

PRESS RELEASE: CONVEY 2026**CONVEY BUILDING: an entire building in the heart of Milan becomes the new destination for Design Week.**

From April 20 to 26, 2026, over 20 international brands, 5 exhibition floors, and a program of events that strengthens the dialogue between Milan and international markets.

Convey, a project conceived and promoted by Simple Flair, was launched in 2023 as an international event to share a perspective on contemporary design and create valuable connections between brands, communities, and the public. In 2026, now in its fourth edition, Convey is expanding and renewing its offering with a new and unique format: CONVEY BUILDING.

For one week, an entire building in the heart of Milan (Torre Velasca/Missori area) will be transformed into a destination for Milan Design Week: a five-story exhibition space with a show bringing together more than 20 international brands, alongside a calendar of activations and collaborations.

The CONVEY BUILDING offers a complete experience, where exhibitions, cultural programming, and community life coexist in a single location. At the heart of the project is the 360° panoramic terrace overlooking the city, which becomes the beating heart of Convey.

Riccardo Crenna, CEO and Co-founder of Simple Flair:

“With Convey, we want to build a nomadic and temporary place where design becomes a relationship: between brands and people, between Milan and the world. The Convey Building is our clearest evolution: a single destination, a single experience, a lively agenda that makes Design Week more than just a visit, it makes it an encounter. Careful selection of protagonists, shared values, and a single point of view on the sector for an event that aims to provide a clear portrait of the design industry; not a group show but a platform for tracing a trajectory together towards the new generations of communication and trade in furniture products.”

INFORMATION SHEET

- **WHAT**

Convey is an international event dedicated to design companies and brands, created with the aim of establishing a contemporary system among key players, with the goal of accelerating growth and promoting shared values, contributing to the construction of a new international design scenario.

- **WHY**

Convey was born from observing contemporary design companies operating in unexplored territories, with innovative strategies and solid values. Today, these companies feel the need to create a shared growth system that meets the needs of today's society: more connected, more international, more authentic.

- **WHERE**

CONVEY BUILDING

Milano, Via San Senatore 10, Torre Velasca/Missori area

- **WHEN**

20 – 26 April 2026

Mon – Sun 10.00 – 20.00

- **WHO**

Conceived and promoted by Simple Flair

Visual Identity Giga Design Studio

International Press Office & PR Strategic Footprints

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