

**C41 IN PARTNERSHIP WITH IDNTT PRESENTS 'FORESTERIA'  
A QUINTESSENTIAL MILANESE 'HOME AWAY FROM HOME' FOR THE CREATIVE TRAVELLER**

**17 - 21 April 2024**

**10:00 - 18:00**

**Via Vincenzo Monti 21, Milan (IT)**

On the occasion of Milan Design Week 2024, the **international creative production company and magazine C41** unveils in partnership with IDNTT 'Foresteria'—a **cutting-edge and design-led accommodation for modern travellers in Milan**. Situated at 21 Via Vincenzo Monti within the headquarters of the international IDNTT group, this 40-square-metre enclave, **crafted in collaboration with leading Italian design brands**, embodies the quintessence of contemporary Milanese style. 'Foresteria', stands as a **distinctive 'home away from home'**, offering a serene sanctuary in the heart of Italy's design capital to those who crave constant immersion in refined, and authentic, aesthetics.

The term "foresteria," stemming from the Latin word "foris", meaning "outside," traditionally denotes a transient abode for foreigners, travellers, and wanderers from distant lands. Reflecting its own global ethos and communal spirit, and considering the **ever-expanding influx of creative nomads traversing through Milan, C41 introduces a new space designed to serve as a nexus**. Crafted to maintain a **quintessential Milanese essence**, it caters to those who perpetually seek to immerse themselves in the city's dynamic taste. Nestled within the Magenta neighbourhood, an enclave exuding refined Milanese allure, the edifice housing the new IDNTT Italian headquarters and 'Foresteria' boasts a timeless appeal. Enveloping it are traditional cafes, chic boutiques, and iconic Italian landmarks, heightening **the authentic appeal of the locale**.

'Foresteria', crafted in collaboration with the architecture firm **Abstract Studio**, unveils an open layout featuring a **double room accompanied by a private bathroom**. Enveloped in a palette dominated by hues of crisp whites and verdant greens, embellished with accents of sleek steel and opulent textiles, the atmosphere radiates a gracious embrace where **Italian design converges with cutting-edge technical and aesthetic advancements**. Blending comfort with elegance, guests are enveloped in Aplomb and Nevicava fabrics from **Dedar**, complemented by **B-Line** Multichair, Merano sofa and armchairs, coffee table and container trolley, **USM** Haller bedside table, Sideboard and hanger, and **ReFramed** bed. The sleek faucets from the FFQT collection by **Quadro Design**, the Bon Jour, My Lines, Mini Button and Tab F led by **Flos**, and the moquette by **Besana** elevate the space further with craftsmanship and timeless appeal. Also, the space is enriched by **Ready to Hang** mirrors. This **collaborative endeavour celebrates the vibrant creative community of Milan's design sphere, resonating deeply with C41's own ethos**—a melting pot of diverse creativities, spanning disciplines, crafts, and visions. Intended for individuals who possess an innate appreciation for quality and beauty, Foresteria beckons as a sanctuary for those who seek to immerse themselves in refined living, wherever they are.

During Milan Design Week, Foresteria will host the presentation of the new Issue 15 of C41 Magazine, with

**C 41 S.r.l.**

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Numero rea. MB-1651771

Via Tiziano 63

Arcore 20862 (MB)

Capitale Sociale. 50.000 euro

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## ABOUT C41

C41 is a creative production company with a focus and interest in lifestyle, fashion, design, outdoors and creative communities. They're multidisciplinary and tell stories across film, photography, and an independent printed and digital magazine. They represent photographers and film directors that share our vision both in Italy, France and in the Netherlands.

@c41magazine | @c41.eu | c41.eu

## ABOUT IDNTT

IDNTT defines themselves a MARTECH CONTENT FACTORY, because they produce hundreds of OMNICHANNEL Data Driven Contents daily for their clients with a scalable ISO 9001 certified industrial model in full outsourcing. They are over 100 professionals operating in Switzerland, Italy, Spain, Romania and the Netherlands. They are a company that believes and invests in gender equity and the tech and digital contribution of under 40s.

@idntt.ch | idntt.ch

## PARTNER BRANDS

### ABOUT FLOS

The lighting brand Flos was founded in the early 1960' and it is associated with such legendary names as D. Gavin, C. Cassina, A. Castiglioni or T. Scarpa. A successful expansion of the brand was started by Sergio Gandini who joined the company in 1964. Courage, avant-garde design, new technology as well as high quality quickly delivered Flos to the very best in the field. A change of generations and the leadership of Piero Gandini accelerated the development of the company and successfully launched it into the new millennium, a turbulent period affected by the globalisation. Renowned designers cooperating with Flos include P. Starck, K. Grcic, M. Anastasiades, J. Morrison, Marcel Wanders and others. Integral to Flos portfolio are brands Antares (architectural lighting) and Ares (outdoor). Flos has factories in Italy, Spain and it became a globally very successful brand.

@flos | flos.com

### ABOUT QUADRO DESIGN

QuadroDesign manufactures stainless steel faucets and accessories with essential and timeless design, which is there to last. It is a young company. Anagraphically, because it is led by two brothers who have carried the family business into contemporary times. And in spirit, because it puts sustainability at the center and designs everything accordingly: materials, production systems, products, supply chain, factory, sales and distribution strategies. QuadroDesign works in collaboration with design studios that share its mission focused on respect for the environment.

@quadrodesign\_official | quadrodesign.it

### ABOUT READY TO HANG

Ready To Hang is a mirrored world where objects reflect your sense of personal style. They design and produce furniture pieces in small, limited batches that tell a story of self-expression and stand the test of time. No object in the home is as meaningful or intimate as the mirror. It's figuratively and literally the way you see yourself. Ready To Hang reimagines this experience and acts as the thread that ties your home and your personal style together. RTH is led by Jeffrey Renz, alongside Uki Cao.

@\_readytohang | ready-to-hang.com

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## ABOUT DEDAR

Founded in 1976, Dedar is a family-run fabric house that expresses a personal style with its cutting-edge contemporary collections. Located close to Como, in the heart of a manufacturing district, Dedar experiments and innovates to attain product perfection through an ongoing dialogue with those craftsmen and textile specialists who are most familiar with the techniques employed in the production of excellent fabrics. Characterized by seductive colour palettes and unexpected patterns, Dedar's fabrics combine precious yarns with research into fiber technology to offer various solutions for curtains, upholstery and wall covering of timeless elegance. From 2011 to 2020, Dedar partnered Hermès in the production and distribution of furnishing fabric and wallpaper collections. The company has also embarked on a strategic project to integrate issues related to sustainable development into the choices, processes, and corporate objectives which has led the company to the drafting of the first Sustainability Report, downloadable in the "Social Responsibility" section of the website.  
@dedarmilano | dedar.com

## ABOUT B-LINE

B-Line is a company born from the desire of its founder Giorgio Bordin to revive some historical icons of the Italian design scene. These are works that have disappeared over the years and have been overwhelmed by the unstoppable ferment of a market fertile with novelty. Among the reissued products, some have gone down in history by contaminating design and art on several fronts, shaping style and interpreting the mood of the fervent 1960s-1970s, so much so that the young entrepreneur Bordin could not allow them to be forgotten. B-Line's journey that began in 1999 thus starts from the recovery of the original molds for the re-proposition, sometimes revisited even in a contemporary key, of famous pieces such as Joe Colombo's highly celebrated Bobby trolley, which still moves among the walls of the most varied spaces of our time with timeless appeal. Since its beginnings, B-Line has been flanking its reissues with contemporary furniture complements, the result of collaborations with international designers.  
@b\_line\_it | b-line.it

## ABOUT USM

USM has been a Swiss family-owned company since 1885. Today they are known for our signature modular furniture line, USM Haller, which offers endless configuration possibilities. Proudly produced for over fifty years, as elegant as ever, as cutting edge and as unique as it was the day it was created. An icon of modernist design and art, on permanent display in the Museum of Modern Art in New York since 2001. USM Haller and their other lines of tables and accessories demonstrate their commitment to unparalleled innovation, authentic quality and style. In addition to creating world-class products, they want to establish lasting relationships with their customers. Their commitment to minimizing the environmental impact of their products has been recognized with the prestigious Greenguard certification due to low chemical and particle emissions.  
@usmmodularfurniture | usm.com

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## ABOUT REFRAMED

ReFramed was born in 2020 as the founders could not find a bed frame they admired, so they teamed up with the London-based designer, Tim Rundle, to create a bed frame that was durable, easy to ship and assemble while still being bold in the design. They know that furniture is complicated to have delivered and the wait for it can be really frustrating. They're different. Whilst, the majority of products are either made in the far east or made to order, their products are both produced and warehoused in Denmark.

@reframedbrand | reframedbrand.com

## ABOUT BESANA

For over forty years, through research and innovation, Besana has been making textile products out of high-quality raw materials and with respect for the environment. Their aim has always been to develop an innovative approach to carpet, able to satisfy any requirement, also thanks to the design of an online configurator, specially developed to give everyone the opportunity to create exquisite, customised rugs. Besana collaborates with designers from all over the world to create designs with particular aesthetics while retaining the innate functionality of this textile covering.

@besanacarpetlab | besanamoquette.com

## PRESS KIT

For press enquiries reach out to GC AGENCY:

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