

CANDYSLAB

Italian Pop Design

WILD EXPERIENCE

On the occasion of Fuorisalone 2026, CANDYSLAB presents “*Wild Experience*”, an immersive installation hosted from April 20 to 26 at Opificio 31, in the heart of the Tortona District. The installation will be open to the public daily from 10:00 AM to 9:00 PM with free admission.

With this project, CANDYSLAB consolidates the path already undertaken in previous editions of **Milan Design Week**, strengthening its presence within the international contemporary design scene.

Wild Experience proposes a contemporary, theatrical scenario to be experienced by physically immersing oneself in the Bespoken installation, interpreting the concept of “**Being a Project**”—the theme of this year’s Fuorisalone—as a way of thinking, growing, and evolving. Through a dedicated visual support system, visitors will be guided into an immersive experience where CANDYSLAB’s iconic pieces take center stage, narrating live the journey from idea to realization, showcasing the technical and aesthetic solutions behind the creation of a product of excellence.

The installation scenario stems from years of expertise in visual display and large-scale 3D printed subjects. The project begins outside the exhibition space, where visually striking props outline the spirit of the brand, connecting the world of design with artistic creativity, cutting-edge technology, and advanced 3D printing production.

Inside the space, the journey unfolds through a transition **from 2D to 3D**, supported by a visual device that invites the audience to experience in real time the transformation from image to form, from concept to tangible object, through a fully immersive and sensory experience. Within this path, 3D printing represents not only a creative and production technology but a true expressive language, enabling the creation of visually impactful subjects and innovative design solutions, with constant attention to sustainability through the use of eco-friendly installation materials.

Each brand icon originates from a standardized prototyping process and is then reinterpreted within the external exhibition space: the flamboyant **panther Kira**, standing over three meters tall; the sweet **dog Arturo**, presented in various pop color variations; together with additional prototypes, they lead visitors through the key moments of a Made in Italy project with a pop soul and a high-level identity in terms of finishing and execution.

For this Fuorisalone project, CANDYSLAB has chosen to create a synergy with a selection of **designers** and **creatives** active on the international scene, generating a design dialogue that combines original ideas, artistic language, and innovative technology. This collaboration expresses the core identity of the brand and its growth journey, supported by expertise in visual installations and artistic presentation, enhanced through advanced 3D printing techniques.

ABOUT - CANDYSLAB brings forward its vision of **Italian Pop Design**, a language that merges pop aesthetics, strong Made in Italy roots, and technological innovation. Founded in 2019 by entrepreneur Ying Cao, the brand develops every phase of the process internally—from creativity to production and distribution—leveraging consolidated know-how and advanced expertise in Visual Display and large-scale 3D printing in plant-based PLA. This integrated system allows the brand to combine digital experimentation, sustainability, and aesthetic quality, building a coherent universe defined by bold forms, vibrant colors, and refined craftsmanship.

The brand follows a commercially driven development strategy focused on the B2B channel, collaborating with showrooms, concept stores, and selected partners, with an active expansion plan across the Italian market and major European markets.