

SEM

On the occasion of Milano Design Week 2026, SEM presents CORE, the new collection designed by Hannes Peer, through HARDCORE, the installation conceived by the designer for the spaces of Spotti Milano.

On the occasion of Milano Design Week 2026, SEM - Spotti Edizioni Milano presents CORE, a new furniture collection by Hannes Peer, unveiled through a dedicated installation titled HARDCORE at Spotti Milano.

CORE is a collection rooted in the essence of solid wood. Conceived as both structure and surface, the material is used in its entirety. There are no veneers, no applied layers, no decorative additions. Wood is treated as substance rather than cladding. Mass, grain, density and proportion define each piece, allowing the material to assert its presence with clarity and restraint.

Developed in dialogue with Claudio Spotti, founder of SEM (Spotti Edition Milan), the project reflects Peer's dual formation as architect and trained carpenter. His direct knowledge of construction informs a design language grounded in tectonics and material integrity. Each object embodies a physical and immediate relationship with wood, acknowledging its resistance and fragility as well as its ability to age with dignity.

Cultural references are embedded within a precise formal vocabulary: the radical simplicity of Pierre Chapo, the material discipline of Barbara Hepworth and Leroy Setziol, the sculptural presence of Stephan Balkenhol, and the rhythmic density of Louise Nevelson. Within CORE, carving becomes an architectural act. Bas relief is a defining element, with rhythmic incisions cut into essential geometric volumes to generate depth, shadow and tactile tension across the surfaces.

The production process combines digital precision and craftsmanship. Each piece is developed in three dimensions, shaped through CNC milling and finished by hand. Control and unpredictability coexist, allowing the natural variations of the wood to remain visible. The collection balances repeatability with individuality, preserving structural rigor while embracing the uniqueness inherent to the material.

The collection comprises:

CORE BR1 | Bas Relief 1
CORE BR2 | Bas Relief 2
CORE DT1 | Dining Table
CORE CT1 | Cabinet Totem
CORE SB1 | Sideboard
CORE CT2 | Coffee Table
CORE AC1 | Armchair
CORE PS1 | Pouf / Side Table

Positioned between limited edition design and bespoke craftsmanship, CORE rejects both the untouchable singular art object and purely client driven customization. The pieces are conceived to be replicated without losing intensity, maintaining architectural clarity and a strong material presence.

HARDCORE, the installation that presents the collection, amplifies its conceptual stance. If CORE investigates the inner logic of solid wood, HARDCORE commits to it entirely. The exhibition reduces the environment to its bare essentials, heightening the perception of mass, proportion and surface. It is an all in gesture that underscores the uncompromising nature of the project. In a context often dominated by surface and speed, CORE affirms the enduring relevance of construction, density and material truth. Through HARDCORE, this position is articulated not as a stylistic exercise, but as a clear and deliberate act of conviction.

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Milano Design Week
18 – 26 April 2026, from 10 am to 7 pm
c/o Spotti Milano
Viale Piave 27, 20129 Milano

Press preview: Friday, 17 April 2026 from 9 am
Opening: Friday, 17 April 2026 from 6 pm

For further information or to request the press kit, please contact: hello@barbatibertolissi.contact

About SEM

Born as a spin off of the renowned Milanese brand Spotti, SEM - Spotti Edizioni Milano brings together over 70 years of design expertise and long standing relationships with master artisans, combined with an experimental drive that gives rise to new furniture typologies conceived for contemporary living. Based in the legendary Milanese hinterland, the epicenter of Italian design since the 1950s, SEM was founded to address a gap in the industry: responding to the need for finely crafted, highly personalized design beyond mass production. Its collections are distinguished by tailored detailing, the result of close collaborations with master craftsmen and specialized workshops, and by a constant focus on functionality and the evolving language of industrial design. SEM collaborates with established designers including Hannes Peer, Elisa Ossino, Giacomo Moor, Marcante-Testa, Zaven, Studio Paolo Ferrari, Motta Architecture, and Valentina Cameranesi. Each collection reflects a refined, craft oriented approach paired with a sophisticated vision of contemporary living.

About Hannes Peer

Founded in Milano in 2009, Hannes Peer Architecture is a multidisciplinary design studio known for its commitment to craftsmanship, cultural depth, and architectural rigor. Led by Hannes Peer, the studio blends South Tyrolean heritage with international design experience gained at OMA in Rotterdam and with Zvi Hecker in Berlin. This eclectic approach brings together historical context, cultural narratives, and contemporary innovation. Hannes Peer Architecture spans diverse scales and typologies, from large scale hospitality projects to intimate residential design. The studio works closely with global brands and niche design galleries, creating spaces that reflect a deep exploration of materials such as wood, marble, ceramics, and textured metals. Through dynamic surfaces, subtle transparencies, and the interplay of natural light, the studio shapes immersive environments that feel both timeless and contemporary. A core focus of the studio's work is residential design, where each project captures intimacy, comfort, and refined sophistication. In hospitality, projects such as The Manner hotel in SoHo, New York, and the Spazio 46 hotel addition in Meran, South Tyrol, combine local heritage with global influences, unfolding rich, narrative driven stories. Beyond architecture, Hannes Peer Architecture integrates product and furniture design into its practice, collaborating with global leaders such as Minotti and Baxter, while also creating collectible pieces for niche brands like SEM and 6:AM, as well as for galleries including Nilufar in Milan and Blend Gallery in Rome. This multidisciplinary approach ensures that the studio's work remains cohesive, forward thinking, and continuously evolving. Consistently recognized on the Architectural Digest AD100 and the Elle Decor A List, Hannes Peer Architecture continues to redefine the intersection of architecture, design, and craftsmanship, creating spaces and objects that resonate with depth, originality, and lasting appeal.

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