

## Archiproducts Milano 2019: The New Design Experience

Bticino's Living Now Apartment by Marcante Testa, Truly Design's installation for Volkswagen, and over 50 partner brands in 15 rooms where the keyword is 'eclectic'

The Design Experience is now in its fourth edition, and has become a fundamental rendezvous for anyone in Milan during Design Week. Over 50,000 professionals from the world over flock to the Via Tortona location during the Fuorisalone – the allure? The plethora of installations, immersive experiences and exhibition itineraries breaching the borders where design and its collateral worlds meet, blend and overlap. The Archiproducts Milano space prepares to play host by donning a new layout with a design set that counts **over 50 partner brands**.

Amid returning partnerships and new collaborations, the indoor and outdoor spaces of Archiproducts Milano turn into a visionary project that speaks its truth through eclecticism. The 15 rooms of via Tortona 31 thus become individual worlds where daring stylistic and sensorial explorations reflect personalities, moods and tendencies. Within the co-networking hub, Architects, journalists, companies and designers are guided through an interactive itinerary in a location that is digital at heart, and that transforms itself every year, from floors to ceilings, and from terrace to façade. Hundreds of feather-light aluminum chains will dress the building's façade, jamming to the graphic beat of the artwork by Turin-based studio **Truly Design** in collaboration with **Kriskadecor**.

**Desalto** and **SP01** are confirmed this year as Archiproducts Milano partners, contributing to the location's decoration alongside **Dooq**, **Freifrau**, **JANUA**, **L'Ottocento**, **Novamobili**, **Objets Architecturaux**, **Wagner**. The workplace takes on new forms in room 11: **BuzziSpace** designs a flexible and functional set-up, with innovative solutions for sound absorption and furniture accessories that redefine traditional working practices.

The partnership with Japanese brands **soil** and **+d** continues, with their designs to grab on the go in the ground-floor pop-up shop. The outdoor space is entrusted to **Extremis** and **Garda Furniture**, the Serbian brand that this year contributes to the Archiproducts Salone del Mobile stand installation (Corso Italia, HALL ITL S40), together with **Framery**.

The staircase takes visitors through an evocative journey channeled through **Coordonné**, whose captivating wall paper tonalities make the Spanish brand's products instantly recognizable. **Ceramica Vogue**, **Florim Ceramiche** and **CEDIT - Ceramiche D'Italia** add their own personal touch to the space's interiors. The décor elements include products by **101 Copenhagen**, **Paola Paronetto**, **Mutaforma** and **Hobby Flower**. The floors showcase the delicate patterns of **Toulemonde Bochart** rugs, while **ONE Mario Sirtori** fabrics return to enrich the building's rooms through their chromatic juxtapositions and strong hues. The entire set is lit up by the luminary creations of **Flos**, **Vibia**, **Astro Lighting**, **ANDlight**, **Veronese**, **Zero** and **Vetreria Vistosi**.

## **The Architecture of Illusion: Volkswagen and Truly Design at Archiproducts Milano**

Among the protagonists of the 2019 edition, members of Truly Design are ready to draw visitors of Via Tortona 31 into a playful and mind-bending anamorphic installation designed for **Volkswagen**, the main sponsors of Archiproducts Milano for the second year running. Still buzzing from the success of the Zona Tortona Design Tour, the partnership between Archiproducts and the German car manufacturer continues. The project aims to manifest and highlight the unbridled points of intersection between the worlds of interior and automotive design.

## **Marcante Testa for Living Now Apartment by BTicino**

Moving up to the venue's first floor, visitors are welcomed into the **BTicino** home: **Living Now Apartment**, designed by the Marcante Testa studio. The interior arrangement here dialogues fluidly with technology, in a perfect symbiosis between innovation and design.

**Living Now Apartment** offers a living experience with all the comforts intrinsic to the domotics of a smart home, in a sophisticated and progressive interior design project. The understated discretion of BTicino technology allows for the domotics system to be perceived through the Living Now devices. This smooth technology is capable of blending in and inserting itself seamlessly into the lifestyle dynamics of a domestic habitat.

The concept behind Living Now is interpreted through **Marcante Testa's** design vision: two rooms that symbolize two distinct home environments in terms of language and color accents. The project features environments that are functionally connected and integrated through a basic need for serene and accessible living.

## **About Archiproducts Milano**

Archiproducts Milano is the co-net-working hub dedicated to Architects, Designers and Brands. It is a place where co-working, training, events and showrooms merge in a unique and smooth organization primed on networking. This format rises as an answer to the new demand for exhibition and shared working areas, not only sales-oriented but mainly regarding product knowledge. Throughout the whole year, it is livened up with events, products presentations, international workshops, meetings and venues involving more than 15,000 professionals. Inspiring, eclectic and in constant evolution, Archiproducts Milano is the place where you can find inspiration, seize opportunities, and explore new synergies.

## EVENT INFO

“The Design Experience 2019”

Archiproducts Milano

Via Tortona 31 – Metro: Porta Genova

April 9 - 14 / h 10 am - 9 pm

EVENTBRITE LINK:

<https://www.eventbrite.it/e/biglietti-the-design-experience-2019-59178257762>

Press preview

April 8th / h 3 pm - 7 pm

EVENTBRITE LINK:

<https://www.eventbrite.it/e/biglietti-archiproducts-milano-press-preview-2019-59180278807>

## Main sponsor

Volkswagen

## Partners

Furniture: [BuzziSpace](#), [De Padova](#), [Desalto](#), [Dooq](#), [Framery](#), [Freifrau](#), [JANUA](#), [L'Ottocento](#), [Novamobili](#), [Objets Architecturaux](#), [SP01](#), [Wagner](#). Outdoor: [Extremis](#), [Garda Furniture](#). Lighting: [101 Copenhagen](#), [ANDlight](#), [Astro Lighting](#), [Flos](#), [Veronese](#), [Vetreria Vistosi](#), [Vibia](#), [Zero](#). Decor: [101 Copenhagen](#), [Hobby Flower](#), [Meisterwerke](#), [Mutaforma](#), [ONE Mario Sirtori](#), [Paola Paronetto](#), [+d](#), [soil](#), [Toulemonde Bochart](#). Finishings: [CEDIT - Ceramiche D'Italia](#), [Ceramica Vogue](#), [Ento](#), [Florim Ceramiche](#), [Knauf AMF](#), [Kriskadecor](#), [Mutaforma](#), [Ressource](#). Smart home: [Bticino](#), [Ekinex](#). Electrical appliances: [Falmec](#), [La Marzocco](#), [Loewe](#). Decorative radiators: [Scirocco H](#). Doors and windows: [Linvisibile](#), [Mogs](#). Air Conditioning: [DAIKIN Air Conditioning](#), [Olimpia Splendid](#).

## Technical partners

101 Caffè, AEG, Amazon Alexa, Ca'puccino, Coordonné, [Domal](#), [Ege Miray Kaman](#), [EVER Life Design](#), [Knauf Italia](#), [Kristina Dam Studio](#), [Roofingreen](#), [Silent Gliss](#), [Sonos](#), [Velux](#).

## Media Partners

Cereal Magazine, darc magazine, DisegnoDaily, Domus & Domus Tabloid, Elle Decor Italia, Nomad Magazine, Oak The Nordic Journal, Openhouse Magazine, Sindroms, Surface mag.

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