



Masterly - The Dutch in Milano 9th Edition

8th-13th April 2025
Milano Design Week
Palazzo Giureconsulti
Piazza Mercanti 2



Artwork by ©Jasper Abels x Masterly 2025

PRESS RELEASE

A remarkable ensemble of figures from the Dutch design world, under the visionary guidance of founder and curator Nicole Uniquole, returns to Milan this year. During the world's most influential design week, they unveil the fruits of their passion and craftsmanship at the Ninth Edition of Masterly – The Dutch in Milano, hosted in the Palazzo Giureconsulti.

The winning formula remains unchanged: within the enchanting halls of this 16th-century palace, unique creations by designers, artists, craftsmen, companies, and educational institutions are showcased. Each carefully selected solo installation and collective exhibition reflects the diverse expressions of design alive today.

Masterly is more than an exhibition, it's a dynamic incubator of meaningful ideas, research, and projects that seamlessly bridge the past with the future. The event serves as an inspiring meeting point for designers and all professionals, entrepreneurs, and cultural innovators shaping the design landscape.

This catalytic role is further amplified by many exciting side initiatives, from the engaging Architects' Talk to interactive sessions with international students and lively panel discussions. Notably, the collaborative exhibition *Roots* by Simone van Es, dedicated to biomaterials, paves the way for innovative conversations and collaborations.

What truly sets Masterly apart, is the unique dialogue between the installations and its remarkable venue, the majestic Palazzo Giureconsulti. Nestled beside the bustling Piazza Duomo, in the heart of Milan, the historic beauty of this monument elevates the site-specific installations, creating an inspiring and dynamic backdrop.

Masterly 2025 is supported by the Embassy and Consulate General of the Kingdom of the Netherlands, reaffirming their commitment to promoting Dutch design in Italy.

Below is an inspiring overview of the Ninth Edition participants, categorized by their respective fields of design areas in which each strives to stand out through research, vision, and a spirit of innovation.

PARTICIPANTS

Interior Components & Materials

Van Besouw / The carpet and rug company presents the *Elements* collection, designed by Studio Paul Linse and inspired by the four natural elements. It also takes part in the installation *Chambre de Réflexion*, by Studio Paul Linse.

De Resolutie / A global pioneer in digital wallpaper printing, De Resolutie showcases an innovative, non-repeating foil print. To illustrate its potential, the exhibition will feature wallpapers produced for four of its most prominent clients: NLXL (with Piet Hein Eek, Piet Boon, Bas Kosters, Studio Job), KEK Amsterdam, Studio Ditte, and Workingbert. De Resolutie also takes part in the installation *Chambre de Réflexion*.

Blok Plaatmateriaal / The leading producer of panel materials for the construction industry presents *Unravel*, an installation designed by its artistic director, Carina Riezebos.

FritsJurgens / Renowned for its innovative high-end pivot door hinge systems, the Dutch company showcases its engineering excellence with a 4.65-meter-high pivot door.

Brand & Young / The company presents its fireplaces, distinguished by high safety standards and extensive customisation possibilities.

Royal Mosa / The Dutch high-quality ceramic tile manufacturer unveils its new *Global Collection* and *Colors* series, celebrating the art of ceramics in all its forms and shades.

Chambre de Réflexion / This installation plays with the dual meaning of 'reflection'—as both an intellectual act and the physical act of looking in a mirror. Designed by architect Paul Linse, the project is the result of a collaboration between three companies: Van Besouw, Hofstede Raanhuis, and De Resolutie.

Furniture

Hofstede Raanhuis / With roots dating back to 1913 and renowned for the quality and craftsmanship of its furniture, the company presents a new collection designed by Paul Linse. It also features in the installation *Chambre de Réflexion*, by Studio Paul Linse.

Artifort / The presentation *Keep the Original Original* aims to promote a more conscious and long-lasting approach to furniture consumption through restoration. At Masterly, visitors will have the opportunity to witness the live restoration of the legendary *Ribbon Chair* by Pierre Paulin.

Basten Leijh / Designer Basten Leijh presents *Sustain+Ability*, a series of innovative furniture and lighting projects that balance sustainability with emerging lifestyles and contemporary living dynamics.

Wood & Furniture College (HMC) / Six recent graduates from the renowned vocational school for woodworking, furniture, and interior design will showcase their work in a collective installation.

Paul Linse / The Amsterdam-based interior designer, known for projects such as *Hotel The Dylan*, *Rijksmuseum Café*, and *Capital C*, is the creator of *Chambre de Réflexion*. At Masterly, Linse also presents carpets for Van Besouw and furniture for Hofstede Raanhuis.

Lighting

Lucas Zito / The young designer, who made his debut at Masterly in 2023, presents a monumental light installation at the foot of the grand staircase, crafted from 3D-printed PETG elements.

Barratt & Maxine / The designer duo showcases a modular lighting system composed of luminous rings forming a made-to-measure chain, functional yet highly decorative.

Maxim Duterre / The designer presents a dreamlike installation, a metaphor for the fleeting nature of beauty, whether in flowers or ever-evolving technology.

C74 / The brand presents various lighting collections in a museum-like installation, where the fixtures are encased in elegant display cases, and exhibited as true works of art.

A+N Studio & LED Label / The two designers, graduates of the Design Academy Eindhoven, in collaboration with LED Label, present two installations that use light and colour impulses to enhance mental and physical well-being. Their works are based on the principles of the *Attention Restoration Theory* (ART).

Studio Unhyde / The Dutch studio presents *Ollie*, a compact yet powerful luminous 'presence' with adjustable intensity and colour settings, capable of transforming the atmosphere of any space.

Bio-based Materials

Mycotex by Neffa / In addition to developing revolutionary bio-based materials, the company has mastered various processing techniques to transform them into a wide range of objects. At Masterly, all potential applications and possibilities of these materials will be showcased.

Roots Exhibition by Simone van Es / Simone van Es presents an exhibition resulting from extensive research that led her to identify farmers, producers, artists, designers, and builders in the Netherlands working with bio-based materials and sustainable production. Taking over the entire basement floor of the palace, the exhibition features works that blend ancient craft techniques with pioneering materials, objects made from plant waste or debris, as well as nature-inspired formulas.

Circular Economy

Future > Factory > Furniture / Seven renowned furniture brands, together with the industry association CBM, have joined forces to create the Future > Factory > Furniture collective. Their mission is to counter the rise of low-cost, unsustainable interior projects by promoting craftsmanship, expertise, and quality, the core values that have always defined Dutch design furniture.

Hayvenhurst featuring Jackie Jackson / Founded by Jackie Jackson (a former member of The Jackson 5), the brand specializes in handcrafted, eco-friendly furniture that embodies the principles of the circular economy.

Tarkett | DESSO / Visitors will have the chance to see and touch the raw, renewable, and recycled materials used to produce DESSO carpet tiles and Tarkett linoleum. The exhibit showcases closed-loop systems that recover, break down, and repurpose materials, creating a continuous, sustainable cycle.

Dekker Zevenhuizen & Signify / Unveiling a joint project that merges sustainable, customizable worktops with 3D-printed lighting solutions.

Triboo / Transforming waste into high-end furniture through cutting-edge creativity and engineering. Natural fibres and recycled plastics are repurposed into premium designs that meet the highest standards of quality and circularity. A global digital platform that enables anyone to create unique and sustainable furniture designs, and 3D-print them locally using waste materials, eliminating transportation and minimizing environmental impact.

Arthur Gaudenz / The *Beluga* chair, made entirely of 100% recycled monomaterial plastic, is fully recyclable without the need for conventional waste sorting systems. Its modular assembly kit allows for easy part replacement, extending its lifespan and significantly reducing CO₂ emissions.

Art-Design / Decoration

Studio Yvonne Mak / The young artist, known for reinterpreting everyday objects with a playful and surreal approach, presents a piece from her *Imprint* series. The work recreates the presence of a window within a room.

Royal Delft & Royal Leerdam Crystal / These historic brands present the *Iconic Collection* and *Copier Collection*, respectively. As symbols of Dutch excellence and ambassadors of rich cultural heritage, they honour tradition while continuously evolving and innovating.

Catawiki / Three times a year, the curator of Masterly organizes an exclusive design auction on *Catawiki*, the leading online auction platform, offering exceptional pieces to collectors worldwide.

LcD Textiles Collection by Luc Druez / The collection showcases new exclusive textiles by Belgian designer Luc Druez, created by weaving technical fibres with materials such as raffia, rubber, copper, and horsehair.

Orchids The Netherlands / In the Netherlands, orchids symbolize a rich horticultural heritage. As per tradition, on the final day of Design Week, Masterly and Orchids The Netherlands gift over 1,000 orchids to the people of Milan as a gesture of gratitude for their warm hospitality.

Danny Jansen / Renowned TV chef Danny Jansen tells the story of Dutch street food, revealing the craftsmanship behind the country's most beloved snacks. To celebrate their cultural significance, he has immortalized these delicacies in ceramic form, merging culinary artistry with artistic expression.

Fashion

Monique Singh / The fashion designer, born in the Netherlands with Indian heritage, reflects her identity, shaped between two cultures, in the creations of her eponymous brand. Each garment is handcrafted with meticulous attention to detail.

Zadkine | Microfactory / The training school for young talents aspiring to work in the cosmetics and fashion industries presents projects by students from its *Sustainable Design* course.

MASTERLY'S AGENDA

PRESS PREVIEW, Monday, April 7, 3:00 PM – 7:00 PM (with the presence of the curator and participants)

COCKTAIL, Tuesday, April 8, 6:30 PM – 9:00 PM (by invitation only)

ARCHITECTS' TALK, Wednesday, April 9, 11:00 AM

FLOWERS HAND-OUT, Sunday, April 13, 2:00 PM

Link Press Kit: <https://www.masterly.nu/press>

PRACTICAL INFORMATION

Palazzo Giureconsulti,
Piazza dei Mercanti 2, Milano
MM1, MM3

OPENING HOURS

Tuesday, April 8, 11:00 AM – 4:30 PM

Wednesday, April 9 – Saturday, April 12, 11:00 AM – 8:00 PM

Sunday, April 13, 11:00 AM – 3:00 PM

CONTACTS

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