TREND REPORT

MILAN DESIGN WEEK 2023



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Published by
DESIGN INSIDER:



2023, MILAN DESIGN WEEK







MILAN DESIGN WEEK RETURNED FOR THE FIRST TIME SINCE 2019 TO ITS APRIL HOME WITH 2,000 EXHIBITING BRANDS AT SALONE DEL MOBILE.MILANO AND OVER 1,000 CITY BASED VENUES.

Design Insider Editor, Alys Bryan, brings you our insight into the 2023 edition of the world's leading design event.

On the following pages we share our event highlights from both the fair and the city, we introduce you to new product launches and previews, and we are thrilled to share the installations which brought delight to our visit.

We also share our opinion on the successes and challenges of the event and invite you to join our conversation by commenting on our Design Insider LinkedIn posts or by emailing alys@designinsiderlive.com

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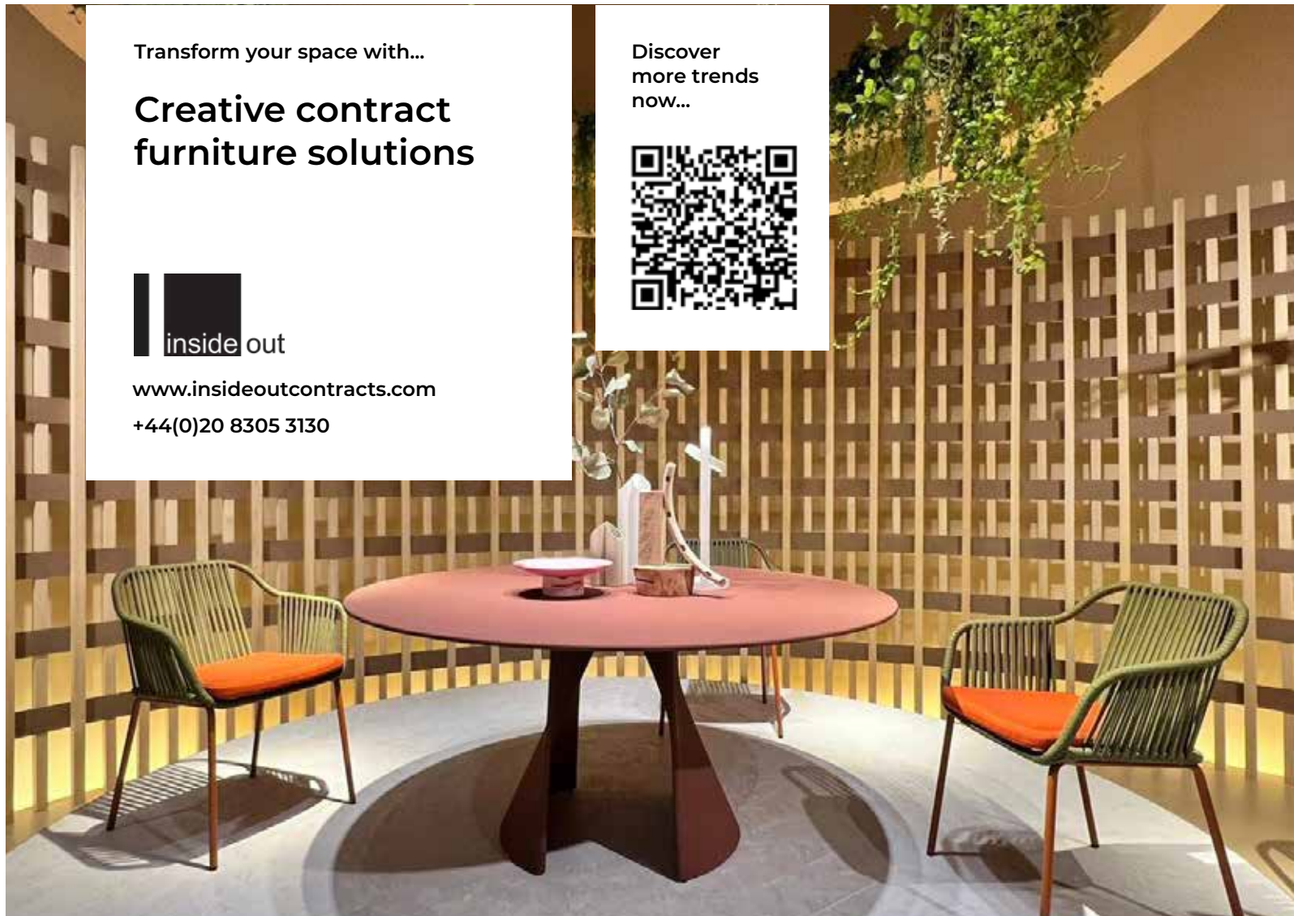
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ATMOSPHERE & OBSERVATIONS

Milan Design Week 2023 was brimming with designers and enthusiasm. Every pavement and seating space was full with creative conversation and resting feet. You had to line up to enter parties and wait to speak with brand representatives but there was nowhere else that a member of the design community would have rather been!

Prior to Milan Design Week we asked UK industry leaders what the event needed to deliver in order to maintain it's position as the world's leading design event. Many respondents agreed with Bonnie Cheung, Furniture Manager at M Moser Associates' opinion on the Salone:

'TO LEAD THE INTERNATIONAL DESIGN EVENT SCENE, SALONE DEL MOBILE. MILANO NEEDS TO PUSH THE INDUSTRY AGENDA FORWARD AND BE AT THE FOREFRONT OF RESPONDING TO THE CONVERSATIONS IN THE INDUSTRY.'

And did the fair deliver? No, in our experience, it did not!

The fair did not visibly drive innovation or bring people together in conversation on manufacturing methods, material innovation or the sectors' ability to create sustainable societal models.

Earlier this year we shared how exhibitors at Stockholm Furniture Fair used their stands to communicate, many through large graphics or with a material breakdown, their environmental strategy and sustainable product achievements. This was not evident at Salon del Mobile.Milano. Although every brand almost certainly is addressing their brand and product's environmental impact this was simply not a story being told through the event itself.

Maria Porro, Salone del Mobile president, set out the events mission by stating that: *"Salone is not standing still: the new challenges lie in fleshing out a vision of the furnishing system that, of necessity, is more ethical and aware – design that besides being functional and good-looking is also capable of engendering conditions and spaces for wellness, refuge and inclusion."*

It was clear that, whilst many of the fair's exhibitors were welcoming, there was a selection who were not focused on inclusivity, intent on using the event solely for pre-determined business rather than to build new relationships and open the door to unexpected opportunities.

A hugely enjoyable aspect of the fair was the creativity showcased through new product designs from world leading, and emerging, designers. Visitors were treated to exciting new designs which answer many of the requirements of commercial and high end residential briefs.

Thankfully, important conversations were brought to life by fringe events including Alcova, who offered visitors insightful blueprints for the future.

VALENTINA CIUFFI AND JOSEPH GRIMA ONCE AGAIN BRING DESIGN AND RESEARCH INTO DIALOGUE WITHIN A SURPRISING AND HISTORICALLY SIGNIFICANT URBAN SETTING.

We saw the conversation on technology and AI advanced during Milan Design Week with innovations including Nature Architects collaboration with Issey Meyake.

Traditionally, Milan Design Week delivers experiences. Large scale installations, often in substantial historical settings, which you could never have dreamed of. Perhaps indulgent, but more often than not executed with precision and experienced with delight. This year our highlight was Grohe Spa's 'Health Through Water' installation which the brand used to introduce their high end clients to their new luxury products.









1. La Manufacture, Casa Manzoni
2. Inside Out Team at Pedrali
3. Droog, Triennale, Viale Emilio Alemagna
4. Salone del Mobile.Milano, Rho-fieramilano

GROHE SPA



When we arrived at Grohe Spa's impressive 'Health Through Water' installation, beautifully housed in the courtyard of Pinacoteca, we were welcomed by Patrick Speck, Leader, LIXIL Global Design and his colleague Carina Buhlert, Leader, LIXIL Global Design, Brand Environments + Experiences.

We were honoured to be introduced to the space by the designers themselves, both part of the in-house design and brand identity team LIXIL Global Design.

The exquisite installation reflected the art museum, including the statue of Napoleon at the centre by one of the most important sculptors of his day, Antonio Canova. The stillness of the water expanded the space and created a kind of illusion, with the aim of representing cleanliness and wellbeing.

At first glance the four cubes, placed in each of the courtyard's corners, were hidden, carefully camouflaged by the building and water they are reflecting.

> **'BY APPEALING TO DIFFERENT SENSES WITH OUR INSTALLATION, WE WANT TO CREATE A SPECIAL EXPERIENCE FOR OUR GUESTS – JUST LIKE OUR GROHE SPA PRODUCTS DO. TRANSFORMING THE BATHROOM INTO A HOME SPA IS NOT ABOUT USING INDIVIDUAL PRODUCTS, BUT ABOUT CREATING HOLISTIC EXPERIENCES THAT EMBRACE THE POSITIVE EFFECTS OF WATER ON THE BODY AND MIND.'** Patrick Speck, Leader, LIXIL Global Design, EMENA.

Each of the four physical cubes nestled into the space ware dedicated to one of four tiers that bring GROHE SPA to life. We have gone into more detail on the following page, the four tiers are:

1. GROHE ICON 3D: ABSOLUTE CUSTOMIZATION

2. GROHE PRIVATE COLLECTIONS: PERSONALIZED LUXURY

3. COLOURS, MATERIALS, FINISHES: HARMONY IN DESIGN

4. LIGHT, STEAM, SOUND, SMELL: MULTI - SENSORY MOMENTS OF BLISS

The products showcased within each cube formed a broad portfolio which includes elaborate tap collections, customisable ceiling showers and intricate ceramics to complementary accessories. These exclusive products create uniquely luxurious wellbeing areas for Grohe Spa's commercial and residential clients.

GROHE is a leading global brand for complete bathroom solutions and kitchen fittings. Since 2014 GROHE has been part of the strong brand portfolio of LIXIL, a manufacturer of pioneering water and housing products. In order to offer "Pure Freude an Wasser", every product is based on the brand values of quality, technology, design and sustainability.

LIXIL makes pioneering water and housing products that solve every day, real-life challenges, making better homes a reality for everyone, everywhere. Drawing on our Japanese heritage, we create world-leading technology and innovate to make high quality products that transform homes. But the LIXIL difference is how we do this; through meaningful design, an entrepreneurial spirit, a dedication to improving accessibility for all and responsible business growth.

GROHE ICON 3D
ABSOLUTE CUSTOMIZATION

The GROHE SPA Icon 3D collection reimagines the possible, taking sustainable product design and collaborative customization to unfathomed levels.

GROHE has reinterpreted the Atrio and Allure Brilliant lines as well as a Rainshower headshower by pushing the limits of 3D metal-printing. The hyper-minimalist faucet design saves precious resources while conveying the purity and elemental spirit of water rituals. Inspired by the shapes of nature, the ultra-thin silhouettes made of stainless steel give the flowing water the appearance of an optical illusion. GROHE's 3D metal-printing process makes virtually any geometry possible and allows the creation of truly unique, customized design statements in the bathroom. The elaborate technology signifies the exclusivity of the Icon 3D pieces: each is unique, and the collection edition is limited to a few pieces per year.

GROHE PRIVATE COLLECTIONS
PERSONALIZED LUXURY

The luxurious GROHE SPA Atrio and Allure Brilliant Private Collections feature carefully curated colours, materials, finishes and handle designs, promoting versatility and individuality.

GROHE is partnering with Caesarstone, the global pioneer of premium countertop surfaces, to develop exquisite materials to incorporate into the brand's faucet designs and ensure a durable high-quality finish. These quartz accents can be creatively reflected in wall and surface materials to achieve a harmonious balance between the fittings and the physical space they inhabit. With elegant tactile finishes, like immaculately knurled handles, GROHE SPA provides the creative inspiration to conceive sumptuous, one-of-a-kind bathroom concepts.

COLOURS, MATERIALS, FINISHES
HARMONY IN DESIGN

The product portfolio is broad yet harmonious, inviting endless combinations of design elements to achieve extraordinary results. Transforming the bathroom into a personal home spa is about creating holistic experiences that appeal to personal preferences. The GROHE Colours Collection encompasses a curated palette of timeless colours and finishes for full freedom of choice – from faucets to showers right to the matching accessories. Be it gentler tones such as Warm Sunset and Cool Sunrise, stylish modern Hard Graphite in a polished or brushed fnish or the luxurious Supersteel. The colours are applied using the innovative Physical Vapor Deposition (PVD) coating technique in the in-house PVD chambers – yielding finishes that are up to three times harder and ten times more scratch-resistant than galvanized finishes. Always consistent with the 'perfect match principle', the GROHE Colors Collection helps designers and architects to create coherent spaces.

LIGHT, STEAM, SOUND, SMELL
MULTI - SENSORY MOMENTS OF BLISS

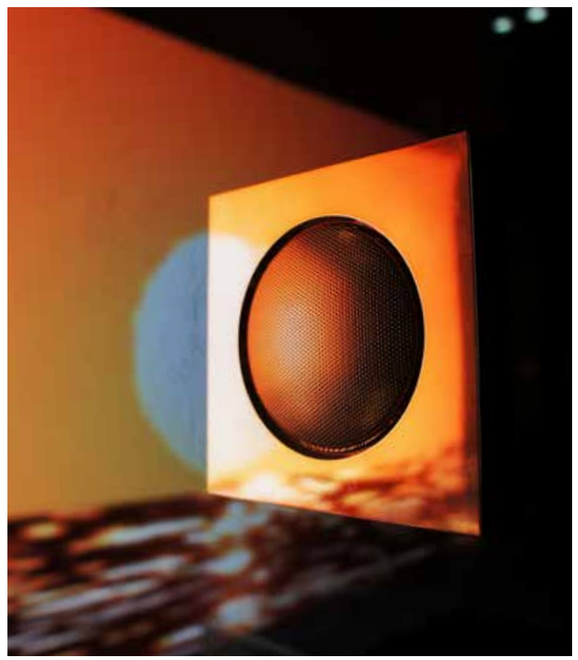
Water affects us in all kinds of positive ways. It calms, cleanses and heals the body. But it also invigorates and energizes. GROHE SPA touches all our senses, fully nourishing mind, body and soul.

The GROHE Rainshower Aqua Ceiling Showers are designed to create unique water rituals and multi-sensory moments of bliss. In combination with the GROHE light, steam and sound modules, they offer an atmosphere that goes beyond the ordinary shower experience. Elevating the inspiring power of water, GROHE SPA transforms the shower into a place of re-creation and wellness, designed by the user.











ISSEY MIYAKE + NATURE ARCHITECTS





Japan based, Nature Architects, Inc. develops original, function-oriented design algorithms called DFM (Direct Functional Modeling™) based on metamaterials. They strongly support the exploration of new markets/businesses by creating competitive products through light-weighting/cost reduction by component integration/material substitution and improvement of recyclability.

Yoshiyuki Miyamae, designer of A-POC ABLE ISSEY MIYAKE, joined the Miyake Design Studio in 2011 and worked as a member of the original team that started A-POC, which was led by Issey Miyake. For the new brand A-POC ABLE ISSEY MIYAKE, he leads a team of experts to engage in further R&D for A-POC.

AI's impact on design is an important topic of discussion. It was a pleasure to see the careful approach to integrating algorithm technology with both fashion and product designs exhibited by the Issey Miyake team in collaboration with Nature Architects Inc.

'BY WORKING WITH PROFESSIONALS IN DIFFERENT CREATIVE FIELDS AND INDUSTRIES, THE BRAND CONNECTS PEOPLE TO PEOPLE AS WELL AS PEOPLE TO IDEAS TO WEAVE A FUTURE WITH NEW CONCEPTS. THESE CONCEPTS, AS ORIGINAL AS THEY ARE DEVELOPED OUT OF THIS INTERDISCIPLINARY APPROACH BETWEEN FIELDS LIKE ART, TECHNOLOGY, AND CRAFTS, ARE WHAT WILL BRING ABOUT NEW CLOTHING FOR THE NEXT GENERATIONS.'

Yoshiyuki Miyamae, designer of A-POC ABLE ISSEY MIYAKE

Thinking Design, Making Design: Type V looked at design's role in structure, materiality, and production and how they constitute an all-in-one manufacturing process—revealing the possibilities of the brand's developing technology. By integrating Nature Architects' latest design solutions with A-POC ABLE ISSEY MIYAKE's design and manufacturing system, this project explored not only the possibilities for 3D formed garments, with minimal sewing, but pushed the concept from a jacket, into furniture, hand held lighting designs and aspirational architecture.

Conventionally clothing is made by sewing together multiple pieces of cut fabricr. A-POC ISSEY MIYAKE's original technology "Steam Stretch" was launched in 1998, exploiting the affects of steam on two different fabrics to force a 3D form. The technology was further explored in 2021 through A-POC ABLE ISSEY MIYAKE. Now, the integration of metamaterials into the A-POC system allows for a variety of more complex pleating techniques that could not be realized before.



ÄLCOVA

Alcova returned to Milan Design Week for their 5th year, throwing open the doors to a venue never before seen by the public and brought alive by people, objects and ideas which offer a diverse and incisive snapshot of the international design scene today.

‘ALCOVA IS A PLATFORM FOR DESIGNERS AND COMPANIES INVESTIGATING THE FUTURE OF LIVING AND MAKING, FOUNDED BY JOSEPH GRIMA (SPACE CAVIAR) AND VALENTINA CIUFFI (STUDIO VEDÈT). EACH YEAR DURING THE WORLD’S LARGEST DESIGN EVENT, MILAN DESIGN WEEK, ALCOVA BRINGS TOGETHER THE PEOPLE AND INSTITUTIONS DEFINING DESIGN CULTURE TODAY THROUGH GROUNDBREAKING WORK ON LIVING ENVIRONMENTS, PRODUCTS, SYSTEMS, MATERIALS AND TECHNOLOGICAL INNOVATION.’

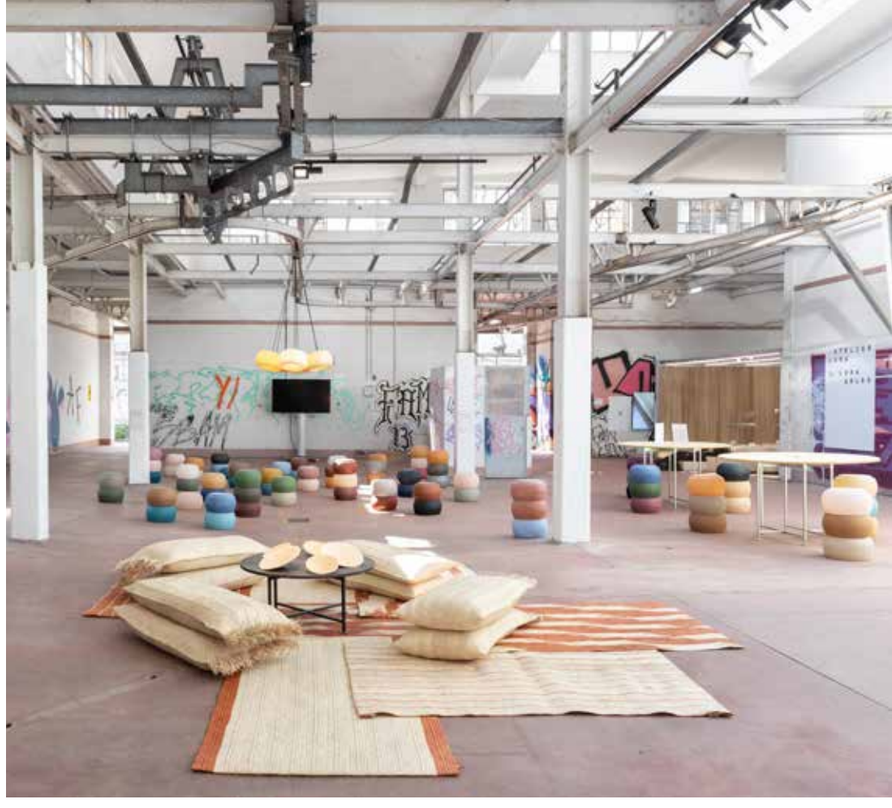
Ex-Macello di Porta Vittoria was the venue for 90 projects, each exploring a different and complementary direction of contemporary design practice. On the following pages we’ve selected 8 designers, studios or projects which caught our attention.

After a long day at the Salone del Mobile.MilanoIn this event was a stark contrast to the polished, often exclusive, showcases we’d experienced the day before. Alcova put exploration and conceptualisation at its core and only time will tell if one day the conversations that this event has initiated will infiltrate the product development of large scale commercial manufacturers and make their way to the fair.

For today’s designers, materials are as important as form. This is why this conversation took centre stage at the event, with installations by Atelier LUMA - LUMA Arles, coordinated by Jan Boelen, and Habitarematerials, which were each accompanied by a program of talks, lectures and performative interventions further unpacking this highly relevant subject. Alcova’s ongoing interest with innovative and sustainable materials could also be found in smaller-scale projects that engaged the topic with equal rigour.

Like every year, Alcova 2023 was a formidable sounding board for the work of emerging designers. This year a light was shone on the burgeoning field of contemporary craft.





Further site specific installations at the event blurred the boundaries between the indoors and outdoors, engaging the visitor at every turn.
Among this year’s new features was the Alcova Project Space, a new platform where the Alcova team presented a curated selection of projects that represent the most interesting new directions in design. An exhibition within the overall exhibition, offering an insight into the research of the founders and curators of Alcova on the world of contemporary design.

Conviviality and meeting through design remained keystones of this new edition of Alcova. As well as a food court, Alcova 2023 included two bars (a welcomed resting space) specially designed to activate some of the most beautiful corners of the historical Ex-Macello venue. Designed by Space Caviar, the Materials Bar and Bar Galleria were both overseen by food masters of the Tuorlo Magazine team. The former was presented in collaboration with Habitarematerials/Nemo Architects, while the latter saw the participation of Canadian lighting brand A-N-D.

The visual identity of the project, designed by Studio Vedèt since the outset, overlaid two new colours onto the majestic spaces of the Ex-Macello di Porta Vittoria, guiding the spectators through the experience of a new and extraordinary Alcova.

alcova.xyz





LINACHI - LINOLEUM

Lina Chi is a designer working experimentally across product and space design through a hands-on approach. She finds curiosity in daily objects which she seeks to renew in contemporary settings. Her research is often translated into objects that carry a technique and a narrative derived from industry experimentation.

We've walked on it in schools, hospitals, airports and flats: linoleum. The recipe for it, entirely renewable resources, hasn't changed in over a hundred years. With this project, Lina Chi invites us to examine a familiar material by reintroducing the use of linoleum, but this time not as flooring.Through folding and cutting, Lina transforms sheets of linoleum into structurally sound stools, benches and tables, without using adhesives or permanent bindings. The material can easily be reshaped and recycled. Allowing it to curl, fall, bend, and move in its own distinctive way, Lina works from the essence of the material rather than towards the idealization of its properties.



AURÉLIEN VEYRAT - POST

Aurélien Veyrat wants to question the usual point of view and transforms basic elements into new pieces. Bricks are made of earth but they are industrially produced and nowadays they symbolize our society which has been driven continuously by money and productivity. Highlighting their subtle colours, their extensive textures, and their graphical qualities, Aurélien resets our vision: while looking at his columns or sculptures of repeated elements, we feel a confrontation between past and future, between low- and high-technology, between industry and craft. We can be moved by the beauty of these ruins while our world seems so troubled. Aurélien Veyrat will suggest a dialogue between his works and the Alcova area. Earth and lime colored units will be stacked creating an enigmatic built volume: strong and falsely regular while looking like a lace. Questioning the relation between decor and construction, we will also discover new scenes made of imaginary architectural backstages. His own sculpture waste inspires Aurélien Veyrat's new shapes and new associations. He will also present a series of melted glass and bricks conveying mini-architectures.



ELISA UBERTI - PRIMITIVE ISLAND

A beneficial solar energy and a simple way of life make everything beautiful. The red earth of the mountains and the shimmering green of the plants fill the mind with an energizing sweetness. The calm and gentle lagoons contrast with the sea urchins that inhabit them in numbers and give another shade, another perspective to the landscape. The mangroves seem to walk on water and paint a dreamlike picture. Influenced by her trip, Elisa wanted to transcribe this primitive tenderness in ginger bread and white stoneware lamps, sometimes adorned with a piece of sun, which cut out the overall landscape of the exhibition.

Elisa also presented large white wicker lamps, created with the help of a basket maker. Some of the shapes seem to point to the sky and wanted to touch the sun. Naïve, enveloping volumes, and the association within the same exhibition of two natural materials, earth and wicker, which allow her to re-transcribe my chromatic and sensitive vision of this travel.



MARIO TSAI - LIGHT FROM ARCHITECTURE

MARIO TSAI, an independent brand of the Mario Tsai Studio, is likewise guided by experimental, flexible thinking, focusing attention on a project's material characteristics, systematic structure and the sustainability of its life cycle, and integrating into it a soft minimalist aesthetic.

After four years, Mario Tsai Studio presents its eponymous brand MARIO TSAI and the new 2023 collection-Light From Architecture at ALCOVA at Milan Design Week.
Continuing Mario Tsai Studio's research into structure and modularisation, Light From Architecture carries new functional attributes by making the light emitting source part of the product's structure. With hidden light sources as the design starting point, the aim is to create a soft and sensual light experience, comprising three product lines: Pagoda, Bloom and Grid Lighting.
MARIO TSAI has created a special Take it easy popup, and made a customized version of the portable rechargeable Electricity Light that will be randomly seen around the city of Milan during Milan Design Week as an on-the-go fashion item.



FORMA ROSA STUDIO - NATURA OSCURA (DARK NATURE)

Against the backdrop of a post-pandemic world where we have become increasingly isolated from nature and each other, our new solo art show “Dark Nature” proposes a collection of sculptural formations inspired by natural phenomena, such as a fractal growth called “Botryoidal” that inspires our Botryoidal Lamps. From lighting design to seating and mirror designs, each piece adopts different functions and scales. Using a combination of digital growth through coding and experimental handcraft, we have created pieces that are intimately connected with us, nature, and space. The final forms invite us to reconsider our relationship with the natural world and to explore new ways of interacting with it. The installation of “Dark Nature” offers an immersive experience that invites viewers to interact with and coexist within a new ecosystem. Elements of man-made infrastructure are juxtaposed with nature’s greenery growth, creating, and reimagining our relationship with the world around us.



LASHUP, CONCEPT DESIGN STUDIO -MOMENTS

The creation of this object starts out from visual experimentation carried out through an artificial intelligence programme. The design process is entrusted to the inclusion of certain keywords such as mind, body, narrative, relationship and feel, which constitute the core of the studio’s research, and which together, generate layouts that cannot always be fully pinned down. LASHUP is carrying out a project called @extempore.jpg: an archive of extemporaneous visions brought together in an Instagram profile, where they convey images created with artificial intelligence, treated here as a mere studio research tool. Moments is an installation that represents a liminal space acting as a filter between the analogical and digital worlds. The perception of this armchair is not that of a piece of furniture, but leads us to consider it as a resting place, as if recalling an archetypal refuge in which shelter may be offered by a material reminiscent of spacesuits just as much as the carefree feel of a balloon. In a historical context dominated by the inability to plan even an imminent future, Moments offers that pause for decompression, provided amidst the tension of everyday balances.



AHU - OBJETS INSPIRED BY THE MAGIC OF ISTANBUL

Design duo Ahu creates contemporary collectible furniture and objects inspired by the traditions and mysticism of Asia Minor. The newest pieces from their inaugural Modern Heirlooms collection, the sculptural solid wood and lacquer Tepsi objects—based on the symbolism of the evil eye (or Nazar in Turkish)—are designed to be celebratory pieces for any room.

Founded by longtime friends and Central Saint Martins alumni Eda Akaltun and Mevce Çıracı in September 2021, their respective backgrounds in visual arts and product design are tied together in their ability to refine culture and craftsmanship to create pieces that tell a story. Their work combines unique marbling paintings made by hand with contemporary, sophisticated design—inspired and informed by the art, craft, history, and mysticism of the diverse cultures that have inhabited Asia Minor and by ikram, the Turkish tradition of offering guests boundless hospitality.



CRAFTING PLASTICS! STUDIO & DUMOLAB RESEARCH - SENSBIOM II

crafting plastics! studio and DumoLab Research will present the latest in their ongoing multidisciplinary research collaboration on interactive biomaterials. SENSBIOM III is a playful installation of dozens of biopolymer lattices able to signal real-time changes in Milan’s solar radiation to make visitors aware of invisible threats.

It proposes a future in which matter helps us reconnect with the planet using environmentally-active and eco-friendly materials derived from renewable resources.

IN FASHION?







As in previous years internationally renowned fashion brands have cemented their position in the design world by demonstrating their cross-sector skills with large scale installations and precision pieces of furniture. This year is no different.

Louis Vuitton added to their Objets Nomades collection with pieces which fused artistry, functionality, and luxury, to embody Louis Vuitton's commitment to craftsmanship and design excellence. Our highlight was the Binda armchair and sofa, designed by Raw Edges, with contrasting piping which accentuates the flowing line of the form. The engaging and playful form of this collection was shared by Raw Edges through images of their development process on their Instagram account.

Dolce Gabbana partnered with Fondoambiente on the take-over of Castello di Masino, in Caravino (Turin). To promote Italy's cultural heritage and immense beauty, the halls of the historical Castello di Masino hosted iconic Dolce Gabbana creations which appeared exclusively in a Virtual Room inside the Boutique in Corso Venezia 7, Milan.

The GenD is the brand's initiative to build cultural bridges between the company's rich innovation and its connection to Italy and the rest of the world. Ten designers were chosen by Federica Sala including Korean ceramist Ahryun Lee.

Hermes perfectly articluated how distinction can be gained through the rejection of excess with the curation of The Power Of Fundamentals. Including the beautiful design of Ancelle d'Hermès by Cecilie Manz.

'THE AESTHETICS OF THE CREATIONS FOR THE HOME ARE INSPIRED BY THE AUTHENTICITY OF THEIR SHAPES AND THE INNATE STRENGTH OF THEIR MINIMALISM. THIS IS THE VERY ESSENCE OF DESIGN... TO CREATE DURABLE, CONTEMPORARY OBJECTS THAT GROW MORE BEAUTIFUL WITH THE PASSING YEARS.'

1. Louis Vuitton, Binda Sofa By Raw Edges

2. Hermes, Ancelle d'Hermès by Cecilie Manz

3. Dolce Gabbana, GenD, Ahryun Lee

4. Dolce Gabbana, Villa della Porta Bozzolo, Casalzuigno (Varese)





BRAVE FORMS

THERE WAS A NEW AND EXCITING BRAVERY OF FORM EXHIBITED BY BRANDS, ORGANIC AND GEOMETRIC, BOTH INSIDE AND OUTSIDE OF THE FAIR.



Often furniture and lighting designs follow archetypal forms which allow for spaces to be created with familiarity. Exploiting familiarity is a tool available to commercial interior designers, offering visual comfort to the user of the space as well as an existing understanding of how the furniture is intended to be used.

Furniture designs which push away from conventional forms have both the oppportunity to engage and delight the user, as well as the potential to feel awkward and divide opinion. How does the unique for of the Moro Armchair, design by Sebastian Herkner for La Manufacture make you feel? We're sure that many will find the form's animated character endearing and its deep upholstered seat welcoming.

The Nomade Tables and Stools by Luciano Dell' Orefice for True, incorporate a handle behind the table top or seat which could either invite the user to move the table into different setting and create informal interactions with other users of the space, or on the flip side, could cause some users to question how the tables and stools should be interacted with.

We must applaud these brave designers for stepping away from recognised forms and for exploring the aesthetic, functional and structural benefits of alternative forms.

Pedrali launched two tables, Anemos by Pio + Tito Toso and Frank designed by Robin Rizzini, which both experiment with a shaped metal leg plate to give form and structure.





Elisa Ossimo's Ducale Chair for Cimento throws away the rule book for an armchair, doing away with comfort but addressing how the chair may be used in a variety of ways.

Bodo Sperlein's design of Osca for LZF combines recognisable 1930 geometries with assemblies of repetitive forms, the effect is engaging and scaleable.

Hopefully unconventional forms is a trend we will see flourish.



1. La Manufacture, Moro Armchair by Sebastian Herkner
2. Pedrali, Anemos by Pio + Tito Toso
3. True, Nomade Tables & Stools by Luciano Dell' Orefice
4. Cimento, Ducale Chair by Elisa Ossino
5. LZF, Osca by Bodo Sperlein







HIGH GLOSS

HIGH GLOSS WAS THE MOST DOMINANT FINISH FOR NEW TABLE COLLECTIONS, STARKLY CONTRASTED BY RAW ORGANIC SURFACES AND ACCESSORIES.

New designs exploit a super high gloss finish in order to communicate concepts stretching from providing designers with contrasting surface textures, to imbuing the piece with personality, as well as creating lacquered islands which can flow through a space.

These mirror finished pieces contrast with raw matt finishes launched for accessories as well as tables. These two trends widen the textural pallet available to interior designers.

1. Arper, ROOPA by Doshi Levien

A simple, joyful form, Roopa celebrates small, significant details. Essential shapes form a sculptural signature that can live comfortably with Shaal or other Arper collections. Thoughtfully finished with an attention to surface and texture, the contrast between matte frame and high gloss table top is both playful and sophisticated. Its impact is simultaneously pragmatic and iconic, a beautiful companion for life.

Made with FSC-certified MDF, the coffee tables can be easily disassembled for reuse or recycling.

2. Mogg, Bilbao by Dainelli Studio

Coffee tables characterized by soft lines, simple shapes and generous volumes. Decorative and functional, they create archipelagos that furnish the living area with personality.

3. Tacchini, TORII LOVE by Studiopepe

In the console designed by Studiopepe, the torii, the traditional Japanese portals, are re-discovered through new functions and meanings. In a succession of distant visions and emotions, essential elements combine in an imposing physicality given by a very thick top – which acts as an architrave with two legs that recall supporting columns.

RAW

4. Tacchini, ORPHEUS by Lorenzo Bini

An indefinite shape, a gesture, a single material. For this original dining table, Lorenzo Bini is inspired by the work of Cy Twombly and transforms it into a piece of contemporary design. A marble top – obtained by tracing a portion of the famous "Orpheus" painted in 1979 – supported by five legs – obtained by combining slightly staggered strips of the same marble – becomes an invitation to take a seat to pay homage to the work from which it took its shape and the artist who created it.

5. Atelier Vierkant, Anthos

These pots are sculptural pieces for the home and garden that are constructed using unique clay from different regions of Germany. They are made using moulds and are slowly hand carved and sculpted by a team of around 20 master craftspeople which effectively gives each planters their one of a kind aesthetic.





FRAGMENTED







An ongoing design trend is for pebble like upholstered seating of which there were abundant examples throughout the Salone fair. We highlighted this trend following our trip to Stockholm Furniture Fair and it is a trend many brands have chosen to follow.

THE NEW EMERGING TREND IS FOR FRAGMENTED FORMS, WHERE EACH ELEMENT OF THE FORM IS BROKEN DOWN AND UPHOLSTERED, CREATING INTERESTING RELATIONSHIPS AND JUNCTIONS BETWEEN PARTS.

This trend was present in both organic and more geometric forms with differing degrees of success. In some instances such as with Design De Pas for Zanotta, the fragmentation of the form allows for the chair to open into a day bed offering a second function.

1. Zanotta, Galeotta by Design De Pas, D'Urbino, Lomazzi - 1968-2023

2. La Manufacture, Sassi Chair by Atelier Oï

3. Prostoria, Layout Sofa Collection by Numen / For Use

4. Montbel, Wings

5. Artifort, Track by by Norm Architects





TOP PICKS FROM MILAN
INSIDE OUT CONTRACTS

When we heard that Inside Out Contracts were going to Salone Del Mobile, we really wanted to get their view and insights into the show.

We had to know why Inside Out Contracts continue to go to Salone Del Mobile year on year. Lisa Cluer, Managing Director remarked that "Salone del Mobile is the heart and soul of Milan Design Week. Inside Out pride ourselves on being at the forefront of the latest furniture trends whilst continually building industry knowledge in order to help our clients effectively. Most importantly for the Inside Out team after each visit to Salone, is that it gives us first-hand experience and expert knowledge to share with our clients about the furniture we have seen, touched, tested and been inspired by."

Inside Out helps commercial interior designers and architects, who are wanting design-led furniture to fit their concept and brief. When visiting Salone Del Mobile it's an intense week, where they listen to the furniture designers, seek out the latest trends and immerse themselves in new products that they know their clients will love. Having seen and experienced hundreds of new products, Inside Out have put together their product trend report, which highlights some key pieces from Milan and Salone Del Mobile.

You can download this report by visiting their website at:

insideoutcontracts.com









INSIDE OUT CONTRACTS USE AUGMENTED REALITY AND VIRTUAL REALITY IN THE BESPOKE DESIGN PROCESS TO HELP AND COLLABORATE WITH CLIENTS MORE CLOSELY.

Here are some top picks from their Trend report, which you can view right now in augmented reality by scanning the QR code on your mobile phone or tablet.

SCAN QR CODES TO SEE OUR SELECTED PRODUCTS COME TO LIFE.





Careli Armchair



Corker Stool



Loop Sofa



Azora Armchair

BOOK A CALL WITH INSIDE OUT TO MAKE IT YOUR OWN.

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1. Bright Ideas Trend
2. Bold Curves Trend
3. 70s Retro Trend
4. Nari Armchair

NEW PRODUCT LAUNCHES

On the following pages we share with you new products launched primarily at the Salone del Mobile. Milano, with the addition of a selection of products launched at the city based fringe events.

We have selected these designs based on originality, innovation, material specification, function, audience, experimentation, and playfulness.

What this selection does not represent with suffient force, because it was not evident at the Salone in particular, is the required conversation on sustainable innovation.

This is a selection of the products launched at Milan Design Week 2023 and although there are similarities between some of these designs and product types, we have chosen not to share the vast number of products which share design commonality such as large organic pebble inspired sofas with inset back rests or beam/ bench seating systems which we discussed when they first reached the market pre-covid.


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1. Ondarreta, Supra by Note Design Studio

2. enea, Leku by Estudi Manel Molina

3. Alki, Xume by Studio Iratzoki & Lizaso

4. Colos, Loria Chair by Jun Yasumoto

5. Karimoku, DR 01 by Daniel Rybakken

6. Kartell, A.I. Loungeby Philippe Starck

7. Driade, Abova by Ora Ito

8. Driade, We by Fabio Novembre

9. Driade, Kalmo by Karim Rashid

10. Magis, Trave by Brogliatotravers

11. Mattiazzi, Seta by Foster + Partners

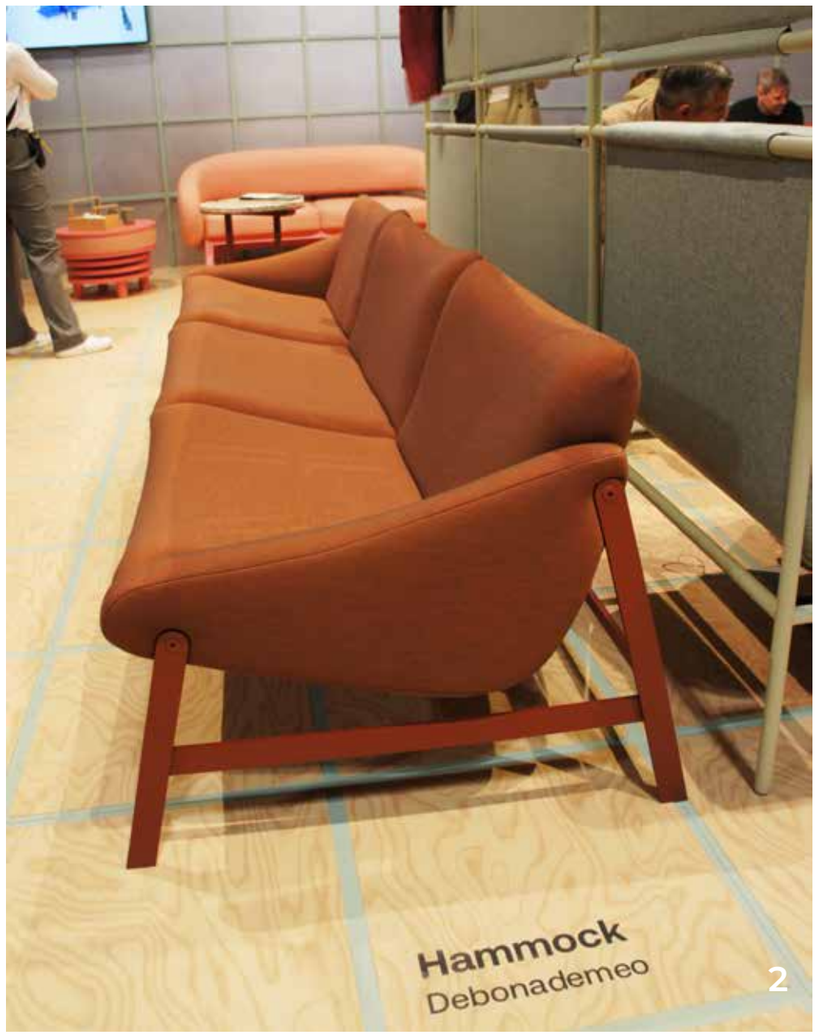
12. Mattiazzi, Paf Paf by Marialaura Irvine


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1. Gubi, Carmel Table Collection by OeO Studio with MR01 Initial Outdoor Lounge Chair by Mathias Steen Rasmussen

2. Adrenalina, Hammock by Debonademeo

3. Adrenalina, Passepartout by Debonademeo

4. Leolux, Naila Sofa + Elli Coffee Table by Hanne Willmann

5. Arrmet, Dopo by Jun Yasumoto





1. Zilio A&C, Joli by Note Design Studio

2. Montbel, Maja by Sven Dogs

3. Gebrüder Thonet Vienna, Mickey by India Mahdavi

4. Mattiazzi, Oto by Studio Œ

5. Passoni, Forme by Elisa Ossino

6. e15, Kaisa by Annabelle Klute

7. e15, Heiji by Annabelle Klute


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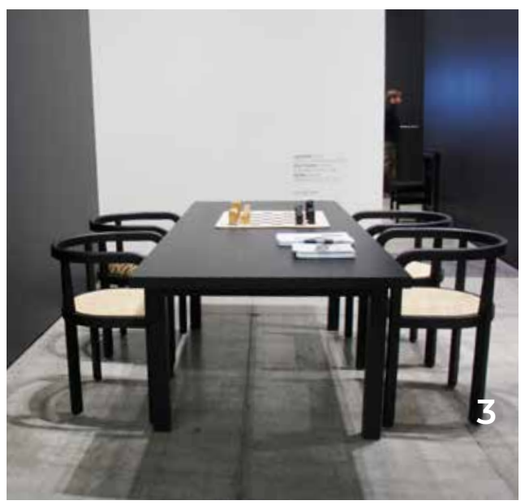

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1. Arper, Ralik by Ichiro Iwasaki

2. Arper, Semiton by Garcia Cumini

3. e15, Galerie by David Chipperfield

4. Magis, Riace by Ronan & Erwan Bouroullec

5. JANUS et Cie, Mattone Collection



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1. Driade, Welcome by Fabio Novembre

2. Tom Dixon, Melt Portable and Bell Portable

3. Flos, Bilboquet by Philippe Malouin

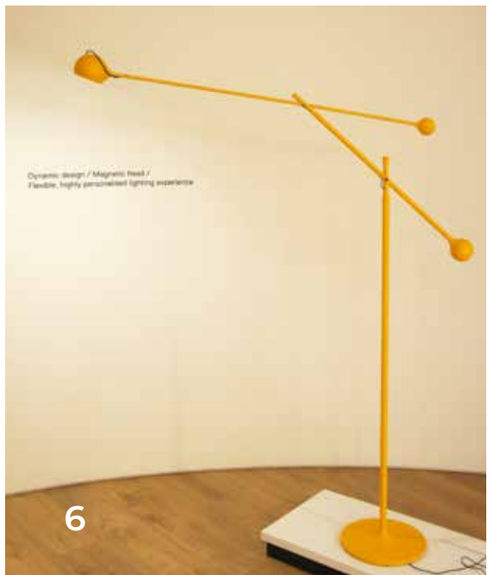
4. Ago, Flip by Sebastian Herkner

5. Classicon, Plissee Pendant by Sebastian Herkner

6. Artemide Ixa by Foster + Partners


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PRODUCT PREVIEWS















1. Gloster, Bora

2. Magis, Twain by Konstantin Grcic& Hella Jongerius

3. Softline, Vista by Bush + Hertzog

4. Gloster, Deck

5. Ondarreta, Supra Chair - clear coloured polypropylene by Note Design Studio

6. enea, Kua by Estudi Manel Molina

7. Gebrüder Thonet Vienna, Pendant by Francesca De Giorgi

NEW ADDITIONS TO EXISTING COLLECTIONS


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1. TON, P.O.V. Coffee Table by Kaschkasch

2. TON, 822 - new upholstery and finish options, by Claesson Koivisto Rune

3. Zilio A&C, Bacchette Lounge Chair by Mentsen

4. Magis, Air Chair using post consumer waste, by Jasper Morrison

5. Maruni, EN Collection with solid wood seat, Cecilie Manz


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IT IS COMMON PRACTICE FOR FURNITURE MANUFACTURERS TO INITIALLY LAUNCH A FURNITURE COLLECTION WITH CORE PIECES AND SUBSEQUENTLY ADD TO THE COLLECTION WITH ADDITIONAL PRODUCT TYPES AND SECONDARY COLLECTIONS.

This was evident throughout the Salone de Mobil.Milano with most brands taking the opportunity to extend already popular collections with new models.

Notibly, Air-Chair and Air-Armchair by Jasper Morrison for Magis are now available made entirely from 100% post-consumer plastic, obtained from the recycling of polylaminates and single-use food packaging.

Bacchette lounge and dining chairs are Mentsen's new, contemporary interpretation of folding safari/director's chairs, which maintain their familiarity and emotional quality.



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1. Freifrau, Nana Lounge Chair & Pouf by Hanne Willmann

2. Maruni, Lightwood Desk by Jasper Morrison

3. Piet Hein EEK, RAG Chandelier and RAG Table

4. Magis, Costume Outdoors by Stefan Diez

5. Mattiazzi, Zampa Armchair bu Jasper Morrison

6. Gebrüder Thonet Vienna, Loop by India Mahdavi

7. Zieta, Parova Console

PEDRALI
60 YEARS!

THE 100% MADE IN ITALY COMPANY PRESENTED ITS NEW COLLECTIONS ON A STAND WHICH CELEBRATED ITS ORIGINS: 60 YEARS OF BEAUTY, TRADITION AND INNOVATION.

2023 marks an incredible milestone for family owned company Pedrali after being founded by Mario Pedrali in 1963 with a craft workship in Palazzolo sull'Oglio, in the province of Brescia, where he produced outdoor seating collections in forged iron. Mario's creative inspiration and progressive vision laid the foundations for what would later become, under the leadership of the second generation, Monica and Giuseppe, an enterprise employing more than 340 employees. However, it's Mario's original designs which inspired our highlight of their 2023 stand, the launch of the Narì armchair, a new collaboration with designer Andrea Pedrali, grandson of the company's founder.

We had the opportunity to speak with the incredibly articulate, and unflappable, Andrea Pedrali who spoke about the many ways in which his design takes reference from the original Serenella design but moves each aspect into the 21st Century. He clearly took the responsibility to represent his family's heritage for this important anniversary in his stride, confident that his final university design work would meet the exacting brief of his family's business.

Narì is an outdoor armchair with a strong steel structure and a weather-resistant woven in extruded PVC, with a nylon core, wrapped around the armrests and backrest. This woven element tightens towards the lower part of the seat and widens towards the top, calling to mind the fanshaped geometry inspired by the backrest of the Serenella armchair. The distinctive feature of the legs of the Serenella chair, a double rod forged by hand and bent, is evoked using a double steel tube that features a simpler, more linear shape. The choice of the name stems from a popular local tradition and refers to the nickname by which Mario Pedrali's family used to be identified.

Further new products launched by Pedrali included the Frank table designed by Robin Rizzini. This design plays with the form of the table base having been inspired by architectural shapes and industrial materials. Together, rational lines and curves contribute to conveying an image of lightness and contemporaneity. The table top has convex sides and rounded corners, a subtle design trend which was demonstrated repeatedly throughout the fair.

Pedrali's stand, #PedraliBacktoNature, balanced the indoors with the outdoors, expressed through a fluid series of settings in which the interior and exterior follow one another, one becoming the extension of the other.

Nature, typically conceived in the outdoor environments, is integrated here with the indoors, becoming an architectural theme. Conversely, the outdoor spaces are imagined with the same level of care reserved for the indoor ones, in a continuous mixture of the surroundings.

Each setting was enhanced by engaging table top and wall hung 'Elements' created by Natascia Fenoglio using waste production materials.



1. Pedrali, Nari by Andrea Pedrali

2. Pedrali, Guinea by CMP Design

3. Pedrali, Frank by Robin Rizzini shown with Lamarisse wood by CMP Design





LA MANUFACTURE PARIS

PERHAPS WE WERE THE LAST TO DISCOVER LA MANUFACTURE!

Founded in 2020, La Manufacture is a Parisian design and lifestyle brand founded by Lebanese entrepreneur Robert Acouri.

> **'LA MANUFACTURE IS A CONTEMPORARY DESIGN BRAND, WHERE FRENCH ALLURE MEETS THE BEST ITALIAN KNOW-HOW.'**

We were enthralled by the wild nature of the home focused exhibition as well as the bravery of form present in many of the furniture designs. The brand's flagship store is located in the heart of Paris, with very collection proposed to be an example of 'craftsmanship, timeless aesthetics and lasting quality, free from trends but always attentive to modern day needs and contemporary spirit.'

1. Moos Sofa by Sebastian Herkner

Suggested by the germanic root of the word, Moos is evocative of the land plant that covers Bavarian forests like large, soft cushions. It is precisely this softness that inspired the designer in the design and creation of a product focused on comfort.

2. Gardian Stool by Patrick Norguet

The form of a seat was reduced to its most minimal expression, reaching the greatest simplicity possible. A movable piece of furniture, Inspired by totemic headrests from Africa, is designed for occasional use and to be useful in any context: at work or by a bedside, around a dining table or behind a desk.

3. Liaison Armchair by Luca Nichetto

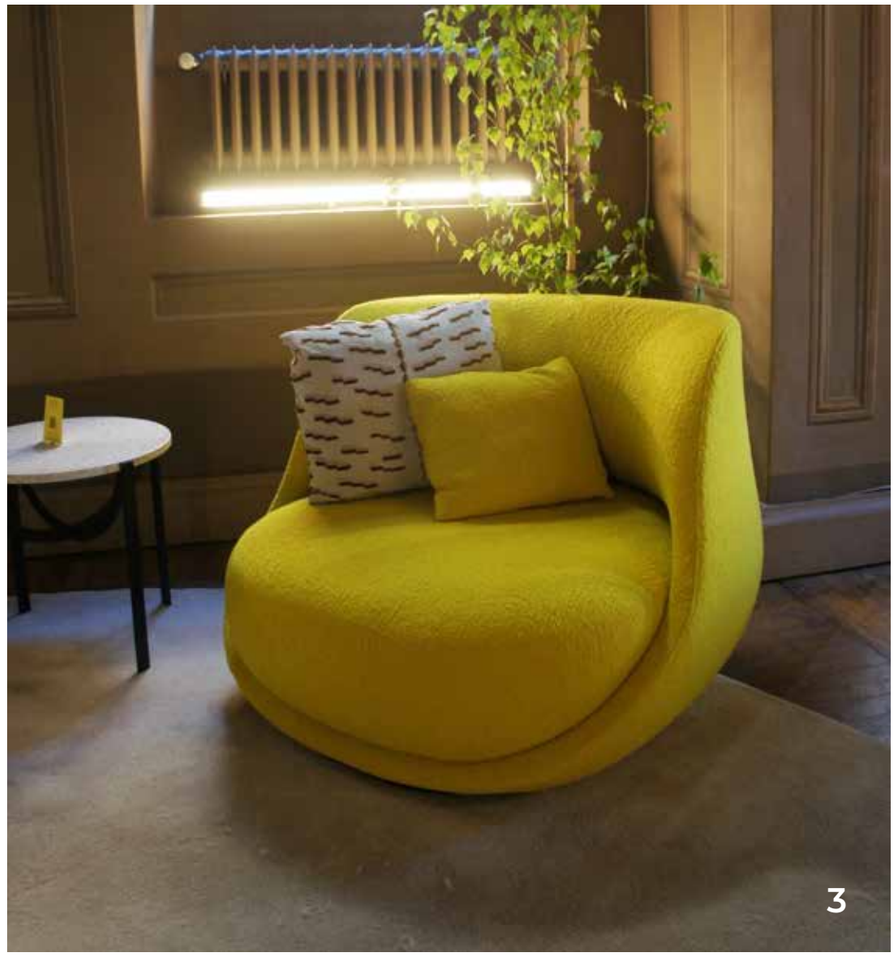
With generous proportions and an inviting look, you can count on the support of a well-defined, meticulously designed and distinctly curvy outer envelope. Built upon a thin metal base, Liaison's legless design inspires new ways to sit and lounge.

4. Champignon Pouf Design by Front

Drawing inspiration from the surprising and unique shape of mushrooms, Front imagined a strikingly singular pouf design that sprouts from the ground. Sitting on its cap, the body interacts with the soft shape that adapts to the user's position. The swivel base further heightens the sense of weightlessness it delivers.


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FEMALE DESIGNERS TO CELEBRATE



CARINA BUHLERT
LEADER, LIXIL GLOBAL BRAND IDENTITY, EMENA

German-Venezuelan Carina began her career as an interior designer, before moving into museum and exhibition design. After many years freelancing for prominent companies and cultural organisations, she joined GROHE in 2018 as Creative Director for Brand Environments and Experiences, in which role she was responsible for international showrooms, and retail and exhibition design. In her current role since December 2020, she ensures brand consistency and creates value for all LIXIL brands. She is also an active member of the advisory board of the VMM European Association for Visual Marketing and Merchandising.



ANNABELLE KLUTE
HEAD OF PRODUCT DEVELOPMENT
e15

Annabelle Klute is an industrial designer and goldsmith. Born in Germany, she graduated from the Staatliche Zeichenakademie Hanau, where she trained as a goldsmith. Subsequent studies in industrial design at Burg Giebichenstein Kunsthochschule Halle were followed by her design post at Michael Anastassiades Studio in London. Based in Frankfurt, Annabelle leads the product development team at e15.



CECILIE MANZ

Designer, born 1972 in Denmark. Lives and works in Copenhagen.

After graduation from The Royal Danish Academy of Fine Arts - The School of Design in 1997 including studies at the University of Art and Design in Helsinki, Cecilie Manz founded her own studio in Copenhagen in 1998. Here, Cecilie Manz works with design of industrial manufactured products and experimental prototypes and sculptural one-offs.

Works with Duravit, Fritz Hansen, Bang & Olufsen, Fredericia Furniture, Iittala, Muuto, Nils Holger Moormann, Nikari, Georg Jensen Damask, Gloster, Actus/Nissin Moku, 1616 Arita Japan and others.

"My work has always revolved around simplicity, the process of working toward a pure, aesthetic and functional object"



ELISA OSSINO
ELISA OSSINODESIGN

Elisa Ossino is an architect and designer. Sicilian, she trained in Milan, where she studied at Politecnico di Milano.

In 2006, she founded Elisa Ossino Studio, focusing on residential and retail interiors, product design, art direction and set design. Her work combines geometric abstraction, monochromes, metaphysical and surrealist references, creating a coherent and allusive relationship between light, objects and space.

Since 2016 she has been teaching at the IUAV University of Venice in the Master "Interactive Media for Interior Design". Among the directions that she has recently impressed on her work lies a renovated interest for visual arts and multimedias' potential linguistics.



INDIA MAHDAVI

STUDIO INDIA MAHDAVI

Since the opening of her studio in 2000, India Mahdavi develops through her creations a certain vision of happiness and colour, in which she never ceases to sustain. Unique pieces, limited editions, cartes blanches, exclusive collaborations.

India Mahdavi has conceived many places, bars, restaurants, retail concepts, clubs and hotels from the Hotel du Cloitre in Arles or Monte Carlo beach hotel in Monaco, to the gallery at sketch in London or Ladurée in Los Angeles and Tokyo. An architect and designer, she imposes herself on the contemporary scene in a singular, eclectic and nomadic manner, celebrating an oriental pop in the west.

'To conceive a space, I listen to it, I analyse its constraints, its needs, and its context. This is how my studio functions; the human scale prevails. I often compare places to faces. I like providing a solution in order to define, with the client, how to work with all the energy that the space inspires."



HANNE WILLMAN

STUDIO HANNE WILLMANN

Studio Hanne Willmann is a multidisciplinary design studio based in Berlin, focusing on industrial design, product design and design consultancy.

After studying at the University of the Arts in Berlin and Elisava in Barcelona, Hanne worked for the design studio Autoban in Istanbul and for Werner Aisslinger in Berlin, before founding her own studio in 2015. In the the same year she was selected "Design Talent of the Year 2015" by A&W Magazine, followed by the German Design Award „Newcomer Finalist 2016". From 2018 until 2021 Hanne was the Creative Director of the german furniture brand "Interlübke".

Today the studio works with many different brands from all over the world, revealing a profound fascination for details and emphasizing the high value Hanne places on aesthetic appeal. The ongoing search for sense and sensuality in design has given Studio Hanne Willmann a unique position within the design industry.



MARGHERITA RUI

Designer and Creative Director, working on her own and commissioned projects in interior and graphic fields.

Her personal philosophy investigates the expressive potential of materials and pairs them with a new aesthetic concept in which colour has a predominant role. Her patterns consist of graphic lines characterized by a chromatic dimension born from patient, ongoing research. Even a new technique needs an accessible, understandable, genuine and respectful, but courageous aesthetic. She is convinced that colour and beauty serve to improve everyday life through their positive impact on moods and feelings.

"I believe in the aesthetic of imperfection that comes from the dialogue between design and craftsmanship".



LISA ERTEL AND ANNE-SOPHIE OBERKROME

STUDIO Œ

Studio Œ is a studio dedicated to object design, space, staging, research and material. They realize self-initiated projects as well as commissioned work. They are collaborating in various working constellations like the multidisciplinary collectives FAN and many-to-many.

Studio Œ is founded by Lisa Ertel and Anne-Sophie Oberkrome, who are both holding a Diploma in product design from the Karlsruhe University of Arts and Design (HfG). After graduating they cofounded the open research platform Bio Design Lab at HfG Karlsruhe.

WE WISH WE'D SEEN...

IT IS IMPOSSIBLE TO SEE EVERYTHING THAT MILAN DESIGN WEEK HAS TO OFFER!

Therefore, inevitably there are key brands and events which are missed. Here we have brought together 4 events which we wish we had visited but further events which we had highlighted to see include Swiss design icon USM who invited renowned Swiss artist Claudia Comte from The Skateroom to design a limited collection of USM modular furniture and skateboard art editions featuring her intriguing artwork.

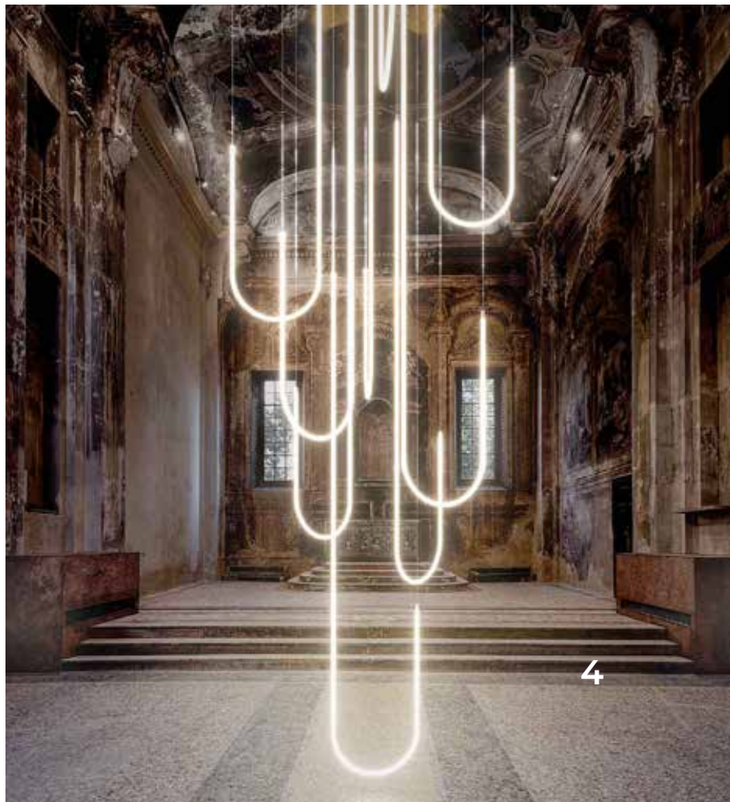
We had also been keen to see Rossana Orlandi's RoCollectible: 80 designers embracing style, cultures and traditions from more than 30 countries.

1. Nilufar Gallery The Bright Side of Design
2. Light- Floating Reflection, by Ingo Maurer
3. Material Magic Milano, Minerva Art Academy and IHOG
4. Galerie Philia, Desacralized. Cascades of Light by Morghen Studio


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