

# KARIM X SIMAS TALK

*Milan Design Week 2026 will be the exceptional stage for the preview presentation of the collaboration between SIMAS, a leader in 100% Made in Italy ceramic sanitaryware, and Karim Rashid, one of the most influential and recognizable voices in contemporary design.*

*“This new collection I am creating for Simas aims to infuse emotional softness into an architectural material such as ceramics,” says Karim Rashid. “I wanted to create objects capable of conveying delicacy and poetry, where beauty manifests itself in its most timeless and feminine expression.” In this journey, SIMAS—with its fully integrated and strictly Made in Italy production process—confirms itself as the ideal partner, capable of translating my creative vision into manufacturing excellence.”*

For SIMAS, this is a significant project that demonstrates the company's desire to engage with different languages, backed by a tradition based on quality, innovation, and continuous formal and chromatic research. The dialogue with Karim Rashid is a concrete expression of this.

*“This collaboration is part of SIMAS' tradition of combining products developed internally by our Design Team with the need and pleasure of drawing on the creativity of external designers,” points out Marco Rossi, Simas' sales director. The meeting with Karim Rashid came about by chance during a trade fair in New York last year. Karim was attracted by the strength of our color palette and the quality of our ceramics. That's where the idea of a possible collaboration was born.”*

*“For our part, we were enthusiastic about the versatility of Karim's proposals as well as his ability to listen to Simas' ideas and interpret its identity,” remarks Marco Giuliani, Simas' general manager. We were looking for a project that could celebrate Simas' 70th anniversary in 2025, with a contemporary product that also paid homage to our long history and tradition. I'll stop there, as I don't want to reveal anything ahead of time.”*

**See you in Milan on Wednesday, April 22, at 10:00 a.m. for “KARIM X SIMAS TALK” at Spazio Simas, Via Melzo 9, Porta Venezia area.**



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