

MDW26 | PRESS RELEASE

Foroo presents

“Contemporary Kitchens Inside”, an invitation to experience the kitchen through the eyes of those who live it.

Foroo *Opificio31, via Tortona 31, Milan*
April 20-26 - free admission

From April 20 to 26, during Milano Design Week 2026, Foroo will present its vision at Opificio31 as part of the Tortona Rocks project, unveiling “Contemporary Kitchens Inside.”

Designers and founders Davide Defendi and Roberta Rovaris introduce a collection of kitchens conceived through an in-depth exploration of finishes, materials and tones, carefully curated into five distinctive color palettes. Designed and manufactured entirely in Italy, Foroo kitchens combine a strong aesthetic identity with versatile modular systems, created to meet the evolving demands of contemporary living.

“Our challenge is to offer a kitchen with exceptional aesthetics at a responsible price. We believe design should belong in every home and be accessible to everyone.”

Each kitchen on display belongs to a distinct chromatic family, expressing its own personality and character. Visitors are invited to engage directly with materials and colors, experimenting with combinations and discovering the palette that best reflects their own sensibility.

The five curated finish families follow a precise narrative path: from natural, earth-inspired tones to a selection of timeless hues, culminating in a bold and visually striking creative palette.

Beyond aesthetics, flexibility is central to the Foroo approach. Thanks to adaptable dimensions and modular configurations, each kitchen can respond to diverse spatial and lifestyle requirements. The result is a truly unique project every time, never replicable, shaped through an authentic and personal design journey.

A defining feature of Foroo kitchens is the integration of artisanal details within an industrial production process. The handles, for instance, are marble knobs crafted from reclaimed processing offcuts and individually turned for each kitchen, generating unexpected textures and reinforcing the uniqueness of every composition.

At the same time, industrialized manufacturing guarantees high performance standards. Designed for everyday use, Foroo kitchens place particular emphasis on durability and long-term resistance of materials and components.

For further information

Foroo Team:	Rovaris Roberta	info@foroo.it	founder
	Defendi Davide	info@modoo.it	designer

About: In 2011, Davide Defendi founded Modoo, an interior design studio and concept store, together with Roberta Rovaris. Inspired by the independent design boutiques emerging across Northern Europe, they aimed to merge the refinement of Italian design culture with carefully curated accessories, addressing a young, trend-aware clientele.

Their ongoing research focuses on simplifying design language, selecting materials and textures with precision and allowing them to become the true protagonists of space.

In 2017, Defendi and Rovaris created their home-showroom, "PaulistaPrefab," featuring bespoke furnishings designed and produced as one-of-a-kind pieces.

In 2020, they began developing Foroo kitchens, entirely conceived and manufactured in Italy, with the official market launch scheduled for April 2026.

www.foroo.it

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