



Press Release

MILANO DESIGN WEEK 2026

20 - 26 APRIL 2026

## DESIGN TO CHANGE EVERYTHING

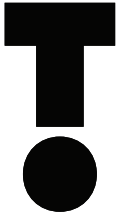
With eleven editions under its belt, Tortona Rocks is well established as one of the epicentres of design week: an international platform where installations, research and new creative visions redefine the Fuorisalone experience.

The 2026 edition, *Design to Change Everything*, explores design as a transformative force capable of reinterpreting and reshaping the present. It offers an invitation to view the design process as a 'rebellious' experience that incorporates creativity, technology and new, contemporary visions.

Amid immersive environments and multidisciplinary interaction, Tortona Rocks reflects the intersection between industry, culture and experimentation, prompting new perspectives on the role of design in our time.

**PRESS PREVIEW: SUNDAY 19 APRIL from 3 PM to 7 PM**

No matter what, design never stops.  
Not because the world is moving in the right direction.  
Not because crises are easily solved.  
Not because the future is legible.  
**We design because it is impossible not to.**



Tortona Rocks launches **Design to Change Everything**, its eleventh edition that embraces design as an active and structural force in society, even before its formal expression or disciplinary interpretation. In the current context marred by social tensions, political conflicts, economic inequalities and deep collective uncertainties, **Design to Change Everything** emerges as a purposeful act. While reality appears fragmented and cloudy, the project responds with transformational energy. It does not accept inertia, nor does it adapt passively: it actively proposes alternatives and suggests possibilities by introducing new points of view.

**Tortona Rocks #11** brings together projects that perceive design as both a critical and operational tool. It is not about isolated objects, but rather processes, research and systems capable of concretely affecting current conditions. In this sense, change is not a slogan: it is a responsibility and a choice. It is the decision to design the world not to adapt to what it is, but to contribute to what it can become.

## HIGHLIGHTS

Between industrial courtyards, repurposed architecture and spaces open to experimentation, Tortona Rocks constructs a constantly evolving design landscape. From the headquarters at Opificio 31 to the district's most dynamic roads, an intricately articulated programme unfolds, reflecting the prism of contemporary design. Established collaborations stand alongside new international presences that expand interactions, generating novel connections and offering additional perspectives.



## We are proud to present the stars of the 2026 edition

Under the auspices of spectacular installations: **IQOS** continues its participation this year with ever-new perspectives, such as its collaboration with **Devialet**, a French leader in acoustic engineering, which redefines the convergence of sound, design and technology. **Soundsorial Design** will be an ever-changing immersive landscape, shaped by water, movement and voices, where every visitor becomes sound itself.

The installation will evolve throughout the exhibition, becoming a living archive of the interactions that pass through. It is not merely a scene to be observed, but rather a sensory system that evolves with those who experience it, experimenting with new visual and technological elements. Alongside the installation, IQOS and Devialet will also present a **Limited-Edition Capsule Drop**, created exclusively for this collaboration.

**Opificio 31, Via Tortona 31**

**Fòco** is the final chapter of the interior design tetralogy by **Archiproducts Milano** created by **Studio Pepe**, concluding the curatorial journey dedicated to the four elements following Earth, Water and Air. The protagonist this time is fire, a primordial and symbolic element interpreted through an interior design project built on contrasts, tensions and harmonies.

The Milanese studio led by Arianna Lelli Mami and Chiara Di Pinto translates this energy into a layered installation in which material, light and forms engage in harmony. Fòco becomes a space with a multi-faceted identity, capable of hosting diverse brands and products in a unified narrative designed to inspire architects and professionals. The **Living Notes** concept transforms interior spaces into a design landscape made of spatial notes and suggestions, reaffirming Archiproducts Milano's prestige as a hub for contemporary research and design.

**Opificio 31, Via Tortona 31**



In celebration of forty years in Italy, **McDonald's** presents POOL Ti sblocco un ricordo (I'll unlock a memory for you) is an immersive exhibition curated by Nicolas Ballario that presents a dialogue between contemporary art, generational memory and pop culture. The project unfolds as a journey through three environments that explore the relationship between childhood, visual imagery and the construction of memory. At the heart of the installation is a large multi-coloured ball pool that turns into an 'exhibition device' and a metaphor for the transition from spontaneous creative gestures to the construction of an artistic language, through the dialogue between a Spot Painting by **Damien Hirst** and a work from the Early Work series by **Vedovamazzei**.

The journey continues with a time machine based on artificial intelligence that generates personalised visual memories, concluding with an archive of objects and memorabilia that recounts forty years of McDonald's in Italy.

**Via Tortona 58**

**Swatch AI-DADA** arrives at Milan Design Week with a new way to conceptualise the watch: as a dialogue between human creativity and artificial intelligence. The project takes shape out of the extraordinary Swatch archive — built on over forty years of design, art and experimentation — turning it into generative material for new creations. In the **AI-DADA Lab**, visitors can journey through the brand's visual history before stepping into the creative process: a simple input activates the AI, which creates an original **NEW GENT** design in mere moments. This is an experience open to all, where individual imagination transforms into a unique timepiece.

**Opificio 31, Via Tortona 31**

In the sphere of industrial design, **Italdesign**, founded by **Giorgio Giugiaro**, brings to the Fuorisalone its vision for the **Essere Progetto**: an



integrated and vertical approach that spans diverse sectors, from automotive to product design, from aerospace to robotics. In the space at Via Tortona, a journey takes shape that details the company's end-to-end approach, through which style, engineering and development interact continuously. The stars on display include the **Honda NSX Tribute by Italdesign**, a contemporary homage to an icon of transport.

**Opificio 31, Via Tortona 31**

## OPIFICIO 31

Opificio 31 is the most transformative public space in Milan, where the district converges and reinvents itself: a place where contemporary languages, art, interior design and cutting-edge technologies intertwine in environments that expand on and reimagine perspectives on design.

**All'Origine Boutique**, hosted by **Paola Navone** at **Otto Studio**, presents a reflection on the history and memory of objects. Among 20th-century European furnishings and small treasures, a narrative takes shape through which what was once forgotten reemerges with renewed intensity. This temporary shop transforms into a space that tells a story, where period pieces and contemporary visual works converse, demonstrating how objects can span eras, reject trends and rediscover their brilliance, ready for new stories and new eyes.

**CANDYSLAB** presents **Wild Experience**, an immersive installation that showcases the universe of Italian Pop Design between technology, colour and experimentation with different materials. Some of the brand's most iconic figures take centre stage, from the **Kira** panther statue to the **Candy Chair**, born out of 3D prototyping and advanced production technologies.



The route guides the visitor on the journey from graphic design to three-dimensional object, transforming image into experience and space into a sensory environment where innovation and visual identity intersect.

An aesthetic manifesto: **REBEL**, the new collection by **Hans Boodt Mannequins**, redefines the role of the mannequin from a static display to a presence packed with expressive potential. Born out of 3D scans of real bodies in motion, the project introduces identity and imperfection where abstraction once reigned. Tactile surfaces and sculptural vibrations turn each figure into a character. **REBEL** becomes an immersive experience: not merely an object on display, but a cultural statement.

Next up is **Planika**, an international brand that specialises in high-end modern fireplaces for contemporary architecture. This portfolio, characterised by impactful yet minimalist design, encompasses a wide range of solutions that generate real or ultra-realistic flames with advanced safety technologies.

**Foroo** presents **Contemporary Kitchens Inside**, dressing kitchens with artisanal details. Founded by Davide Defendi and Roberta Rovaris, the brand offers modular kitchens designed and produced in Italy, where colour, materials and finishes are organised into five colour palettes designed to interpret contemporary living. Handcrafted knobs made from reclaimed marble add character to a project that combines modularity, aesthetic research and attention to durability.

The automotive sector becomes a testing laboratory for new design visions with **Zeekr Design**, which presents **The Art of Connection**. The exhibition guides the public through the creative process behind the **Zeekr 7GT**, including sketches, clay models, prototypes and immersive installations.



In **Designed by Who? Curated by uau studio**, the Fuorisalone is transformed into an open lab where design becomes a collaborative process. The installation looks beyond the concept of a static exhibition, inviting the public to participate in creating a collective project. From paper sketches to advanced technologies, every contribution becomes a design concept in real time, shaping a continuously evolving creative ecosystem.

The exhibition circuit continues on the main routes of the district between Via Tortona, Via Savona and Via Bergognone.

Talented young Japanese designers are showcased in the collective exhibition curated by Bud Brand. This exhibition invites a **shift in perspective**: objects are placed slightly above eye level, revealing themselves only when visitors look up. This simple gesture activates a new spatial awareness, suggesting a sense of openness, aspiration and lightness. Through suspended shapes and a carefully calibrated composition, the installation transforms the environment into a sensory experience.

#### **Via Tortona 5**

**Moments of Joy by Maisons du Monde** invites visitors to explore the home as the starting point for an emotional journey. Environments inspired by distant landscapes and faraway influences, from the freshness of Mediterranean gardens to the tranquillity of desert expanses, follow one after the other as stages of a sensory narrative. Each space evokes different atmospheres and emotions, transforming living into an experience of discovery, wellness and connection with the world.

#### **Officine Savona - Via Savona 33**

The exhibition schedule concludes with **Haier - Inside the Experience**, which offers an immersive itinerary that focuses on the relationship between



people and the domestic space. Interactive environments, intelligent solutions and design storytelling come together to explore new ways of living in the home. Technology becomes a discreet yet active presence, capable of accompanying daily gestures and habits, transforming the kitchen into a connected and intuitive space designed those who live in it.

**Via Bergognone 26**