Bond Factory, a manufacturing hub of the Pattern Group. The textile company Eurojersey also attended the project with the supply of stretch, technical Sensitive® Fabrics’ range, while Et s.r.l. took care of the realization and packaging of the cushions. Beppetex, a manufacturer of sportswear cotton fabrics, has contributed with the supply of fabrics transformed into curtains for the preparation and upholstery of some exhibits.

**Habitacolo** (at home as in the car and vice versa) the D-house project realized for **Dinamica by Miko** is a sensory experience of Dinamica® microfiber inside a car journey designed by the designers Luca De Bona and Dario De Meo from Debonademeo Studio. The project, in collaboration with ET s.r.l, saw the involvement of Dyloan Bond Factory and ShapeMode, competence center specialized in Digital Fabrication, Additive Manufacturing and DfAM (design for additive). Vibram with its know-how contributed to the production of some artifacts which are part of the exhibition. VZNstudio also have taken part to the project with the graphics.

The exhibition will be a sensory journey where artifacts made of Dinamica® will remind us not only of a car interior but also of our daily life. Hearing, smell, sight, touch, and taste will be the protagonists of the exhibition and through them we will discover the characteristics of microfiber. The technologies seen on Dinamica® are showing us a hint of the future and its best potential. The intention of the concept is to enhance all the sensations of multisensory experience with an eye towards well-being.

The set-up designed for the Salone del Mobile 2023 aims to amplify this behavioral code made of senses and sensations, in a dreamlike vision that ideally turns off the spotlight on the mechanical and metallic meaning of the car, to intensify the physical and sensory component. The context linked to the world of travel and motorization is the backdrop for symbolic objects. Dinamica® associated with D-house technologies, greatly improves the aesthetic, and adds value to created items. The name of the project Habitacolo shares the Latin derivation habitus with the Italian word’s habitat, abitare, ambiente e abito. Guided by his senses, the visitor will be able to wander around in a space characterized by the presence of six brackets which house different experiential objects called EXP-01, 02, 03, 04, 06. These are symbolic objects which, through their craftwork and material, create an empathetic relationship with the observer called to perform instinctive gestures and use its senses to rediscover the cocooned beauty of one’s car even outside of it. Hence the need to transport the aesthetic and microfiber sensations of being in the car out of the passenger compartment, through a capsule collection of objects designed for clothing and furniture (slippers, steering wheel covers, glasses cases, bottle holders, covers for electronic objects, personalized perfumes) capable of dialoguing with our senses and reactivating the memory and the beneficial sensations of travel. As in daily life or in the scenes of some movies, the interior of the car becomes the ideal set to reflect, talk, eat, listen to music, isolate yourself from the world or be surrounded by good company...

During The Design Week, D-House will also be the opportunity to discover extraordinary creations and other projects, where new technologies applied to fashion and design are explored through creativity.

***ABOUT D-house***

***D-house laboratorio urbano was born in the heart of Milan in January 2020 as a hub of responsible innovation with a pioneering approach to R&D, the application of new technologies, sustainability and training. It provides a physical space for meeting, contamination and creativity for designers, companies, international partners, professionals and students.***

***D-house stands as a reference point and engine in the creation of a responsible supply chain where the most advanced technologies are applied to the Fashion, Design, Automotive and Art sectors.***

***Born as an innovative hub of the Abruzzo company Dyloan Bond Factory, leader in technological innovation applied to the production of semi-finished products, accessories and finished garments, which in turn entered the Pattern Group in 2022, D-house therefore represents today the Group's Research & Development center, the first Italian Luxury Design and Production Center.***

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