

FOUR SITES, ONE DESIGN PATH

From April 7 to 13, 2025, Alcova will return to Varedo for its ninth edition, reaffirming Milan's identity as a design capital in constant growth, expansion, and transformation.

Alongside the historic residences of Villa Borsani and Villa Bagatti Valsecchi—activated in 2024 and once again this year—Alcova introduces **two new locations**: the former SNIA factory and the Pasino Glasshouses, both raw and layered spaces where nature has begun reclaiming its territory. These **four distinct venues**, each with its own atmosphere, will guide visitors through an eclectic journey, showcasing the work of established and emerging designers through site-specific installations and curated exhibitions that resonate with their surroundings.

The **Pasino Glasshouses**, nestled within the outdoor hippodrome adjacent to Villa Bagatti Valsecchi, once housed one of Europe's largest white orchid cultivations. Here, **Marcin Rusak Studio** presents the site-specific project "Ghost Orchids": a series of sculptural works made from biodegradable materials, developed in collaboration with the Łukasiewicz Institute, weaving together the designer's personal history and the legacy of the space. Also engaging with material memory and transformation, is "Soft Horizons" by **Objects of Common Interest x Greek Marble**, a sculptural installation that celebrates marble, re-using reassembled fragments, and giving them newfound lightness and movement.

The **former SNIA factory**, a commanding rationalist structure that once led global synthetic fiber production, now stages a dialogue between industrial decay and nature's quiet reclamation. "Under the Volcano" by **Ranieri** unfolds here—a monumental installation introducing the new lava stone collection by Francesco Meda and David Lopez Quincoces for the company located at the foot of Mount Vesuvius. Meanwhile, **Habitare's** exploration of future materials brings Finnish companies and designers into the spotlight. Among the most interactive and striking projects, **Decibel Made** from the U.S. will perform live object production using a large-scale 3D printer, while "18 Drops of Sweat" by French designers **Warm Weekend (Thomas Florès, Marlon Bagnou Beido)**, **Mathias Palazzi** and **Robinson Guillermet** will materialize in the form of an inflatable hammam.

Villa Bagatti Valsecchi, a 19th-century architectural gem with grand halls, intimate rooms, and hidden grottoes, welcomes emerging talents such as the American collective **ANANASANANAS**, in collaboration with **Parasite 2.0**, whose approach to food and sustainability will be shown with a project in collaboration that reflects on the exploitation of soil in food production. Meanwhile, the Amsterdam-based duo **Rive Roshan** will transform the Villa's fountain with an installation that interacts poetically with natural light. Among the recently founded projects, the Ibiza-based **Soleille Gallery**, showcasing works by Andrea Mancuso, Marius Ritiu, Kym Ellery, and Manuel Bañówith, alongside India's **Shakti Design Residency**, which has invited international designers—including Duyi Han—to engage with New Delhi and Jaipur's traditional craftsmanship.

In the icehouse, a double installation by Netherlands-based duo **Studio Noké** will be on display: "Drifting Cloud" will explore the physics of wave motion through six sculptures interacting with light and the environment, while

ALCOVA 2025

For media inquiries, please contact:
→ press@alcovamilano.com

PRESS PREVIEW 6 April 2025

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“Shape of Water”, which also includes a series of ceramics by **Moon Seop Seo**—co-founder of Studio Nokè—will stimulate a reflection on our relationship with water and its poetic meaning. Among the research projects, “Design Signals”, curated by **Martina Muzi**, will show the intertwining of design with the history of production, technologies, culture and the most pressing issues in a contemporary urban environment, starting from an investigation of the relationship between design and industrial production in Timisoara.

At **Villa Borsani**, cutting-edge design will engage in direct dialogue with its modernist architecture. Japanese **Noritake Design Collection** will debut a new ceramics collection by **Faye Toogood**, while Athens-based **THE BREEDER** will introduce a new light-based project by **Objects of Common Interest**. The UK jewelry brand **Completedworks** will unveil its first design collection, and Athens based **Eleftheria Tseliou Gallery** will present a re-enactment of “The Library Show” in a domestic setting, with a display curated by Joy Herro. Maxim Shcherbakov’s **Supaform** will explore the role and identity of objects with “Missing Material”, blending urban and interior elements in unexpected combinations. Among the special projects, the iconic fireplace room of the Villa will be inhabited by the imaginary creatures of **Atelier dell’Errore**, an art collective born from a project for child neuropsychiatry. In the garden, the ceramic planters collection by **Monstruosus x Michael Anastassiades** reinterprets the iconic shape of the Greek urn, part of the history of Cyprus—the designer’s native island—in a sculptural and contemporary key, offering an encounter between history, nature and design.

This year, **Alcova’s public program** will be curated by **Design Academy Eindhoven** in collaboration with **KALDEWEI**. Under the title “Are We Going in Circles?”, it will stimulate reflections on themes of circularity in contemporary design practice.

The **food & beverage** areas will, as always, be the place for meeting and socializing. This year they will be further expanded and enriched by a display that, thanks to the partnership with **Mutina**, will feature the endless possibilities of combining shapes and colors of **Nathalie Du Pasquier’s** “Mattonelle Margherita” collection. For the 2025 edition, the signature of food & beverage is once again by **Alessandro Longhin** and **LUNCHBOX** by **Victoria Small**, in collaboration with **Davide Longoni** for the gastronomic offer and with the support of **GASTRONOMES STUDIO** for the selection of natural wines.

→ Founded in 2018 by Valentina Ciuffi (Studio Vedèt) and Joseph Grima (Space Caviar), **Alcova** is a nomadic platform that, during Milan Design Week, gathers designers, companies, institutions, and researchers to collectively explore the future of living and making. By reviving abandoned, forgotten, or inaccessible sites into creative hubs, Alcova has rapidly become one of the most visited and discussed events on the global design calendar.

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