



Press Release
MILANO DESIGN WEEK 2024
15 - 21 April 2024

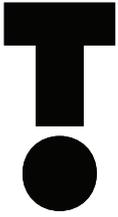
Prelude. Introduction to the design to come

The Prelude as a preview of things to come: from ecological responsibility to promoting savoir faire, Tortona Rocks explores the new approaches that are revolutionising the world of design.

The Fuorisalone in the Tortona district echoes with new sounds, proposing an event programme that overturns conventional codes and perspectives. Featured this season is 1st, the IKEA exhibition; Archiproducts Milano with a project by Studioepepe; NOROO Group's collab with street artist Okuda San Miguel, and Preciosa Lighting, a project that fuses the uniqueness of bohemian crystal with modern technology.

The ninth Tortona Rocks event celebrates the return of signature furniture design to the Tortona district, with a selection of international companies that demonstrate how furniture is a fertile terrain for the cross-contamination of tradition, research, materials and contemporary design.

A new design medley is being composed. A composition that is still in the overture stage, anticipating an experimental attitude where "the result cannot be foreseen". (John Cage, Cage 1961).
The hybridisation of disciplines, the appropriation of unorthodox elements, the constant use of new tools, as well as a budding revolution in "executive"



practices, create an unusual juxtaposition between **design and music**; a linguistic short-circuit that is both alluring and alienating all at the same time.

This is precisely where **the ninth Tortona Rocks event** focuses its attention; a synthesis that reflects on the experiences of the past few years to the present day, outlining a stage of prelude, an incomplete tuning stage that overturns conventional codes and perspectives.

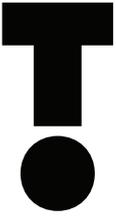
In fact, design is experiencing a prelude in which pre-established languages and standards make way for new compositional approaches. Processes, materials and technologies are radically changing, not only in terms of performance acceleration and the tools of creative thought, but also in response to pressing modern-day issues.

From artificial intelligence to environmental responsibility, multiple themes play a part in this prelude to the world of tomorrow. A territory with uncertain confines that sounds with the echo of a new acoustic energy.

HIGHLIGHTS:

Tortona Rocks reaffirms itself as a select hotbed for new design languages, an ever-changing stage that amplifies and enters into dialogue with the post-modern essence of the Tortona district.

Among the highlights of the 2024 event, IKEA takes part with the **1st** exhibition, **Archiproducts Milano** presents the **Aqua** project by **Studio-pepe**, Korean **company Noroo** presents **Hong Chul Wonderland**, while **Preciosa** dazzles with the iridescent lights of the **Crystal Beat II** installation. Meanwhile, **Sun Appeal** redraws the boundaries between beauty and architecture with innovative photovoltaic panels that fuse technology and design.



- **IKEA** returns to Milan Design Week with **1st**, an exhibition that brings dreams to life and inspires. For the second year running, the **Padiglione Visconti in Via Tortona 58**, will be home to the Swedish brand's exhibition-event that explores the many "first times" that people experience when they move into their first home, with a particular focus on the new generations. Designed by architect **Midori Hasuike** and spatial designer **Emerson**, the space tells the story of the things that happen when you leave home to live on your own for the very first time: a universal experience that is unique and different for each and every one of us.

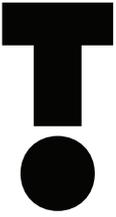
The display engages visitors in an immersive installation inspired by the most important 'first times' of home life, an experience further enriched by the presentation of the brand's latest product innovations and the opportunity to get an exclusive preview of a whole new way of experiencing the IKEA store.

Marcus Engman, Creative Director of Gruppo Ingka (IKEA Retail), stated: "With the 1st (First) exhibition we want to convey the multifaceted nature of home life in every place in the world, while examining the changes and trends of our times. We want visitors to go away inspired, reliving their own past but with an eye to the future."

But it's not just about design: this year once again, the IKEA space will be a reference point for the public at Design Week. A place to eat, drink, relax and have fun, with a bistrò that will be serving dishes that have been created specifically for the event. Meanwhile, in the evening, the space will come to life with a rich music programme, where talented artists will be performing their new songs.

- **Aqua** is a new project presented by **Archiproducts Milano**, Via Tortona 31's dynamic and versatile, multi-functional space and the offline base of the digital giant's design centre.

Following the success of **Terra**, **Archiproducts** and **Studiopepe** continue their collaboration with a new immersive project. A homage to the vital role that water plays in our lives. The play of light and shadow on the surface of the water creates an evocative atmosphere that symbolises the dynamic



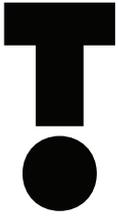
nature of this fundamental element. An exploration of interior design, in which furniture merges perfectly with forms and materials inspired by this watery element.

- This year, **signature furniture** will be a key player on the Tortona Rocks circuit with a selection of international and Italian companies, showcasing an eclectic repertoire of styles and manufacturing processes.

From Japan to Qatar, the design traditions of their birthplace are reinterpreted in a contemporary key with an injection of innovative elements. Among the selected brands on show at Opificio 31 is Japanese brand **Before Vintage Furniture** with its range of ecological and durable products made from waste wood, whereas **FROMM** presents the **Ottoman Dream Collection**, a collaboration between Doha and Milan authored by designer **Antonio Aricò**. Meanwhile, **Paola Navone**, **Karim Rashid** and **Giulio Iacchetti** are some of the international designers who have collaborated with the illustrious **MIDJ** over the years, elevating the uniqueness of Made in Italy design. In parallel we find, **Smania**, another Italian company that stands out for its stylistic traits and mastery that could easily be likened to haute couture furniture, while **Tonin Casa** and **Black Tie** bring a touch of eccentricity to the elegance of their furniture ranges.

- At **Opificio 31**, **Preciosa Lighting** celebrates the legacy of Bohemian crystal with a contemporary projection that fuses artisanal craftsmanship and technology. A leader in innovative, decorative lighting, Preciosa presents the dynamic **Crystal Beat II** installation, inviting visitors to embark on a fascinating journey of rhythms and sparkling lights. Designed by **Michael Vasku** and **Andreas Klug**, creative directors of Preciosa Lighting, the work submerges the audience in a dimension where music and light come together to create an all-encompassing and immersive sensory experience.

- **NOROO Group**, the Korean industry leader in the colour sector, presents the **Hong Chul Wonderland** project in collaboration with the visionary Spanish artist, **Okuda San Miguel**. On show at **Opificio 31**, a space that

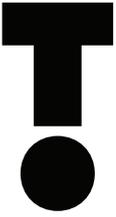


emanates positivity through colours inspired by Ro Hong Chul, the South Korean entertainer, entrepreneur and actor, famous for his optimistic character.

In fact, the façade of Officina 31, one of the most strategic buildings on the exhibition trail, will be clad in the new colours that have been handpicked by NOROO and used by the street artist to create a unique work with a strong visual impact. A work that tells the story of NOROO's new visions and trends, immersing visitors in an alternative dimension of colour.

- The Swiss company **Sun Appeal** promotes the use of solar energy as an architecture to transform the relationship between the sun and buildings by working towards an ideal of profound beauty. **Building with the Sun**, the solar pavilion created in collaboration with **SUPSI (University of Applied Sciences and Arts of Southern Switzerland)** aims to showcase the design potential of solar energy, elevating solar panels to a new level of sensibility and poetry. In the age of sustainability, the company fosters a dialogue between tradition and innovation, nature and technology. Solar panels used as right tech, inspired by technology and design, thus become a vehicle for a new concept of beauty. Thanks to the revolutionary solar products of **Skala, Onyx Solar, Solskin** and **3S Swiss Solar Solutions**, the space plants the seeds to inspire the design of our cities, with no conflict between technology and architecture but only an intimate relationship, the key to a future of harmony and sustainability.

- **IQOS** is taking part in the event with a Lounge that will inform its community of users about its circular economy projects. The Lounge in Opificio 31 will feature unique spaces thanks to an installation dedicated to **REC**, the recycling project exclusively for IQOS and Lil products, and the national premiere presentation of IQOS Refreshed, the brand's premium used product.



OPIFICIO 31 and TORTONA DISTRICT:

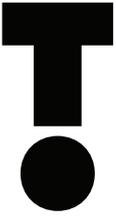
The **Opificio 31** exhibition trail, an authentic hotbed of design in Milan, winds through the **Via Savona** and **Via Tortona** districts, creating an assemblage of content and inspiration through a selection of global-facing companies and exhibitions that provide a heterogeneous snapshot of a design world that looks to the future, beyond the confines of the present day approach to design.

The itinerary starts from Opificio 31, in Via Tortona 31:

Italdesign returns to Milan Design Week with a world debut that follows the principles of the company's new design philosophy. **Asso di Picche in Movimento** (Ace of Spades in Motion) abandons the digital realm, transforming into a life-size model that becomes the focal point of the space. A space that straddles the past and the future, and the ideal backdrop for reflecting on Italdesign's contribution to the design world, a collection that has evolved over fifty years of creativity and social changes. A concept that also celebrates fifty years since Italdesign first presented the Asso di Picche prototype at the Frankfurt Auto Show in 1973, **Asso di Picche in Movimento sets off in search of its own contemporary aesthetic.**

In fact, the electric 2+2 coupé is a symbol of the concept of conscious and sustainable mobility, for a more 'human-centric' experience, also enhanced by the choice of eco-sustainable materials that create a pleasurable sense of envelopment.

All'Origine, the Italian company specialized in sourcing European mid-century original objects, is presented inside the spaces of **OTTO Studio – Paola Navone**. Over 5000 unique objects, like glass vases, antique books, seltzer bottles and many more unique items, will be showcased as a living installation in continuous evolution: objects are replaced and moved around for the whole duration of the event.



AUTENTICO (Authentic) exhibition. Following its success in New York, **Sustainable Design Made in PUGLIA** lands in Milan with a fresh, new take on sustainable design. Created in collaboration with **Archiproducts** (the digital giant with headquarters in Bari), and the **Apulia Region**, and launched in the heart of Milan Design Week, the project puts the spotlight on the creativity and talent of Apulian companies in a context where products, materials and visual suggestions emphasise and tell the story of regional excellence and authenticity.

The Prism, the interactive art project that connects with the public through emotional portals and powerful, round artworks that are both luminous and reflective, will be on display in Opificio 31 with a selection of hypnotic works blurring the lines between art and design.

Physical forms and spiritual dimensions converge in the artist's works, creating portals in front of which all viewers can reflect and experience a spiritual awakening.

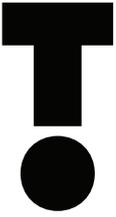
Facing the works of The Prism means embarking on an emotional journey that invites each of us to awaken forgotten images and archetypes, to go beyond the mere material level, to rediscover a dialogue between the individual spiritual dimension and the universal dimension. Each work becomes a gateway to a broader inner dimension in search of our authentic self.

The Prism sits within the context of neuroscience and spiritual, interactive and shamanic art, which transcends aesthetic qualities and is a form of expression that takes us back to the very roots of our being.

Corian® Design invites the public to venture into its world of inspiration and imagination with an immersive experience that showcases their new range of colours and visual cues inspired by nature.

Sweeping from breath-taking cliffs and flowing waters, to tranquil vegetation and natural terrain, **Nature's Canvas** presents Corian®'s latest looks, enhanced by some of the natural world's most refined aesthetic suggestions.

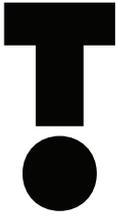
The exhibition features both beautiful 'monochrome paintings' that are both



works of art and immaculate canvases designed to inspire visitors, as well as sculptures that draw on nature and showcase the versatility of Corian® surfaces.

Debuting In Tortona Rocks, **Before Vintage**, a Japanese furniture brand established in 2023, pursues the ethos of quality, made-to-last furniture that will become the vintage of the future. Created in the remote region of Okhotsk, Hokkaido, and made from wood considered 'worthless', the brand's furniture redefines the material's beauty. This harsh natural environment, which was once inhabited by the people of the north who were well-accustomed to using the raw materials that nature has to offer, maximising the use of the available natural resources to make utensils. Before Vintage Furniture pays homage to the ingenious creations of their ancestors, breathing new life and purpose into "waste" wood. A collection of ecological furniture with a universal design that also has the advantage of being durable, allowing it to transcend the ages. In fact, the brand's repertoire of unique pieces stands out for their quality, which cannot be obtained using standard mass production processes.

Smania has been a high-end fashion icon in the wooden furniture sector for over 50 years. For Design Week, the Italian company launches the **DADO** collection designed by **Giuseppe Viganò**, a reinterpretation of an iconic Smania bedroom. This historic company was established in 1967, when Alberto Smania designed his first table in his small artisanal workshop, which produced cast railings and gates, using unconventional materials, like iron scraps and exclusive moulds. His passion for beauty drove him to create a complete Smania home collection that included tables, bookshelves, upholstered furnishings and accessories. Even today, Smania's owner and Chief Executive Officer, Francesco Snaidero, still believes in maintaining the 'carpentry' qualities of the company's products because "no machine can ever replace the skilled hands of the people who select, cut and assemble the veneers like true tailors of wood." The success of the Italian brand lies in the fact that each piece of furniture is unique,



recognisable and different from all the rest: Smania has been a high-end fashion icon in the wooden furniture sector for over 50 years.

Paola Navone, Karim Rashid, Nicola Bonriposi... are just some of the designers behind MIDJ's new furniture collection that will be debuted at Tortona Rocks.

Since 1987, the company has skilfully fused design and the art of shaping raw material to create customised furniture components and accessories, adding a touch of modernity and elegance to every setting.

From chairs and coat racks, to tables and small armchairs, each product is a pure concentrate of Italian craftsmanship that stands out for its soft and refined design. The new furniture range also sees the creative input of **Martini & Dall'Agnol** with the **Stack** chair and its variants; **Giovanni Crosera** with the **Foil** table, **Gabriele Panciera** with the **Drop** coffee table and a new version of the **Mug** floor lamp; **Beatriz Sempere** with the latest upgrades to the **Mys** collection; **Franco Poli** with the **Tokyoto** chair; **Roberto Paoli** with the **Less** stool and the expanded **Amelie** collection, and **Paolo Vernier**, designer and Chairman of MIDJ, with an oval version of the **Clessidra** table and a new chair.

Products by designers **Giulio Iacchetti, Michi Jung, Balutto Associati, studioPANG** and **Studio Pastina** will also be on show.

Founded in 1975, **Tonin Casa** is an Italian brand synonymous with elegance and research in the furniture industry. The synthesis of passion, craftsmanship, functionality and new trends in the world of design, Tonin Casa brings the beauty of 100% Made in Italy products and Italian design to life. Tonin Casa's collection on display at Tortona Rocks consists of **Tenso**, **Orione Couture**, a table with an iconic design, Olympia, a seat offering maximum comfort, and **Beyond**, an exclusive sideboard.

Black Tie, a collection established by the visionary **Pier Luigi Frighetto**, an eclectic designer and tireless researcher, is a summation of its founder's experience and passion for high-quality upholstery and furnishings. In fact,

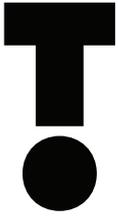


Black Tie was created with a desire to continue the tradition of true Italian craftsmanship, an art that is fast disappearing, swallowed up by the system of the global market. On display will be Sebastian, a sofa with a romantic spirit, and the **Nilo** coffee tables, which feature textural elements.

The historic lightweight alloy wheel brand **Antera**, an elite wheel-maker whose symbol is a stylised panther, is to be reborn internationally thanks to **G.M.P. Group**, maintaining its strictly “Made in Italy” excellence. The official unveiling of the revamped Italian brand will take place during Milan Design Week, with products boasting innovative design and engineering thanks to the use of modern technologies. This new approach, which is the key to manufacturing cutting-edge products, is taking shape through the work of the team at the new **HPE-LAB** (High Performance Engineering) division, where ideas give rise to fully fledged masterpieces with Italian-made appeal.

Based in Dubai, **TUD Company** designs, produces, promotes and distributes its key product: **The Ugly Duck**, a series of collectible, limited edition art toys. TUD’s vision tells the stories of those who are born ugly ducklings, without power or money, but gifted with an enormous potential to change the world. During Design Week they will present the results of several exclusive collaborations, including American artist, Punk Me Tender, the Pantone Color Institute, Mike Tyson and Michael Jackson.

Following the success of the previous years’ initiatives at Design Week, Opi-ficio 31 will continue to be managed as a virtuous model of sustainability and “transformation”, thanks to **Waste-Less**, the pilot project that launched an experimental awareness campaign on waste separation in public spaces. Among its core objectives, the initiative aims to reduce waste and promote waste recycling throughout the event. Waste-Less is also involved in upcycling activities, engaging exhibiting companies in the recycling and recovery of waste products from the displays, which would otherwise be thrown away.



In **Via Tortona 5**, the Japanese **budbrand** sends out a message to the next generation of Japanese designers. The mission of the project is to discover new talents from the Japanese design scene through annual competitions that provide creators with enormous creative and expressive freedom. The winning designers and their prototypes are the protagonists of this show in Via Tortona.

The circuit also extends to **Via Savona**, a historic street in the district for its fashion and design showrooms.

In **Via Savona 35**, **The Playful Living and Sfera MediaGroup** (RCS Media Group's Children's Division) present the third **A Casa Ovunque'24** (At Home Anywhere) event that mixes physical and digital experiences to reflect on the new concept of hybrid spaces in the hospitality sector. The theme of 2024 is **Human Technology**, technology at the service of people and public and private spaces. Human Technology focuses on creating technological solutions aimed at satisfying the needs of humans and simplifying our day-to-day activities, improving their experience through the creation of more comfortable and functional spaces.

The exhibition project unfolds across five rooms dedicated to welcoming, hospitality, work, travel, tourism, children, entertainment and the culture of living and well-being. A new way of living the everyday with attention to sustainability and technology, but above all people, to stimulate strong and positive social and working relations. Outside the building, next to the entrance, in a space of 11 x 2.10-metres, is the **On The Road** exhibition that portrays travel as a familiar cultural experience, a moment for exploration, that can be enjoyed from the comfort of an indoor-outdoor 'travelling home'. Other project segments include Charme Hotel, Open Square, Cultural Business Lounge, and Kids Space.

In the Via Savona 35 showroom, **FROMM**, the furniture design brand that unites the talents of Doha and Milan, offers a unique experience that



hovers between art and design thanks to a partnership with designer Antonio Aricò. Founded by **Alia Rachid**, famous for her dedication to cultivating talent and promoting innovation, FROMM. has affirmed itself as a leading platform for aspiring designers. For the first time in Italy, FROMM presents the latest pieces from its **Ottoman Dream Collection: the PAVO armchair and sofa** at Design Week. Launched during the renowned **Golden Opulence** exhibition in Turkey, this collection is the culmination of a cross-cultural collaboration between Italian designer **Antonio Aricò**, Qatari designer **Abdulrahman Al Muftah** and Turkish designer **Rüya Akyol**. The collection, which pays tribute to 500 years of Turkish luxury, provides a distinctive lens with which to explore these cultural intersections that fuse Ottoman tradition and inspiration with the principles of contemporary design.

TBCA is a cultural and art institution in Shanghai that integrates cross-border cooperation between art, design, science, and various cultural fields into the development of society, cities, and the environment.

At the Design week TBCA presents "**Marble Design Domitilla**" inspired by the refined elegance of the Italian lifestyle, creating pieces of furniture that are as remarkable and timeless as classic architecture, with two outstanding artists, **Kelly Zhang and Graziano Guiso**, to present their artworks during the event.