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MILAN DESIGN WEEK

2023



After four unprecedented years Milan Design Week 2023 returns to its original April slot bringing back a joyful sense of normality, booming with ingenuity, ideas, and trajectories - it certainly did not disappoint!

This year, the show was a true celebration of the industry, with a renewed sense of optimism and community spirit, with visitor numbers up 15 per cent on 2022 to 307,418 people from 181 countries.

The city was alive with creativity, as the world's leading design brands presented their latest ideas and concepts. The global heart of design, booming with ingenuity explored themes from maximalism to modular, through to sustainability and colour.

T H E M E S

Maximalism

Colour

Modular

Lighting

Sustainability

MAXIM

ALISM

Maximalism is back and better than ever, so time to lay it on thick and embrace excess! While interiors last year focused more on a discrete, natural colour palette, Milan couldn't have been further apart, drenched in bold colour, texture and pattern.

Every designer showed up to the fair with the same attitude; more is more, and they did not disappoint.

Maximalism is all about making bold statements, taking risks with design and pushing boundaries; giving that added touch of personality and originality. Designers had the opportunity to showcase their creativity, and to create designs that make a statement.

Contrary to belief though, maximalism isn't all about clashing patterns and prints, and Milan was an ideal platform to show-off this concept. It is important to strike a balance between what is too much or too little, but why not have a bit of fun, and use a splash of colour, texture and pattern to create an overall jaw-dropping space.

Maximalism is driven by a desire to be 'extra' while also still creating a function to the interior and give it character – ultimately striving for a space of creativity.

"opposites attract, this physical law best describes how maximalism works. Opposites generate the greatest tension" - Harald Klüh

A sub-theme that couldn't be missed at the show was the major resurgence of the 70's. 1970's style has been quietly making a comeback and following the pandemic it's taken on a whole new meaning.

With more people staying at home, there was a shift in focus to make our interiors bold, comfortable but more importantly fun. Think bright colours, earthy schemes, bold patterns and comfort-focused items like oversized furniture, shag rugs, and retro-inspired décor – after all, who doesn't love a giant armchair and lava lamp to set the mood.

The 70's were a stepping-stone for new architecture and interior design, moving towards a more eclectic and individualistic style. With the use of new materials and combining elements from different sources and styles it was a time to experiment, because why not!

Ultimately the 70's were a time to have fun – whether this was on the dance floor or at home, consequently, increasing the desire for a brighter and bolder interior to reflect the adventurous lifestyle.

70's





b l å





The Swedish family born business, is driven by the desire to create furniture pieces that can provide an interesting blend of functionality and aesthetics in any environment. The founder, Börge Lindau was inspired by the simple and timeless forms of the late 60's and 70's and the result was a collection of furniture with a modern aesthetic, yet still with a strong reference to the past.

The collections shown at Milan Design show includes the iconic Max, Maximus, Big Talk, Sting and of course the Bob (with all editions) – all with the attitude to demonstrate some new form of shape, function, material or industrial production

h e r m e s



"to attract attention to what is visible"



Hermes has been a regular at Milan Design Fair since 2011, and this year was no change for a thought-out spectacle.

This year's installation featured a completely stripped back and minimalist iron rod and concrete framework structure. The simplistic linear frame, soft lighting and natural materials helped create an effect that is both timeless and contemporary. The open concept of the display allowed the flow of visitors to move freely and the power to view all the Hermes collection no matter what angle you were stood at.

If you also needed another reason to adore Hermes even more, the iron rod and concrete used in the installation is all set to be set back to the supplier and completely recycled – who doesn't appreciate a company that is mindful of their environmental impact.



s a n c a l





A true stand-out for the 70's revival – and what better way is there to celebrate Sancal's 50th birthday then with a collection inspired by the decade they were born in.

Every aspect of 70's design was covered, from disco fever to warm green and brown tones, along with prints on prints. Multiple scenes inspired by different interior design trends of the 1970's was used to present the latest products.

The collection was a great way to pay homage to the decade that brought Sancal to life, while bridging the gap between the past and the present with the fresh and modern designs showcased.

"Sancal opened its doors at a time of entrepreneurial effervescence"

A tribute to Memphis style – the Bold table is the newest member to the Sancal collection. Designed by Studiopepe, Bold is the perfect clash of irregular and geometric shapes. The generous size and bold shapes make it the ideal table for any statement piece.

Bold is available in different materials and finishes, but a particular showstopper is the Designer's Edition option. This darling finish pays tribute to the Memphis group, an iconic and playful art movement of the second half of the 20th century.



"Sancal opened its doors at a time of entrepreneurial effervescence"



MAXIMALISM

COLOR

Alongside the clear trends maximalism and 1970's Milan Design Week brought a bright and bold use of colour.

The main colour theme that Milan has set for this design year is 'Terracotta,' a smart link to the other trend of the show, the 70's. The natural tones, such as oranges and dessert colours have been upcoming for some time, but the show confirmed it is here to stay for some time. However, among the orange hues

displayed, many colours were showcased in full force.

Being at home due to the pandemic has given people the inspiration and time to inject their interiors with a heavy dose of colour. Designers have listened and delivered furniture to embrace this.

Needless to say, Milan is the time to explore and experiment with colour, which was clearly well executed at the show.



a r p e r

RALIK

FIND BEAUTY
IN THE POSSIBILITIES

Discover the possibilities of the RALIK collection, a modular sofa system that can be configured in countless ways to suit your needs and tastes. The RALIK collection is made of high-quality materials and is designed to last for many years.

ALFA ROMEO

SUSTAINABILITY

Discover the possibilities of the RALIK collection, a modular sofa system that can be configured in countless ways to suit your needs and tastes. The RALIK collection is made of high-quality materials and is designed to last for many years.



The family-owned company founded in 1989, Arper know what it means to create meaningful, lasting design and create products that make people's lives better and contribute to how they want to live.

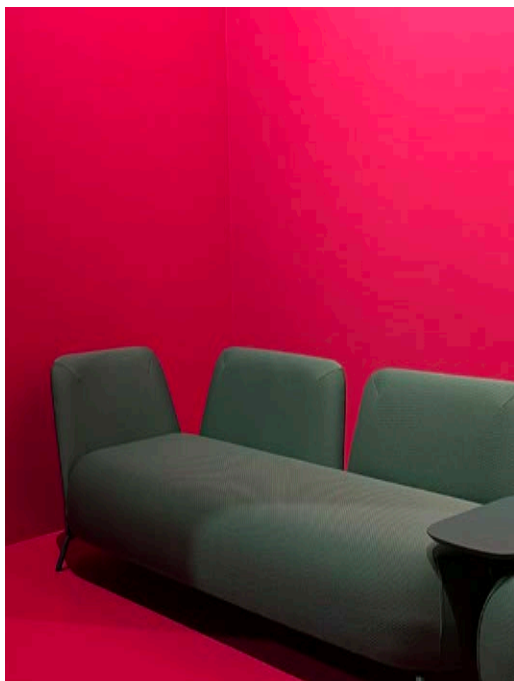
For their 2023 Milan installation, Arper had a clear focus and message to bring across to visitors, 'life is beautiful'. A strong message to send across to visitors and all designers out there, beauty is not just a superficial look; it is a quality on how we see the world and more importantly interact with it. What Arper captured at the show is pushing design to the limit of beauty standards all to make spaces and solutions that serve the essence of living – a job well done in our eyes!

A highlight of Apers' display was their latest addition, Ralik modular seating designed by Ichiro Iwasaki. The seating includes multiple elements, a pouf, seat with backrest and a bench (with match side and end tables) all to create the ultimate modular seating space and in a range of different bright finishes.



t m
leader
contract





Think bold and bright, contrasting colours and true craftsmanship; that is exactly what TM delivered.

Having been in business for over 30 years, TM knows all the ins and outs of furniture manufacturing and clearly execute it well.





m a g i s



Magis is a Latin word meaning "more" - and that is exactly what was Magis brought to Milan Design Week. Their show reflected the company's history and philosophy, with a focus on details and colour.

A highlight for the show was the recent collaboration between Magis and Brogliato Traverso Studio, the first chair developed by the two designers. The chair brings together an innovative solution to reducing elements and the materials used for its manufacturing; all formed in solid wood.

Another iconic product presented was the Puppy and Air-chair, both expressing a great use of bold and bright colours.

MAGIS



MODU

Milan Design week is the ideal situation for new interior trends to be showcased, and modular furniture was a very apparent upcoming trend.

Modular and multi-functional furniture gives a modern interior aesthetic that removes any fixed boundaries and creates a whole new variety of looks and functions to any living space. Modular furniture can be presented in many forms, from stackable chairs, to moving sofa sections that are connected and separated in certain positions, to buildable storage units – all in different shapes and sizes to ultimately maximize the space to create a versatile and sustainable interior.

The modern interior is becoming a space for self-expression with less need for fixed boundaries on design, which all designers are responding to. This trend clearly reveals one thing: home living is increasingly an expression of individuality, versatility and social interaction.

LAR

u s m





The Swiss modular furniture family run business have a main focus on their products, "durability, versatility and timeless design."

This year at Milan Design week, a collaboration between USM and THE SKATEROOM highlights the company's commitment to creating innovative products with a purpose. The limited collection is designed by the renowned Swiss artist, Claudia Comte. This collection shows Claudia's intriguing artwork displayed on both USM modular furniture and skateboards – the black and white zigzag design is used to evoke a forward and backward motion, all to represent movement through the past, present and future.

To top it all off, the bespoke collection will fund support for a social project, bringing skateboarding and education to underprivileged boys and girls. The collaboration between USM and THE SKATEROOM is one example of how the company is using its furniture to bring people together and support causes that are important.



ROSSIGNOLI

ROSSIGNOLI

ROSSIGNOLI

Language of
Shapes

THE SKATEBOARD
by
Claudia Corio

71
Piazza
San
Antonio

L I G H

At its 31st edition, Euroluce took centre stage at Milan Design Fair with the concept being City of Lights. Euroluce is an interactive space that has the ability to generate endless imagination and vision for the future of lighting and design.

The event provides the ideal platform to share ideas, creating a positive environment of knowledge and discussions. With the variety of events and activities put on at the show, it encourages and more importantly inspires people to think differently, push boundaries and create innovative projects.

The array of exhibitors shown encompasses all the latest indoor, outdoor, industrial, commercial lighting, alongside lighting sources, systems and software.

The event brings in people from all over the world, giving countless opportunities to exchange ideas and interest on lighting and design – at the rate we are going, who knows what the future holds for the future of lighting!

T I N G



s l a m p



oo

"Light and shadow, shape and volume, offering themselves to the eye as the product of nature, joy and suffering. The moment of light is the moment of the 'new' and the moment of the 'old' is the moment of the 'new'." The light and shadow of the 'new' and the 'old' are the light and shadow of the 'new' and the 'old'.

— Giorgio Armani, Armani Collection

SLAMP

With 25 years worth of knowledge and development, Slamp creates truly unique light fixtures with the use of modern technology and unbreakable materials; giving their delicate-looking lights a whole new meaning.

The highlight of Slamp's installation was the iconic Aria taking a new modular form, to celebrate their 10-year anniversary collaboration with Zaha Hadid. The suspension light takes a futuristic approach to design with diverse polycarbonate layers to form the motion-like masterpiece.

Additionally, Slamp displayed a unique experience of watching how their Lafleur table lights are moulded into the delicate floral shapes – allowing each 'petal' to be an individual created. Thin metal discs are slowly heated, allowing the 'tailors' to manipulate the components as if it were textiles under a sewing machine.



f l o s





Flos has returned to Euroluce with a bang and a whole new concept installation, to present this year's new releases products – creations formed by both new and long-time designers and collaborators. Some of the new releases that took centre stage include Black Flag, Workmates, Emi and 2027 White, alongside a few old and new selections of outdoor lighting features.

With multiple installation sections, Flos created a whole immersive experience that pushed the boundaries of modern lighting design and presentation.

"All you need is light!"

With multiple installation sections, Flos created a whole immersive experience that pushed the boundaries of modern lighting design and presentation.



S U S T A I N A B I L I T Y

It was apparent that an overarching consideration for many was the sustainability of their products. Sustainability has been on everyone's minds and somewhat of a growing trend in the recent years, so it comes to no surprise it was a major factor in this years Milan Design Week.

There is an every-growing awareness for the impact that design has on the environment, giving designers the inspiration to use more sustainable materials and practises to create their work.

Alongside creating a sustainable and eco-friendly product, it is also about creating a functional and beautiful design that will stand the test of time.

Using eco-friendly materials and practices reduces the carbon footprint produced by designers but with it lasting for years and years to come, gives that added sense of sustainability – a win, win for the art of design.



for more information

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