



PORTA VENEZIA DESIGN DISTRICT

Made to *be different*, made to *be L'Altro*

Concept 2026 edition

DESIGN IS ACT

Milano Design Week, 20th – 26th April 2026

www.portavenezia.designdistrict.com @portavenezia.designdistrict_

#PVDD26 #PortaVeneziaDesignDistrict #DesignIsAct

DESIGN AS ACT: the new concept of Porta Venezia Design District

On the occasion of the upcoming edition of Milano Design Week, Porta Venezia Design District presents **Design is Act**, a concept inspired by the thinking of **Tomás Maldonado**, a central figure of 20th-century design who restored to the discipline its **ethical, cultural, and political** dimension. For Maldonado, design is never a mere formal exercise, but an **act of responsibility and awareness**: a critical practice capable of interpreting the present and intervening in reality. **To design means to take a position**, to assume responsibility for one's time, and **to establish a relationship between memory, knowledge, and transformation**.

From this perspective, **Design is Act** becomes an invitation to consider **design as action**: a **gesture capable of connecting thought and matter, memory and future, imagination and real impact**. A process that goes beyond the production of objects, generating relationships, visions, and new possibilities for the way we inhabit the world.

*With Design is Act we want to bring design back to its most authentic dimension: that of a cultural act capable of transforming reality. Designing means taking responsibility, taking a position within one's time, and building relationships between thought, matter, and society, comments **Carlo Barbarossa, Co-founder and Creative Director of PVDD**. The District itself was born from this vision: creating a context in which design is not only exhibition, but a device capable of activating connections, generating knowledge, and bringing different worlds into dialogue. Today more than ever we cannot limit ourselves to producing forms: it is necessary to contribute to building new possibilities of relationship between people, spaces, and communities.*

*Milano Design Week is the most prestigious international event in the sector and the highlight of Milan's annual calendar, a week in which our city becomes a crossroads for visitors, experts, enthusiasts, and stakeholders who generate impact and set ideas and transformations in motion every year, says **Alessia Cappello, Councillor for Economic Development and Labour Policies**. Within this context, Porta Venezia Design District will once again present a significant contribution, and I am confident that this edition too will offer numerous ideas and initiatives capable of creating connections and opportunities, bringing an ever-growing number of people to this urban area in search of projects, encounters, and inspiration.*



THE BIRTH OF CITTÀ STUDI DESIGN HUB

The new district hub of Porta Venezia Design District

Following the success of last year's edition, the district continues to expand: with **over 80,000 visitors**, a **33% increase compared to 2024**, **56 projects and installations (+24%)**, and **more than 350 designers and curators from around the world**, PVDD returns with a new evolution of its cultural and urban project. **Città Studi Design Hub** is born, a new hub extending the district's reach toward the city's university area, activating **an unprecedented dialogue between design, research, and education**. A territory historically linked to scientific and academic innovation becomes, during Design Week, an open laboratory for design experimentation. This expansion marks a further step in the growth of one of the most dynamic hubs of the Fuorisalone.

The debut of **Città Studi Design Hub** is marked by a major site-specific installation: **OVER AND OVER AND OVER AND OVER**, a project by **6:AM** hosted in the spaces of the historic **Piscina Romano**. A work that perfectly embodies the theme **Design is Act**, transforming the design gesture into a spatial device capable of generating experience.

*Porta Venezia Design District was born from a careful reading of the territory and from the desire to activate new urban energies. With Città Studi Design Hub we take a further step in this direction. Bringing design here means creating new connections between project, education, and local communities, continues **Enzo Perego, Co-founder and Relationship Manager**. The district grows like a living organism: each edition adds new geographies and new relationships. Città Studi Design Hub expresses this evolution and the desire to expand the cultural map of Milan Design Week.*

PORTA VENEZIA DESIGN DISTRICT 2026: DESIGN IS ACT **THE PROJECTS**

For the **2026 edition**, the district takes shape as a **diffused route of design experiences** interpreting design as an active gesture capable of generating reflections on materials, technology, culture, and society.

Among the protagonists of Milano Design Week 2026:

Vanity Fair launches **Archivio Italia**, a new cultural and editorial project that places the human stories behind craftsmanship and outstanding manufacturing at its center. The first chapter is dedicated to Italian design and will be presented during Milan Design Week. At the heart of this debut is **INSIEME**, an exhibition curated by **Sabato De Sarno** inside the historic **Piscine Cozzi**. The project will also extend to the façade of the iconic swimming pool, where **the manifesto piece of INSIEME will take shape through a site-specific installation from *Inside Out*, the participatory art project by JR**, the internationally renowned French artist known for bringing art out of traditional spaces and into the public realm of the city.



IKEA, at **Spazio Maiocchi**, presents **Food for Thought**, an installation exploring the relationship between design, food, and conviviality. Immersive environments created together with international designers and chefs investigate how design can transform the everyday rituals of cooking and sharing, integrating sustainability, accessibility, and food culture.

At the **Istituto dei Ciechi**, the studio **Dotdotdot** creates **Anima Mundi, A Visionary Impulse** for **GEELY**, a large immersive installation exploring the relationship between technology, nature, and interconnection. Sound, light, and interaction transform the space into a dynamic organism reflecting on the relationship between technological innovation and the human dimension.

The international curatorial platform **DEORON** returns with an expanded format for its **second chapter**: a group exhibition bringing together over fifty designers, including established studios, emerging talents, and international companies. The project creates a dialogue between industrial production and collectible design, building a narrative that spans research, experimentation, and contemporary culture. All of this takes place in an exclusive location, a former factory, transformed for the first time into a cultural space.

YOOX combines experiential design, digital art, and artificial intelligence in **YOOX CAMERINO / UNVEILED BY KETA BART**, an immersive installation created in collaboration with the Viennese digital artist Keta Bart. A spatial narrative that reinterprets one of fashion's most intimate rituals: entering and inhabiting the Camerino, located at **Galleria Romero Paprocki**, transforms the act of changing clothes into an exploration of personal identity and self-expression.

Electrolux, in via **Melzo**, brings **The Swedish Home by Electrolux** to the heart of the city, an immersive environment inspired by the values of Swedish domestic culture, where simplicity, wellbeing, and connection with nature become central elements of the design experience.

In the spaces of **Garden Senato**, **Molteni&C** presents **Responsive Nature**, a site-specific project conceived by **Elisa Ossino Studio** inviting visitors to discover the brand's new outdoor collection through a path of interconnected gardens where landscape architecture and design interact within an immersive narrative.

In the courtyard of **Palazzo Senato**, **Škoda Auto** presents **Ooooh, that's EpiQ!**, a large installation celebrating the brand's new electric SUV through sculptural forms, playful environments, and interactive digital devices.

Material and perception take center stage in **The Sensory Lab**, an engaging experience designed by **Sara Ricciardi** for **Eccentrico**, where ceramic surfaces, color, and everyday rituals transform the space into a sensory laboratory dedicated to wellbeing, complete with a specialty coffee station throughout the week.

Finally, **Park** presents **The Meanwhile Club**, with music curation by **Le Cannibale**, a project exploring the temporary reuse of urban spaces, transforming **Park Hub** into an ephemeral club and listening room dedicated to cultural and musical experimentation.

The district's program is far broader, hosting exhibitions, installations, and talks by international designers and studios spanning art, architecture, technology, and material research — creating a **diffused creative ecosystem** that crosses the neighborhood and engages with the city.



With **Design is Act**, Porta Venezia Design District continues to evolve as an **urban laboratory of ideas**, capable of connecting disciplines, territories, and creative communities, where **design becomes gesture, relationship, and vision**.

PORTA VENEZIA DESIGN DISTRICT 2026

DESIGN IS ACT

Below are some of the projects you will be able to visit during **Milano Design Week** (last updated on March 25th)

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ARCHIVIO ITALIA, THE NEW CULTURAL PROJECT BY VANITY FAIR, PRESENTS THE EXHIBITION *INSIEME*, CONCEIVED AND CURATED BY SABATO DE SARNO, WITH AN ARTISTIC INTERVENTION BY JR – INSIDE OUT PROJECT

Exhibition “INSIEME” curated by Sabato De Sarno, presented by “Archivio Italia” of Vanity Fair
Piscina Cozzi, Viale Tunisia 35, Milan
Tuesday 21st - Sunday 26th April
Opening times 21st – 23rd: 11am - 7pm
Opening times 24th – 25th: 10am – 9:30pm
Opening times 26th: 10am – 7pm

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Archivio Italia is Vanity Fair’s new cultural and editorial project dedicated to the human stories behind Italy’s outstanding craftsmanship and manufacturing excellence. Its first chapter, presented during Milano Design Week, focuses on Italian design and aims to explore the contemporary value of *craftsmanship*, highlighting the time, technical expertise, and responsibility toward materials that define the Italian tradition of making.

Conceived as a **long-term platform**, the project will unfold through magazines, digital editorial content, urban interventions, events, and site-specific artistic works, with the goal of narrating and preserving the country’s cultural and productive heritage through the stories of the people who make it possible.

At the heart of this debut is **INSIEME**, an exhibition conceived and curated by **Sabato De Sarno** that shifts the focus from objects to people, celebrating the hands, gestures, and inherited knowledge that lie at the foundation of beauty’s creation. The exhibition invites visitors to slow their gaze and recognize the human and cultural value embedded within every creative process.

The project will also extend to the exterior of the building of Piscina Cozzi in Milan, where the manifesto work of INSIEME will take shape, with a site-specific installation from **Inside Out project by JR**, the French artist internationally renowned for interventions that bring art outside traditional venues and into the urban space. Through a special installation the faces of the artisans involved in the exhibition will appear on a monumental scale on the building, bringing into the city what



normally remains invisible within the production chain. The façade thus becomes a large visual narrative dedicated to the people who make this heritage of knowledge and gestures possible.

Vanity Fair Italia | @vanityfairitalia

Sabato De Sarno | @sabato.desarno

The Inside Out Project | @insideoutproject

GEELY AUTO

X DOTDOTDOT

Exhibition “Anima Mundi. A Visionary Impulse”

An installation by multidisciplinary design studio Dotdotdot interpreting

Fondazione Istituto dei Ciechi, Via Vivaio 7, Milan

Sunday 19th - Sunday 26th April

Opening times: TBD

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On the occasion of Milan Design Week 2026, **Geely Auto**, one of the leading international automotive brands distributed in Italy by Jameel Motors, presents **Anima Mundi. A Visionary Impulse**, a site-specific interactive installation conceived by **Dotdotdot**, a multidisciplinary design studio specializing in the creation of narrative environments. From 19 to 26 April, the project will be on display in the evocative spaces of the **Fondazione Istituto dei Ciechi**, in the heart of the Porta Venezia Design District.

Anima Mundi. A Visionary Impulse is part of the *Technological Renaissance* vision with which Geely inaugurated its journey in Italy in 2025: an approach to innovation that puts people back at the centre of progress and redefines the role of technology as a tool for connection, relationship and concrete improvement in quality of life.

Within the space, each presence generates and modulates specific soundscapes: the sounds of the different environments layer, intertwine and grow in real time, giving life to a living audiovisual ecosystem, in which sound and image feed off each other. As more bodies inhabit the space, the sonic ecosystem intensifies, reaching moments of climax in which the Anima Mundi manifests itself fully. Technology thus becomes a tool for dialogue and relationship, capable of connecting species, time and territories in a narrative that is always new, unique and unrepeatable.

geelyitalia.com | @geely.italia

IKEA

Exhibition “Food For Thought”

Spazio Maiocchi, Via Maiocchi 7, Milan

Tuesday 21st - Saturday 25th April

Opening times: 10am - 9pm

Sunday 26th April

Opening times: 10am - 5pm

Press Preview: Monday 20th April 10am – 4pm

Cocktail Party (upon invitation): Monday 20th April 5pm – 12am



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From **21 to 26 April 2026**, IKEA returns to Milan Design Week with “**Food For Thought**”, a brand-new exhibition at **Spazio Maiocchi** in the vibrant Porta Venezia district. After four inspiring years in Tortona, IKEA opens a new chapter in another creative neighbourhood of Milan offering an interactive experience where design tells the story of evolving food rituals across cultures: cooking, eating, and sharing moments together.

Food For Thought brings together IKEA Democratic Design, focusing on form, function, quality, sustainability and low price, with the sensory world of food.

Set within a reimagined Swedish saluhall – a traditional, historic indoor food market hall - the exhibition has been co-created with architect **Midori Hasuike**, spatial designer **Emerzon**, and renowned international chefs and interior designers. Together, they reinterpret the IKEA range through immersive room sets and a large working kitchen that explore how food is experienced throughout life at home, from everyday meals to celebratory gatherings.

Through interactive installations and live cooking moments, visitors are invited to reflect on how thoughtful design can feed wellbeing, curiosity, and a sense of belonging. At a time when the home has never felt more important, as a place for connection, nourishment, and ritual, IKEA aims to show that there are countless ways to make life at home more playful, meaningful, and democratic for the many.

Set apart as a bold design statement, a series of playful installations offers a first taste of a brand-new flagship collection.

ikea.com/it | [@ikeaitalia](https://twitter.com/ikeaitalia)

6:AM & PISCINA ROMANO

Exhibition “OVER AND OVER AND OVER AND OVER”

Piscina Romano, Via Ampère 24, Milan

Saturday 18th - Sunday 26th April

Opening times 18th: 6pm - 9pm

Opening times 19th-24th: 10am - 8pm

Press preview: Saturday 18th 3pm – 8pm

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In the spaces of **Piscina Romano**, within the Porta Venezia Design District, **6:AM** presents **OVER AND OVER AND OVER AND OVER**.

Repeating is, often without us realizing it, what structures our days. Similar alarms, the same routes, the same gestures, the same places, the same affections. In a world that is constantly changing and offering endless possibilities every day, repetition becomes a way to find calm and orientation. It is a choice. It is what allows us to give a deeper direction to life.

Repetition is the invisible skeleton that makes movement possible. It is the stable foundation that allows us to face the unexpected, take risks, and deviate.



The same structure that supports everyday life is also what enables a creative and entrepreneurial practice to remain alive—unstable, complex, and often unpredictable.

For 6:AM, repetition is not replication. It is about building a language. It is about accepting error as part of the process. It is about transforming seriality into a narrative. It is about finding, within the discipline of the everyday gesture, the possibility of generating something that, although born from a structure, always remains irreducibly unique.

6am.glass | @6am_glass

ŠKODA AUTO | ULISES STUDIO

Exhibition “Ooooh, that’s EpiQ!”

Palazzo Senato, Via Senato 10, Milan

Tuesday 21st - Sunday 26th April

Opening times: TBD

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From April 21 to 26, 2026, **Škoda Auto** brings “**Ooooh, that’s EpiQ!**” to Porta Venezia Design District, offering an exclusive first look at the playful interpretation of the all new Epiq - the youngest addition to Škoda’s electric family.

At **Palazzo Senato** - Via Senato 10 - the historic courtyard is reimagined as a vibrant, evolving landscape inspired by the campaign’s modeling dough. Soft sculptural volumes and moldable surfaces create an atmosphere shaped by flexibility, transformation, and playfulness. The installation invites visitors to rediscover a sense of curiosity, encouraging them to see space not as static architecture but as something dynamic and responsive.

The project was developed in collaboration with **Ricardo Orts**, founder of **Ulises Studio** and Spanish digital artist with over a decade of experience in design and visualization and named among Forbes’ Top 100 Best Creatives for Business in 2024.

In the installation physical and digital environments intertwine seamlessly. An interactive digital dome becomes the multimedia core of the project, expanding the visual universe of the campaign, while playful moments and dedicated relax zones offer areas for interaction and pause. A lively calendar of creative activations energizes the week, turning the courtyard into a setting that evolves day after day.

skoda-auto.it | @skodagram

ulises.studio | @ulises.studio

YOOX



YOOX presenta “YOOX CAMERINO | UNVEILED BY KETA BART”

Galleria Romero Paprocki, Via Lazzaro Palazzi 24, Milan

Tuesday 21st - Sunday 26th April

Opening times: 10am – 7pm

Press preview (upon invitation, followed by cocktail): Monday 20th 4pm – 7pm

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During Milan Design Week, **YOOX** presents **IL CAMERINO | UNVEILED BY KETA BART**, an immersive installation created in collaboration with Vienna-based digital artist **Keta Bart**. Blending experience design, digital art and artificial intelligence, the project reimagines one of fashion’s most intimate rituals, the fitting room, as a powerful exploration of personal identity and self-expression. Hosted at **Romero Paprocki Gallery** (Via Lazzaro Palazzi 24), the installation unfolds as a spatial narrative where the act of changing fashion outfits becomes a moment where image, imagination and personal presence begin to blur. As fashion trends, AI and new digital mediums redefine how we present ourselves, YOOX CAMERINO unveiled by Keta Bart’s distinctive visual language, explores identity in motion and the timeless power of style.

With IL CAMERINO unveiled by Keta Bart, YOOX brings its evolving vision of fashion into the realm of experience design. As the brand undergoes a strategic rebirth under LuxExperience, it is redefining its role beyond e-commerce, becoming a cultural platform where fashion, design and community intersect.

camerino.yoox.com | [@yoox](https://twitter.com/yoox)

DEORON

Via Padova 11, Milan

Monday 20th - Sunday 26th April

Opening times: TBD

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Following the success of its physical debut, which welcomed over 5,000 visitors, **DEORON** returns with an **800-square-meter exhibition** developed in collaboration with Porta Venezia Design District, one of Milan’s most dynamic hubs for research-driven design and contemporary culture.

Never used before as an event venue, the building operated as a ball bearings factory until last year and has now been transformed into a cultural space. With DEORON marking its first public opening, the site is unveiled as a new destination for creativity and exchange, reactivating an industrial landmark for contemporary cultural production.

The 2026 edition presents an international roster of **50+ designers, brands, and independent studios working across furniture, lighting, homeware, technology, and lifestyle**. Bringing together **emerging talents and established industrial furniture brands** alike, the selection transcends distinctions of market segment or scale, offering a diverse and inclusive overview of contemporary design. Alongside the exhibition, a curated sound program introduces a high-fidelity audio system and dedicated listening sessions that transform the space into a continuous sensory environment. A bar, seating areas, and a program of daily events further encourage dialogue and exchange, reinforcing DEORON’s role as both exhibition and gathering place.



deoron.com | [@deoron](https://www.instagram.com/deoron)

SECOLO | TABLEAU

Giacosa35, Via Giuseppe Giacosa 35, Milan

Opening times: TBD

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Secolo announces its collaboration with **TABLEAU** for the occasion of Milano Design Week 2026 and unveils a preview of two brand new products and one existing work that has been reimagined by the Danish multidisciplinary design studio. The dialogue with TABLEAU marks an important step for the company, which for the first time presents works by an external designer. The collaboration will take shape through both new works designed by the Danish studio as well as through the design of an installation at **Secolo's showroom, Via Giacosa 35** in Milan, which will serve as the setting for the launch of Secolo's new collection. The entire project, from the products to the installation, reflects on the theme of reconnection, interpreting design as a means of fostering connection: a language capable of bringing imagination, sharing, tactility and a spontaneous approach to living back to the forefront, connected to an emotional dimension that returns the mind to the spontaneity of childhood. Previewing the new collection, Secolo presents three projects: The first is a new sofa designed by TABLEAU, the second, a reinterpretation of one of the brand's most iconic pieces —Pingu Side Table —through the eyes of TABLEAU, and lastly, a new lounge chair by Secolo, a key piece of the 2026 collection.

secolo.design | [@secolo_official](https://www.instagram.com/secolo_official)

MOVIMENTO GALLERY

Exhibition "One, Two, Many"

Via Giuseppe Giacosa 37, Milan

Opening times: TBD

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During Milan Design Week, **Movimento Gallery** presents "**One, Two, Many**", a group exhibition showcasing the work of seven Italian and international designers. The project features a new piece from each designer, invited to explore a shared material language: a unique metallic finish developed specifically by the gallery. The installation takes shape in the spaces of via **Giacosa 37** in Milan, where the installation, in keeping with Movimento Gallery's visual language and its constant attention to the presentation of objects, creates an intense and immersive environment. The project, accompanied by a critical essay by **Federica Sala**, is further enhanced by a sound installation created specifically for the exhibition by the **Hidden Mountain studio**. Movimento Gallery presents a preview of the first three designers involved: Chinese designer **Chris Shao**, French studio **Corpus Studio**, and Italian studio **LC Atelier**. The first project unveiled is **Geste**, a stool designed by **Lucrezia Calvi**, founder of Milanese studio LC Atelier.



movimentogallery.com | [@movimentogallery](https://www.instagram.com/movimentogallery)

ISTITUTO SECOLI x PORTA VENEZIA DESIGN DISTRICT

Istituto Secoli, Viale Vittorio Veneto, 18/A, Milan
Teatro Elfo Puccini, Corso Buenos Aires, 33 Milan
Opening times: TBD

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In 2026, the collaboration between **Istituto Secoli** and the Porta Venezia District took shape through the design and development of an **iconic and functional jacket/uniform worn by the staff of the Porta Venezia Design District** during Milan Design Week. The garment reflects the district's dual identity: on one hand historic and monumental, on the other rebellious and contemporary. Under the Creative Direction of Viennese designer **Arthur Arbesser**, known for his distinctive use of color, graphic patterns, and cross-disciplinary collaborations between fashion, art, and design, and with the coordination of the faculty team composed of Domenico Civita (Style Area Coordinator) and Francesco Baldassarre (Visual Project Coordinator), nine Secoli students and alumni, several jacket/uniform proposals were developed. These proposals explored functional variations – gender-neutral fit, durability, recognizability – as well as innovative graphic solutions.

The creations and the project narrative will be exhibited both within the Institute's educational spaces and in the foyer of **Teatro Elfo Puccini**, a key cultural institution and an integral part of the District, activating a distributed exhibition route throughout the neighborhood.

secoli.com | [@istituto_secoli](https://www.instagram.com/istituto_secoli)

ELECTROLUX GROUP

Exhibition "The Swedish Home by Electrolux"
Via Melzo 12, Milan
Tuesday 21st - Sunday 26th April
Opening times: 10am – 7pm

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During the most vibrant and fast-paced week of Milan's spring, **Electrolux Group** invites visitors to retreat into an oasis of authentic balance: "**The Swedish Home by Electrolux**", a special space located in the heart of Porta Venezia where guests can slow down, breathe, recharge, and rediscover the value of **time lived with greater awareness**. A place where design is no longer just about aesthetics but becomes pure emotion, where people are placed at the center of every environment, surrounded by technology that simplifies everyday life and restores precious time to dedicate to what truly matters. The inner garden will host sessions of **Yoga, Pilates, and Sound Meditation**, followed by the traditional **Swedish breakfast**. Throughout the day, the Auditorium will welcome **Design Talks** curated by industry experts, conceived as moments of inspiration and dialogue around the most relevant themes shaping contemporary living. Taste will also play a key



role through **Cooking Classes** and sessions dedicated to **pizza**, celebrating sharing and simplicity through a **cross-pollination of cultures and traditions**. Younger visitors will be able to take part in workshops designed especially for children, encouraging creativity and hands-on experimentation in the kitchen. Guests will also have the opportunity to join **sensory workshops**, designed to foster harmony and wellbeing.

electrolux.it | [@electrolux](https://www.instagram.com/electrolux)

ECCESTRICO | STUDIO SARA RICCIARDI

Exhibition “THE Eccentrico SENSORY LAB”
Via Malpighi 7, Milan
Opening times: TBD

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On the occasion of Fuorisalone 2026, **Eccentrico** presents **The Sensory Lab**, an immersive installation designed by **Sara Ricciardi** and her studio within the Porta Venezia Design District. An experiential environment that explores the relationship between material, perception and contemporary wellbeing, transforming ceramic surfaces into a sensory and narrative language. Designed as a welcoming and regenerative environment, **The Eccentrico Sensory Lab** invites visitors to slow down, pause and reconnect through surfaces, colours and everyday rituals centred around the world of specialty coffee and beyond. The project interprets ceramics not only as a surface covering, but as an element capable of activating emotions, gestures and relationships within space. The installation is realised using **Kilim**, Eccentrico’s new porcelain stoneware collection inspired by Moroccan zellige tiles and the aesthetic language of kilim rugs. Modular formats, nine evocative colours and the diagonal **Khat** decoration allow the creation of dynamic and customisable patterns, while the dual glossy and matte finishes create visual and tactile contrasts that amplify the sensory dimension of the space. Inside the space, a specialty coffee station powered by **Lelit**, the Italian company specialised in the design and production of prosumer espresso machines, and **Mirabilia Coffee**, Italy’s first independent specialty coffee subscription service, turns coffee into a conscious ritual and a moment of educational exchange. Throughout the week, tastings, talks and events dedicated to specialty coffee culture and new flavour pairings will take place.

eccentri.co | [@eccentrico_ceramiche](https://www.instagram.com/eccentrico_ceramiche)

PARK X LE CANNIBALE

Site-specific installation “The Meanwhile Club, with music curation by Le Cannibale”
Park Hub, Via Garofalo 31, Milan
Monday 20th – Friday 24th April
Opening times: 12pm – 9.30pm



Opening with Bluemania: Monday 20th April 6.30pm – 11pm
Riccardo Moschen: Tuesday 21st April 6.30pm – 9.30pm
Mesosauna: Wednesday 22nd April 6.30pm – 9.30pm
Fatima Koanda: Thursday 23rd April 6.30pm – 9.30pm
Hiroko Hacci: Friday 24th April 6.30pm – 9.30pm

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On the occasion of Milan Design Week 2026, from April 20 to 24, 2026, **Park** – an interdisciplinary collective of architects, designers, and researchers – presents **The Meanwhile Club**, a site-specific installation hosted at **Park Hub** (Via Garofalo 31). The project will feature a public program curated by **Le Cannibale**, a platform active for over fifteen years across club culture and sound experimentation, which has played a significant role in shaping Milan's clubbing and entertainment scene, establishing itself as one of Italy's leading cultural realities. Rather than presenting itself as a finished installation, the intervention takes the form of a critical stance: an **architecture of the "meanwhile"** that questions what remains once the spotlight fades. The project revolves around the notion of *meanwhile use*, transforming the studio into a **listening room** and **temporary club** where suspended time becomes designed matter. Park Hub takes shape through an archaeology of materials drawn from the archives of **WAY** – a historic Italian brand in interior and exhibition design – where, since the 1990s, components and fragments from past exhibition setups have been preserved. Park approaches architecture as a form of sampling: structural elements and finishes are reclaimed and layered without being neutralized. Le Cannibale's musical curation is designed to activate the installation through sound, transforming Park Hub into a permeable, vibrant, and welcoming club. Each day, from Monday to Friday, the temporary club will come alive with specially curated DJ sets, placing club culture at the center as a contemporary language and intertwining listening, rhythm, and sociality in coherence with Park's research on Adaptive Reuse. The line-up brings together some of the most compelling voices on the current scene – Bluemarina, Mesosauna, Fatima Koanda, Hiroko Hacci, and Riccardo Moschen – invited to develop site-specific sets capable of engaging in dialogue with the space, shaping its atmospheres and energies.

parkassociati.com | [@park_associati](https://www.instagram.com/park_associati)

ARTISIA | STUDIO YELLOWDOT

Exhibition "Edible Reveries" designed by Studio Yellowdot
Via Melzo 34, Milan
Tuesday 21st - Sunday 26th April
Opening times 21st – 25th: 10am – 7pm
Opening times 26th: 10am – 1pm
Press preview: Monday 20th 11am – 7pm

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ARTISIA, the world's first and unique 3D-printed pasta, presents the **EDIBLE REVERIES** exhibition designed by **Studio Yellowdot**, which kneads Italian cuisine, design, and innovation. The simple act of enjoying a piece of pasta is 'expanded' into a multisensory experience. Savour hand-crafted, algorithmic finger food, lounge on pasta-inspired furniture and dream on new rituals of conviviality.



A serene oasis amidst the design week's hustle and bustle. An invitation to find wonder, reflection, and delight one bite at a time. Guests are invited to wander through a serene, dreamlike environment where Studio Yellowdot has designed **Al Dente**, a site-specific, conceptual, 3D-printed furniture collection resembling oversized pasta pieces, surrounded by sculptural lamps. The journey continues with a video projection narrating the design and technology from byte to bite behind the tech-crafted pasta. A delicate soundscape completes the sensory journey. Each day, ARTISIA's chefs host **tasting workshops** [free, book the experience on Artisia.com] where guests can enjoy gourmet recipes with **Spaghetti 3D** — an eclectic nest born from a single 6.2-metre filament, meticulously woven and coiled into a miniature sculpture of remarkable intricacy.

artisia.com | [@artisia_pasta](https://www.instagram.com/artisia_pasta)

studioyellowdot.com | [@studioyellowdot](https://www.instagram.com/studioyellowdot)

ZUCCHETTI

Corso Venezia 29, Milan

Opening times: TBD

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Within its showroom in Porta Venezia district, **Zucchetti** presents **Octo X**, the evolution of the Octo faucet collection once again designed by **David Lopez Quincoces**. Octo X preserves the collection's original geometric rigor, now developed in AISI 316 L stainless steel, a noble, durable and sustainable material that enhances the series formal precision through sharp surfaces and light-defined horizontal lines.

Together with the single lever mixer model, the collection now also features a three-hole configuration, expanding compositional possibilities and allowing it to integrate seamlessly into both contemporary and more classic settings. Retaining its curved lines, slim volumes and balanced proportions, Octo X reinforces the elegance and distinctive character of the collection, confirming its ability to dialogue with the contemporary bathroom architecture.

zucchettidesign.com | [@zucchettidesign](https://www.instagram.com/zucchettidesign)

KARIM RASHID X SIMAS

Exhibition "Karim x Simas Talk"

Spazio Simas, Via Melzo 9, Milan

Wednesday 22nd April

Opening times: 10am – 12pm

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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.

simas.it
karimrashid.com | @karim_rashid_official

@ceramicasiams

RIMADESIO

“PRESENTAZIONE NUOVA COLLEZIONE”

Rimadesio Flagship Store, Via Visconti di Modrone 26, Milan

Tuesday 14th - Friday 24th April

Opening times (upon invitation): 10am – 7pm

Saturday 25th - Sunday 26th April

Opening times (open to the public upon registration): 10am – 7pm

“CELEBRAZIONE 70° ANNIVERSARIO”

Palazzo Isimbardi, Corso Monforte 35, Milan

Tuesday 21st – Sunday 26th April

Opening times (open to public upon registration): 10am – 6pm

Press preview (upon invitation): Monday 20th 10am – 6pm

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2026 marks a significant milestone for **Rimadesio**: seventy years of history, innovation, and design vision. An anniversary that the company interprets as an opportunity for openness, giving shape to a set of experiences conceived to express the values that have guided its evolution. Thus **BECOMING** is born, the concept that accompanies Rimadesio throughout the year and brings together a series of initiatives spanning art, architecture, design, and relation. A unified narrative that brings memory and future, continuity and transformation into dialogue. At Milan Design Week 2026, Rimadesio presents BECOMING at **Palazzo Isimbardi**, which becomes the fulcrum of the experience. For the first time, the company opens to the public a structured celebratory project, offering a space for meeting and sharing. Conceived and created by **Juma**, responsible for Rimadesio's image and communication for thirty years, the project reflects the ability to translate the company's values into visual and narrative form, from historical memory to future vision. *“BECOMING tells the story of 70 years of Rimadesio,”* says **Paolo Mojoli**, art director of Juma, *“transforming the style and identity of the brand and its evolution through design, innovation, and project into a concrete experience.”*

rimadesio.it | @rimadesio_official



USM Modular Furniture x Snøhetta present RENAISSANCE OF THE REAL

Exhibition “Renaissance of the real”

Fondazione Luigi Rovati, Corso Venezia 52, Milan

Press Preview Day on Monday, April 20, 10 am-7 pm

Opening times: from Tuesday, April 21 until Sunday, April 26, 2026, 10 am-7 pm

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USM Modular Furniture, in partnership with the transdisciplinary architecture studio Snøhetta, is proud to announce Renaissance of the Real, a multisensory installation by Swiss artist and experience designer Annabelle Schneider. Debuting at the prestigious Fondazione Luigi Rovati during Milan Design Week (April 20–26, 2026), the project invites visitors to step outside digital acceleration and rediscover the sensory intelligence of the physical body.

The Architecture: Structure Meets Vulnerability

At the core of the installation is the iconic **USM Haller modular system**. For over 60 years, USM has defined a design language of precision and adaptability. Here, the system transcends its role as furniture, acting as the architectural skeleton that supports a soft, textile membrane that expands and contracts subtly like a breathing organism. This cocoon-like bubble creates a dialogue between the steel modular grid and fluid, organic softness – a space where structure and vulnerability coexist.

EXTRA ORDINARIO

Exhibition *Yabu Pushelberg × Extra Ordinario*

Via Antonio Stoppani 40, Milan

Monday 20th - Sunday 26th April

Opening times: 10am - 7pm

Press Preview (upon invitation): Saturday 18th 10am - 7pm

Cocktail (upon invitation): Wednesday 22nd 6pm - 9pm

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Extra Ordinario is entering a new phase. Not through a stylistic shift, but through a deeper transformation: the brand becomes an author of objects. What was once primarily a company working alongside architects and hospitality projects now evolves into a curatorial laboratory where hospitality meets design as a cultural form. A company that does not simply produce for the contract market, but builds atmospheres, designs tools for welcoming, and interprets space as a hospitable gesture. This new vision begins with a certainty: we no longer need generic objects, but necessary ones. After years of working alongside architects and hospitality projects, the company introduces its first proprietary collection – a vocabulary of elements conceived specifically for contemporary hospitality spaces. The new direction of the brand has been shaped under the brand direction of **Spalvieri & Del Ciotto**, who guided the definition of Extra Ordinario’s cultural and design positioning. The first collection and the exhibition concept have been developed in collaboration with **Yabu Pushelberg**, translating this vision into a family of objects and into the spatial narrative presented at the Salone.



L'APPARTAMENTO BY ARTEMEST

Exhibition "L'Appartamento by Artemest"

Palazzo Donizzetti, Via Gaetano Donizetti 48, Milan

Tuesday 21st – Sunday 26th April

Opening times Tuesday 21st – Wednesday 22nd April: 10am – 6pm

Opening times Thursday 23rd – Sunday 26th April: 10am – 7pm

Press preview: Monday 20th April 10am – 4pm

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MOLTENI&C

Exhibition "RESPONSIVE NATURE. An Installation by Elisa Ossino Studio"

Via Senato 14, Milan

Tuesday 21st – Sunday 26th April

Opening times Tuesday 21st – Wednesday 22nd April: 10am – 5pm

Opening times Thursday 23rd – Saturday 25th April: 10am – 7pm

Opening times Sunday 26th April: 10am – 6pm

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RAFFLES MILANO

Exhibition "IN THE ACT OF BEING: Being a Project"

Raffles Milano, Via Felice Casati 16, Milan

Opening times: TBD

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In the heart of the Porta Venezia District, **Raffles Milano** presents "**In the Act of Being**," a platform showcasing design hybridization. The exhibition spans from the "**72H**" innovation lab featuring international brands and students to "**Shared Ground**," curated by Raffles' Asian campuses in Singapore and Jakarta, and "**Crafting Futures**," a deep-dive dialogue with Indian designers.

rafflesmilano.it | [@rafflesmilano](https://www.instagram.com/rafflesmilano)

MARK/GIUSTI | LI BEIRUT

Exhibition "Li Beirut: Between Shadow and Light"

The House of MARK/GIUSTI, Via Marcello Malpighi 7, Milan

Tuesday 21st – Monday 27th April

Opening times (upon registration): 10am – 10pm

Press preview (upon invitation): Monday 20th April

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RICK TEGELAAR

Exhibition “OASIS: UNA MOSTRA PERSONALE DI RICK TEGELAAR”

Spazio Adatto, Viale Abruzzi 13, Milan

Tuesday 21st – Sunday 26th April

Opening times Tuesday 21st – Saturday 25th April: 11am – 8pm

Opening times Sunday 26th April: 11am – 4pm

Press preview: Monday 20th April 11am – 8pm

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LIT STUDIO

Exhibition “Sidra: A Modular Grammar”

Via Achille Maiocchi 27, Milan

Monday 20th – Sunday 26th April

Opening times Monday 20th – Saturday 25th April: 11am – 8pm

Opening times Sunday 26th April: 11am – 2pm

Press preview: Monday 20th April 11am – 8pm

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ODA MILANO

Exhibition “12 SKETCHBOOKS 12 ARTISTS – A Glimpse into the lives of artists”

ODA MILANO, Via Marcello Malpighi 8, Milan

Monday 20th – Sunday 26th April

Opening times Monday 20th – Thursday 23rd April: 10am – 7.30pm

Opening times Friday 24th April: 10am – 11pm

Opening times Saturday 25th – Sunday 26th April: 10am – 7.30pm

Vernissage (coffee + music dj): Tuesday 21st April 10am – 1pm

Finissage (party): Friday 24th April 7.30pm – 11pm

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ANNA LODI BIJOUX

Exhibition “THE HIDDEN FOREST: poetic installation on imagined nature”

Anna Lodi Bijoux, Piazza Lima 3 – internal courtyard, Milan

Monday 20th – Saturday 25th April

Opening times: 9.30am – 7.30pm

Opening aperitif (open to the public): Monday 20th April 5pm – 7.30pm

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LEDONGIL WORKSHOP



Exhibition “Fragile Structure”
Anni Wu Gallery, Via Rosolino Pilo 14, Milan
Tuesday 21st – Monday 27th April
Opening times: 11am – 7pm

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INTERNI | MATERIAE

Exhibition “MATERIAE”
Portrait Milano, Corso Venezia 11, Milan
Monday 20th – Sunday 26th April
Opening times (except events by invitation): 10am – 12am

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DEDAR

Via Lazzaretto 15, Milano
Tuesday 21st – Saturday 25th April
Opening times: TBD
Press Preview (open): Monday 20th April 9.30am – 12.30pm

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STUDIO BOOBOON

Exhibition “UNBOXING: A Room as Instrument”
Spazio Milesi, Via Felice Casati 29, Milan
Monday 20th – Sunday 26th April
Opening times: TBD
Press preview: Sunday 19th April 3pm – 7pm

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ALIMONTI MILANO

Exhibition “Medusa collection – Etereo per Alimonti Milano”
Alimonti Store, Corso Venezia 53, Milan
Opening times: TBD

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DOS MIL QUATRE-CENTS SETANTA GRAMS



Collective exhibition “Dos Mil Quatre-Cents Setanta Grams”

CAPA, Via Plinio 37, Milan

Monday 20th – Saturday 25th April

Opening times: 10am – 8pm

Press Preview: Tuesday 21st April 10am

Soft Lunch Party: Tuesday 21st April 8pm

Opening in conversation with designers, curators and architect Paolo Sarra: Wednesday 22nd April 6.30pm

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SPAZIO VIRULY

Exhibition “UNBOXING: A Room as Instrument”

Superattico, Via Bartolomeo Eustachi 40, Milan

Monday 20th – Sunday 26th April

Opening times: 2pm – 10pm (in the morning from 10.00 only by appointment)

Press Preview: Monday 20th April 10am – 6pm

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3LOGY | AN EXHIBITION BY STEFANO EPIS, DAVIDE MONTANARO E STEFANO PAULON

Exhibition *3LOGY | UNA MOSTRA DI STEFANO EPIS, DAVIDE MONTANARO E STEFANO PAULON*

Studio Laruffa Bottinelli Avvocati Associati, Via Marcello Malpighi 4, Milan

Monday 20th – Sunday 26th April

Opening times: 11am – 7pm

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TEAM PORTA VENEZIA DESIGN DISTRICT

Porta Venezia Design District was established through the joint initiative of **NONSOLOLOFT**, represented by ***Tommaso Francavilla, Stefano Mantovani, Enzo Perego***, and **WUNDERPLACE STUDIO**, represented by ***Carlo Barbarossa***. These entities are the project’s co-founders and are responsible for the strategic and creative direction of the Porta Venezia Design District.

MORE INFO ON PVDD LOGO:

The **logo** represents some of the **neighborhood’s iconic landmarks**: the **two squares** refer to the ***Bastioni di Porta Venezia***, the **circle** symbolizes the ***Ulrico Hoepli Civic Planetarium***, and the **rectangle** represents the ***Civic Museum of Natural History of Milan***. **Different shapes** come together to **build a shared vision and a strong identity**, one that recognizes **diversity and heterogeneity as added value**.

SUPPORTERS



Supporters



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VANITY FAIR

Media Partners



Regeneration Partner



VAIA – REGENERATION PARTNER

The company shares with the district a reflection on the role of **sustainability in the world of design**. For **VAIA**, design has always been a **concrete act**: the company gives new life to the wood of trees felled by Storm Vaia, completing this circular process through the **reforestation of the Dolomites**.

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