



Press Release

MILANO DESIGN WEEK 2025

7 - 13 APRIL 2025

Unframed Design

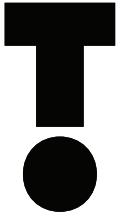
Ten years of Tortona Rocks: amid the unprecedented visions and projects that have reinvented Milan's Tortona district as the hub of design, TR continues to be an experience that inspires and redefines the expressive style presented at Fuorisalone.

Its 2025 edition, Unframed Design, is an invitation to a form of spontaneous creation under the banner of authenticity, allowing us to explore the event's diverse souls, from Pop aesthetics to research projects, from artistic design to creative performance, covering both Made in Italy and international expressions.

The TR programme is a thematic anthology that explores the versatility of design. Original design becomes a means for cultural recovery while technology creates interactive environments for tailored experiences. The city bursts into life with projects that redefine mobility and street furniture, highlighting the central role of outdoor spaces in everyday life thanks to an impressive repertoire of outdoor solutions.

To mark its tenth anniversary, Tortona Rocks revolutionises the concept of exhibition and storytelling. With **Unframed Design**, the event strips itself of any predefined theme, embracing an approach that celebrates spontaneity and immediacy as tools to inspire and engage the public.

Over the last ten years, Tortona Rocks has consolidated its role as the protagonist of Fuorisalone and contemporary design. Through editions that have showcased the transformations of the sector, it has offered visitors a lens through which to observe the challenges and evolution of design, reflecting the complex story of an industry that is constantly being rewritten.



This year, Tortona Rocks is holding the banner of design freedom high. The lack of any one central theme does not symbolise emptiness, but rather offers an opportunity: a free space, one open to endless interpretations and multiple meanings that are often interconnected.

Rather than offering ready-made answers or predefined paths, this edition encourages visitors to ask questions and explore design as an intuitive and personal experience, delving into different approaches and applications of design. It is an invitation to explore without constraints, to let yourself be surprised by the potential of the unconventional, and to rediscover design as a form of free and authentic expression, including its capacity to entertain and to act as a catalyst for change.

HIGHLIGHTS

From its headquarters at Opificio 31 to the main routes through Milan's most versatile district, Tortona Rocks invites you to discover a cross section of artistic interpretations, taking shape through avant-garde visions and creative spectacles. Well-established collaborations and rising international stars amplify the possibilities, redefining the very essence of contemporary design.

Let's meet the stars of the 2025 edition.

We begin with **SAINT LAURENT** and its creative director **Anthony Vaccarello**, paying homage to one of the most visionary figures in 20th century design: **Charlotte Perriand**.

The **Saint Laurent – Charlotte Perriand** curatorial project, exhibited at the **Padiglione Visconti** at Via Tortona 54, celebrates creative freedom and simplistic elegance, finding a common language between fashion and design.

Vaccarello has selected four pieces of furniture designed by Perriand



between 1943 and 1967 that were never produced or didn't make it past the prototype stage. These are now unveiled for the first time as limited editions: the **Canapé de la Résidence de l'Ambassadeur du Japon** in Paris, the **Bibliothèque Rio de Janeiro**, the **Table Mille-Feuilles** — which until now only existed in the form of a scale model sat on the designer's desk — and the **Fauteuil Visiteur Indochine**, designed during her stay in Asia. These rare designs embody the poetic rigour and forward-thinking vision of a woman capable of revolutionising the home with a modernist sensitivity and artisanal spirit.

Each piece, reissued as a limited edition, embodies Perriand's dramatic style: a vision in which form and function, nature and culture, art and everyday life merge with balance and depth.

The exhibition stems from a desire for cultural recovery: Saint Laurent continues to pursue the appreciation of creative heritage that Yves Saint Laurent himself started, by collecting Perriand's designs and supporting major international retrospectives dedicated to her. Today, these rediscovered icons can be admired by the public thanks to Vaccarello's curatorship. The project is also complemented by a special publication and a selection of Perriand's visionary photographs, which are available at the Saint Laurent Editions kiosk in Piazza San Babila and on display in the Saint Laurent Babylone and Rive Droite boutiques in Paris. This powerful, cultured tribute reignites the dialogue between fashion and design and reaffirms Charlotte Perriand's modern eye for style.

The highlights in Opificio 31 include **IQOS's** presentation of an impressive new take on design. **Curious X: Sensorium Piazza**, a large-scale, monumental installation created in collaboration with **Seletti** that reinterprets the concept of the typical Italian plaza through a dialogue between art, technology and design.

The installation embodies IQOS's focus on innovation and Seletti's experimental approach, creating a dynamic environment in which the public plays an active role.



Digital structures are transformed through visitor interaction, while **snippets of words and faces** merge into the visual landscape, creating a **continually evolving collective memory**.

Through Sensorium Piazza, the collaboration between IQOS and Seletti surpasses the boundaries of traditional design, merging physical and digital elements within a living archive of human connections.

Immersive soundscapes and digital surfaces transform the audience from spectators into active protagonists, allowing people to make their mark through digital tools and intertwine their own creativity with the ever-changing design of the installation.

The work reflects Seletti's signature style, which combines classic and contemporary aesthetics, as well as the innovative vision of IQOS, inviting visitors to reach beyond mere passive observation and get involved in an interactive and immersive digital environment.

Also in Opificio 31, **À.RIA. A medium for connection** is an immersive journey in which light, matter and perception intertwine to create invisible links between spaces and people. This new interior design project by **Archiproducts Milano**, curated by **Studiopepe**, transforms air into an element of connection through iridescent surfaces, dynamic reflections and constantly changing materials. **Over 50 international brands** participate in the exploration of design, fostering an experience that transcends the conceptual and functional boundaries of interior design. Leading names include **Brionvega**, with Bellini's Radiophone and Totem, **Norr11**, with the Jagger sofa, and **Studiopepe for Pholc**, with its sculptural lighting. **Sixinch** and **Pulkra** redefine material design, while Dedon transforms the outdoor space into a design oasis. With **Aria**, Archiproducts Milano reinforces its reputation as a reference point for contemporary design, offering a fluid and multi-sensory experience that redefines the very concept of space.

IKEA returns to Fuorisalone 2025 with a double exhibition at Via Vigevano 18, exploring how Democratic Design can have a lasting impact on everyday life.



The event is divided into two distinct spaces: the debut of a special collection that unites innovation and tradition, and the **Do something. Change everything.** exhibition, designed by **Midori Hasuike** and **Emerzon**, which invites us to reflect on the transformative power of everyday choices. The exhibition depicts quality, sustainability and accessibility as pillars of change, demonstrating that even the smallest decisions can contribute to a better future. Through sustainable materials and conscious choices, IKEA illustrates how design can elicit positive effects, both inside and outside the home.

Interactive installations, talks and performances will bring the week to life, cultivating an immersive and engaging experience for the public. IKEA invites people to experience firsthand how every small change can generate a lasting impact.

It becomes a creative hub, a laboratory of ideas, and a reference point for international professionals from the contract and hospitality markets. **NEXT PLACE HOTEL**, at Via Savona 35, is more than an event; it is an immersive experience where design, innovation and strategic vision redefine the future of hospitality.

Under the artistic direction of **Giulio Cappellini**, alongside **Roberto Cuneo and Luca Fois**, the project becomes a testing ground for architects, designers and investors, who meet here to explore emerging trends, from the new frontiers of wellness to sustainability and the creation of flexible, multifunctional spaces.

In collaboration with American designer **Cesar Giraldo**, **NEXT PLACE HOTEL** serves as an international observatory dedicated to the evolution of hospitality. It's a place where design fashions welcoming and interactive environments, capable of combining experience, work and social interaction in a perfect balance between aesthetics and functionality.

Experimentation in the field of materials knows no bounds, as exemplified by **Abet Laminati**, **technical sponsor of the tenth edition of TR**, with the supply of **MEG-H** panels. Destined to be used to produce signs for the



entire Zona Tortona area, this product is perfect for exterior applications and is highly resistant to weather and sunlight.

MEG-H is an innovative and highly versatile solution: choosing Abet Laminati means choosing a quality, durable, wear-resistant product that retains its characteristics over time.

For almost 70 years, **Abet Laminati** has been one of the most notable manufacturers of decorative HPL laminate in Italy and over 90 countries worldwide.

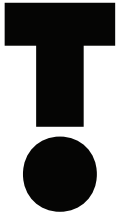
With a broad range of collections that combine structure and aesthetics, cutting-edge technology and design, Abet Laminati listens to, responds to and anticipates the countless demands of a constantly evolving market.

Under the watchful eye of its design curators Giulio Iacchetti and Matteo Ragni, today the company promotes projects that delve into the free, creative exploration of surfaces, inspired by the intention to look beyond the mere appearance of materials, reinterpreting them in new contexts and bestowing upon them a sensational new status.

PlayWood is also a technical sponsor of the 2025 edition. An innovative Italian company that has developed a revolutionary modular system for furniture and display units, PlayWood has made it possible to assemble wooden panels quickly and easily, without the need for tools or screws. This makes PlayWood ideal for a wide range of applications, from DIY projects to professional installations. The signage used in Opificio 31 will exemplify the expertise of this Lombardy-based company.

OPIFICIO 31 – Via Tortona, 31

An urban stage, poised between post-industrial recollection and a future yet to be unveiled, this year Opificio 31 will host a large selection of outdoor furniture, original installations and design projects that offer new perspectives on urban mobility and foster new connections between automotive and product design.



Matteo Ragni presents the new creations for **Livintwist**, a project that combines innovation and tradition in pursuit of a design that improves everyday life. Inspired by the lightness of the '60s, the **Belvedere collection**, new this year, is an invitation to rediscover the beauty of the present. Designed to promote a **digital detox**, it celebrates intimacy and human connection through soft, enveloping furniture that cultivates an atmosphere of relaxation and wonder. Its star products include the swing seat with a detachable screen, which can be transformed into a love seat or a comfortable "canoe". The lounge with poufs and coffee tables integrates functional solutions while offering a sensory experience where design meets emotions and well-being. The showcase will be enriched by the extendable table from the Rock collection.

TARTAN is the new collection designed by **Paola Navone OTTO Studio for BRAID**: an explosive combination of classic and contemporary. Dynamic and surprising patterns play with interweaving lines and colours in fun graphic designs inspired by fashion — houndstooth and tartan — for an alternative, confident and sophisticated look. Chairs, armchairs, sofas and loungers find the perfect balance between traditional fashion and a modern, vibrant and bold aesthetic. Tables take on a surprising liquid effect while finishes are never uniform, deliberately irregular and vibrant like flowing water, creating a fluid and dynamic effect.

TA Design brings its vision of the timeless outdoor experience to Tortona Rocks with the **Timeless Nature** exhibition. Under the artistic guidance of **Enrico Cesana**, the company illustrates its own concept of design through an immersive itinerary in which pergolas and outdoor furniture become the focal point of an aesthetic that speaks to nature.

This exhibition explores how to live without constraints, in a context in which time is not a limiting factor, but rather a flow that renews itself with the wind, the sun and the seasons.

Timeless Nature is an invitation to experience design beyond convention, transforming the outdoors into a natural extension of your own existence.



It is an experience that celebrates **harmony with the elements**, restoring the authentic rhythm of nature in the present moment.

Turkish company **SNOC**, making its debut at Milan Design Week, presents the **2025 Collection**, uniting design and nature through a refined and timeless aesthetic. Each piece embodies the perfect balance of innovation, craftsmanship and authentic materials. The **Caleo Collection** combines modularity and understated luxury with Ashwood and natural teak frames, while the **Link Collection** plays with the contrast between rope-wrapped surfaces and sleek lines, creating a harmonious visual connection. The **Whale Collection**, inspired by the skeletal structure of whales, combines robustness and lightness, offering ergonomic design and comfort. The **Savio Collection** reinterprets archetypal geometries by transforming them into tables and lights with textured surfaces that scatter light in a sophisticated way. It is a collection that celebrates the profound relationship between space, nature and timelessness.

Human beings, nature and advanced technology blend seamlessly in **Ital-design's** projects, a company founded by **Giorgetto Giugiaro**. This is the foundation that brings to life an immersive and multi-layered installation, designed to translate the company's holistic and visionary approach to its **Connected Worlds**.

The narrative will centre around the **Quintessenza** show car, returning from CES in Las Vegas, the star of a space in which the automotive sector, transportation and product design engage in a dialogue between the past and future, organic matter, and advanced technology. This exhibition develops like a continuous flow, a circular, fluid and interdisciplinary path, in which all elements intertwine to redefine the coordinates of contemporary design.

Prolink presents the immersive installation **The New Prometheus - FUTUR#ABILITY®**, a project that explores the future of work through design, technology and sustainability, transforming Milan into the ideal



stage for reconsidering the interaction between humanity, the environment and mobility.

The exhibition invites visitors to reflect on how design can shape a more efficient and harmonious urban ecosystem, where mobility and work are integrated within the city. The installation, the brainchild of architect **Stefano Triaca Fabrizi**, offers a visual journey through urban challenges and innovative solutions, with interactive LED walls that illustrate the role of technology in improving quality of life and sustainability.

Inspired by the myth of Prometheus, an icon of progress and transformation, the project proposes a humanistic and technological vision of the future, in which design drives change, fostering more connected work and a more habitable city.

The 2025 programme also makes space for vertical mobility with **Schindler X8**, thanks to which the conventional lifts and design limitations of the past become a distant memory. Today, creative freedom meets the most advanced engineering, opening up brand-new opportunities for architecture and movement in urban spaces. With an interactive and immersive exhibition designed by **Studio Habits**, visitors can discover a whole new world of vertical mobility.

Gruppo Buoninfante participates in Design Week with an immersive installation that redefines the concept of well-being through design. **X-ReM** is an experiential journey that explores the connection between technology, the body and sleep quality, revealing the innovative potential of the **X-Bio** mattress.

Designed to aid physical and mental recovery, incorporates a patented advanced thermoregulation system capable of optimising the transition from REM to non-REM sleep, thereby enhancing rest and muscle regeneration. The triple-layer fabric and Power Channels manage humidity and temperature, using sweat to selectively cool the body and promote deep, restorative rest without energy loss.

Designed for athletes and exercise enthusiasts, X-Bio is also perfect for



anyone seeking rejuvenating sleep, as it combines aesthetics and science, turning design into an essential ally in the pursuit of daily well-being.

Time does not erase, but rather it waits: what has been forgotten can shine again, ready for new stories and new admiration. **All'Origine**, a brand specialising in **European objects from the 20th century**, presents a pop-up shop and installation together with the **PetriPaselli** duo, who explore the fate of small, forgotten treasures.

Through their unique visual language, the artists recount how objects recede from memory and fashion, only to re-emerge with a renewed value. The visual merchandising curated by **Corina Jucan** amplifies this reflection, integrating small works by **PetriPaselli** within the space, creating a dialogue between past and present.

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For centuries, **Terrecotte Benocci** has preserved the art of terracotta, producing items used to collect mercury from cinnabar, with special conduits that today have been reinvented as magnetic design sculptures.

From the encounter between tradition and innovation comes **To-be**, sophisticated and contemporary furniture shaped from terracotta, a sustainable and timeless material.

The culture of cinnabar, shrouded in an aura of mystery and fascination, has marked the human experience through the ages. Today, **Blubest**, the new product line that highlights the significance of this material, at the heart of development, brings a fragment of this history into everyday life, transforming it into an object with powerful aesthetic and evocative value.

Further along on Via Tortona 5 is **Budbrand**, the project that offers the new generation of Japanese creators a unique platform for expressing their vision and transforming ideas into reality. With **Japan Design Bank**, visitors from all around the world will have the opportunity to experience the essence of Japanese design firsthand, discovering projects that combine



expressive freedom and innovation. This exchange of stimuli and perspectives will help redefine the future of Japanese design culture, enriching it with new influences and inspirations.

VIA SAVONA

The exhibition route ends at **Via Savona**, home to not only **NEXT PLACE HOTEL**, under the creative direction of **Giulio Cappellini**, but also **AG&P greenscape**, which offers a venture into urban furniture through **Linfa**, the new **mmcité** seat designed in collaboration with **Cattaneo design**. It embodies a light, almost impalpable line; one that imprints itself on the space without weighing it down, but rather transforming it. Linfa is a subtle curve, a gesture that blends into the landscape and adapts naturally to any environment, whether public or private.

Seemingly fragile, it surprises with its stability and structural sturdiness. It stands out boldly in plazas and blends in with its surroundings in flowery parks. It proliferates in train stations and converges in the silence of libraries. With or without a backrest. Simple. Timeless.

Linfa is more than street furniture: it is a graphic symbol that transforms into a space, an idea that becomes a place, a design that feels the rhythm of the city and amplifies its poetry.