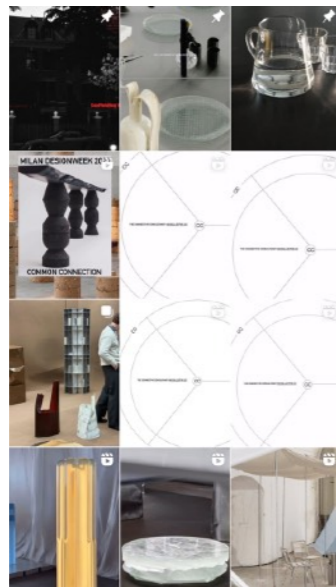
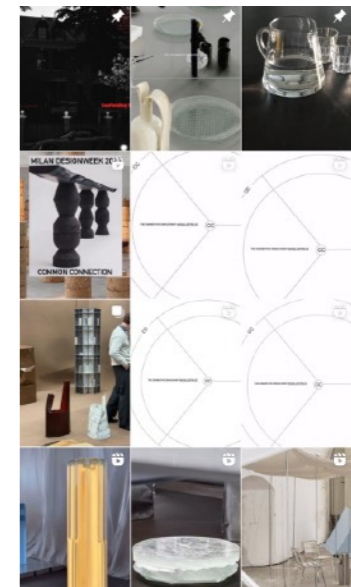


# WHAT IF? MILAN DESIGNWEEK 2025



## GUIDE MAP MDW



*We provide exclusive insights during Milan Designweek. All rights are reserved to [www.ccollective.cc](http://www.ccollective.cc)*

# “let me tell you”

**SUPERSTUDIO  
DESIGN**

06.04 - 08.04 | 11:00 - 21:00



This group exhibition Superdesign Show returns for Milan design week 2025, with spotlighting projects under the theme Happiness. It's narrative, in a world marked by uncertainties and change, can design be a tool for happiness?

Superdesign Show 2025 answers with a bold and visionary edition, celebrating 25 years of innovation and bringing designers and creatives from all over the world to Milan.



## **BOON ROOM COLLECTIBLE**

07.04 - 13..04 | 11:00 - 21:00

This year, **BOON\_EDITIONS** proudly welcomes **BOON\_ROOM** to present a curated selection of limited-edition furniture, paintings, and collectible pieces that blur the line between functionality and art. Featuring works from a hand-picked selection of visionary artists and designers, this showcase embodies the intersection of creativity and craftsmanship.



BY MOKKO

## **ROSANNA ORLANDI presents RO- COLLECTIBLE**

Cengiz Hartmann is a German artist focussing to reduce objects to the essential without eliminating the poetry. The word Begreifen serves as a key to his work. It means both to touch and to understand - in a way thinking with the hands. Since 2019 he has been working as a research assistant in the department of interior design at the Technical University of Ostwestfalen-Lippe in Detmold. He is a member of Deutscher Werkbund and Lippischer Künstlerbund.



BY CENGIZ HARTMANN

INCLUDING FORMAFANTASMA

## **ART PRADA FRAMES**

06.04 - 08.04 | 11:00 - 21:00

During Milan Design Week 2025, Prada Frames will explore the theme "In Transit," focusing on mobility and infrastructure as dynamic systems shaping the movement of people, goods, data, and power, with a three-day event at Milan's Central Station.



# “let me tell you”

COLLECTIBLE

## VILLA BORSANI COLLECTIBLE

The design of this villa in Brianza, now home to Alcova, tells many stories: family, business, and modern architecture. And it represents well the incredible contribution of its region to the history of design and the Salone. When considering the history of Italian design, especially Milanese design, one must begin with the rich history of the villas of the surrounding area, particularly the area north of Milan, often referred to as the Brianza region. These villas, which have dotted the mythical landscape of Brianza for centuries, served as showcases for the refined craftsmanship of furniture and decorative accessories, created first to facilitate the leisurely pursuits of the aristocracy, and later the bourgeoisie, during extended vacations, marking the beginning of Italian design history.

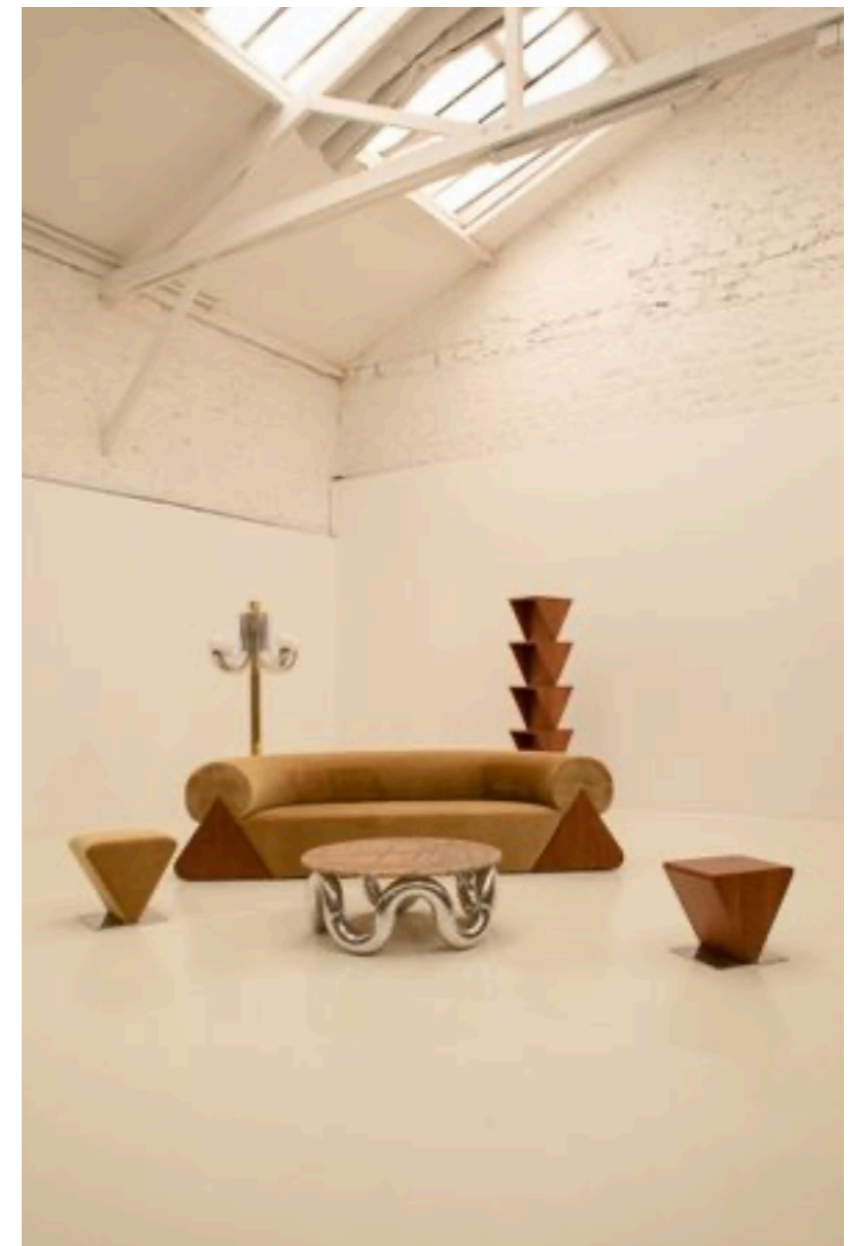
The Villa encapsulates countless stories of design, entrepreneurship, family, craftsmanship, art, and architecture.



## PRADIER JEAUNEAU COLLECTIBLE

Pradier-Jeauneau Editions is a laboratory dedicated to contemporary French design. The edition embraces a strong editorial stance—radicality—and a commitment to the environment. By supporting those who shape their era, Aurélien and Jérémy move in step with the creators they publish. The gallery's mission is to promote specifically French design, numbered and in limited editions. Its ambition is to contribute to the revival of this creation.

Pradier-Jeauneau is primarily a laboratory dedicated to contemporary French design.



# “let me tell you”

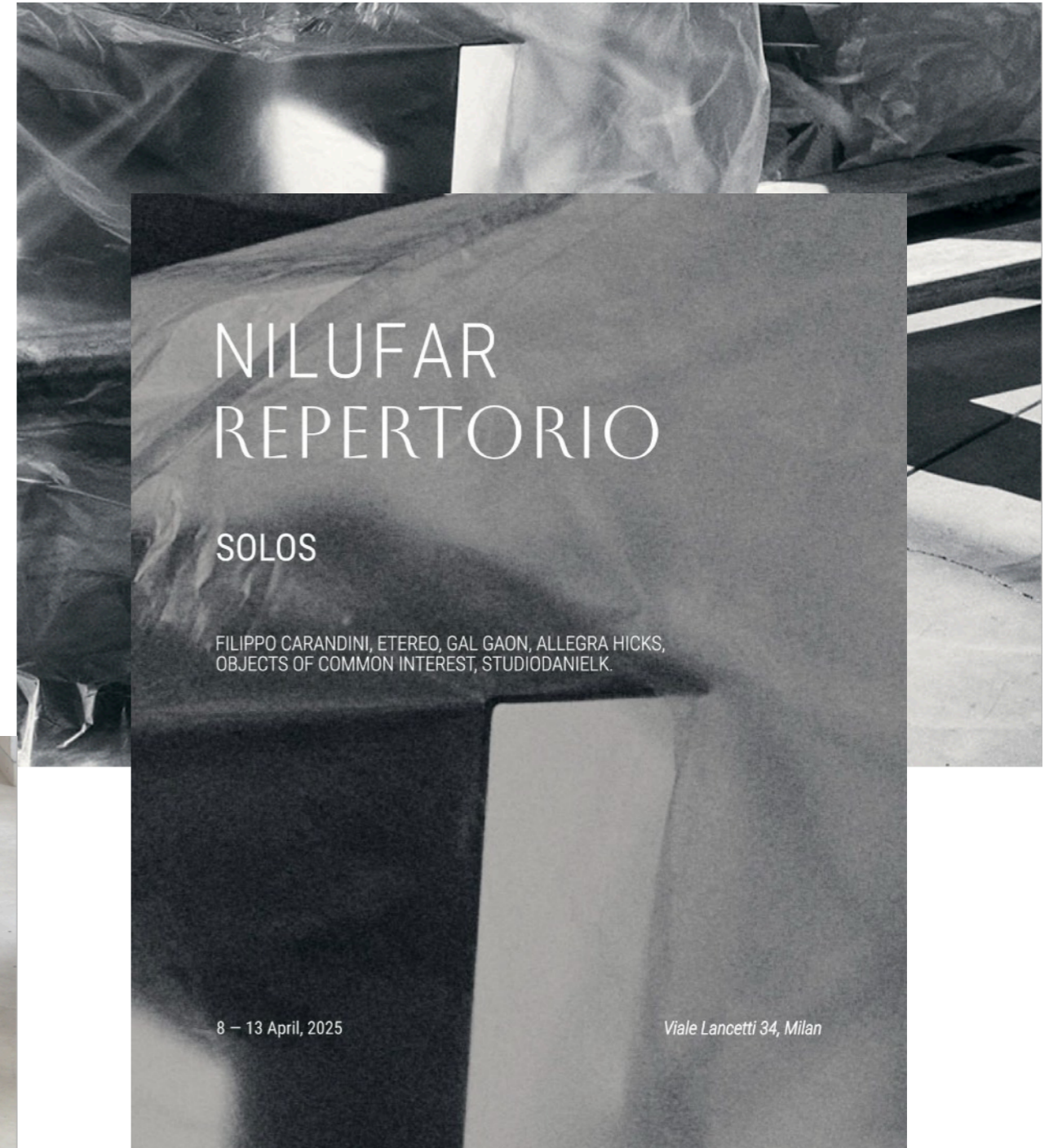
IMMERSIVE

## ART NILUFAR: REPERTORIO

Nilufar presents Repertorio at the 2025 edition of Milan Design Week, an immersive scenographic exhibition shaped by the vision of Nina Yashar where design unfolds in a theatrical composition. Divided into five acts, it explores the tension between craftsmanship and art, past and future, nature and artifice.

Including Destroyers / Builders by Linde Freya Tangelder.

[www.destroyersbuilders.com](http://www.destroyersbuilders.com)



BY NILUFAR GALLERY

# “let me tell you”

BESPOKE

## ART FONDAZIONE PRADA

*The Milan venue of Fondazione Prada, conceived by architecture firm OMA—led by Rem Koolhaas—expands the repertoire of spatial typologies in which art can be exhibited and shared with the public. Characterized by an articulated architectural configuration which combines seven existing buildings with three new structures (Podium, Cinema and Torre), the venue is the result of the transformation of a distillery dating back to the 1910's.*

In the project conceived by OMA, two conditions coexist: preservation and the creation of a new architecture which, although separate, confront each other in a state of permanent interaction.

Located in Largo Isarco, in the south of Milan, the compound develops on an overall surface of 19.000 m<sup>2</sup>/205,000 ft<sup>2</sup>.



## PRADA FRAMES

06.04 - 08.04 | 11:00 - 21:00

During Milan Design Week 2025, Prada Frames will explore the theme "In Transit," focusing on mobility and infrastructure as dynamic systems shaping the movement of people, goods, data, and power, with a three-day event at Milan's Central Station.

## DESIGN STRATA

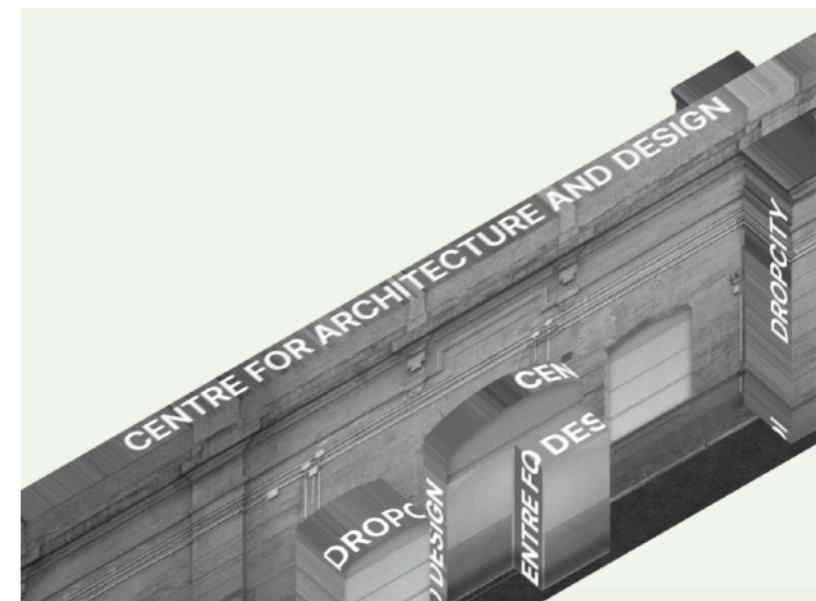
Belgian designers Tim Vranken, Middernacht & Alexander and Linde Freya Tangelder come together in a sensorial experimentation of texture and collective design presence in Milan.



## DESIGN DROP CITY

The design research platform hosts talks with architects from around the world, with speakers including Max Nunez (Chile), Aitor Fuentes of Arquitectura G (Spain), Jan Theissen of AMUNT (Germany) and Sebastian Adamo of Adamo-Faiden (Argentina). Free to attend.

Via Giovanni Battista Sammartini, 60, 20125 Milano MI, Italy



# “let me tell you”

ARCHITECT  
DESIGNER

**COLLECTIBLE  
BOON ROOM**

03.04 - 12.04 | 11:00 - 21:00

A meeting between art, collectibles and design in the financial heart of Milan. This year, **BOON\_EDITIONS** welcomes **BOON\_ROOM** to present a curated selection of limited-edition furniture, paintings, and collectible pieces that blur the line between functionality and art.



Featuring works from a hand-picked selection of visionary artists and designers, this showcase embodies the intersection of creativity and craftsmanship.

**COLLECTIBLE  
VERO X PALMA**

07.04 - 13.04 | 11:00 - 21:00

Vero returns to Milan Design Week with a new collaboration featuring Italian designer Federica Elmo, bringing her signature material experimentation and sculptural forms into the brand's ever-growing universe. This year's showcase reactivates the space at Via Felice Casati, turning it into a meeting ground for designers, collectors and the aesthetically-curious. Expect a blend of contemporary Italian craftsmanship and radicalism.

**DESIGN  
KASTHALL X CHIPPERFIELD**

Kasthall celebrates 135 years of craftsmanship and unveils Anemon, the rug collection inspired by Gunilla Lagerhem Ullberg's 1991 archive design, now revisited by Kasthall Design Studio.



The Milan showroom will be in 'full bloom' to present the original and colorful collection.

Kasthall also presents Fasad, the recycled wool collection designed with David Chipperfield Design.

The rugs will be paired with the textile collection of Swedish brand Astrid, in a perfect synergy of pattern, texture and color.

# “let me tell you”

CORPORATE



**COLLECTIBLE  
GOOD SELECTION**

07.04 - 13.04

11:00 - 21:00

Breaking free from complex mechanisms of the traditional design market design market, good selection is an exhibition curated by designers, for designers.

**DESIGN  
COUR X UPPERCUT SPACE**

A debut presentation UPPERCUT presents :  
CONCORDE X LS GOMMA

History is an opulent tapestry woven with grandeur, excess and the weight of its own narratives.

FRITZ ADAMSKI  
HERMANN BECKER  
YOONJEONG LEE

Cour considers the artist studio as a site of innovation, where objects, process and intention converge. Featuring works by Frits Adamski, Yoonjeong Lee and Hermann Becker, represented by Busch Düsseldorf.

[www.courgallery.com](http://www.courgallery.com)

**ART  
SIMPLE FAIR X HARMONY IN  
CONVERSATION**

Simple Flair also curates meetings to connect architects, designers, and creatives with Natuzzi Italia, fostering new collaboration opportunities within the setting of Casa Cipriani in Milan.

Mosaic thinking: the new aesthetics of collaboration  
Via Valtellina 5, Milan

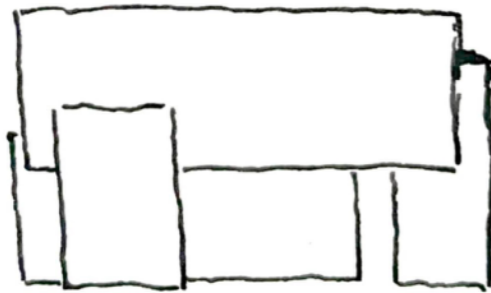
**ART  
ATELIER VIERKANT**  
07.04 - 13.04 | 10:00 - 19:00

Also on show at Salone Del Mobile  
08.04 - 13.04.25  
Fieramilano, PAV 24 D20.



# “let me tell you”

CURATED



## ART CARDOGAN GALLERY

07.04 - 13.04 | 11:00 - 21:00

Presenting *CORKINHO*

At Corkinho, craftsmanship is at the heart of everything we do.

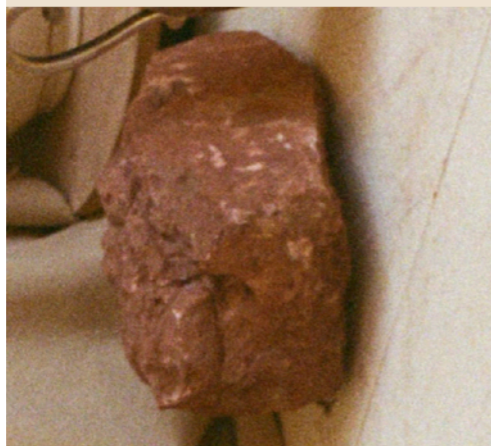


As cork artisans, we transform this natural material into interior solutions and products tailored to the needs and aspirations of our clients.

From custom tiles and furniture to sculptural objects and complete guest experiences, we collaborate with designers, architects, and brands to bring their visions to life.

Each creation reflects the warmth, elegance, and versatility of cork, enhancing both the aesthetic and functional qualities of any space. We are eager to create and look forward to co-creating, inspiring, and being inspired.

[www.corkinho.com](http://www.corkinho.com)



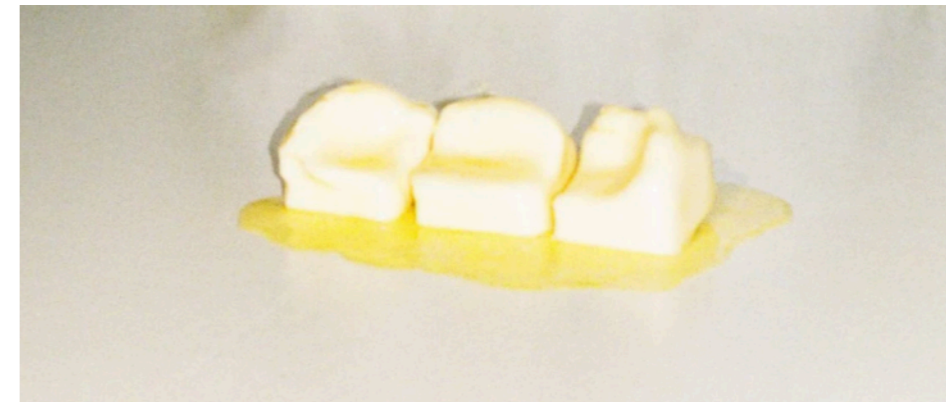
Presenting LRNCE, lo studio di design con sede a Marrakech, riconosciuto per la sua estetica audace e la fusione tra artigianato tradizionale e visione contemporanea, presenta Slow Roads, la sua prima collezione di arredi, in occasione della Milano Design Week 2025.

[www.lrnce.com](http://www.lrnce.com)

## COLLECTIBLE CASSINA

07.04 - 13.04

11:00 - 21:00



Tacchini showroom launch, the furniture brand presents new designs by Ronan Bouroullec, Formafantasma, Linde Freya Tangelder, Philippe Starck and Patricia Urquiola.

In an early 20th-century Milanese house in Brera, furnituremaker Tacchini is opening its first dedicated showroom.

The retail space preserves the classical layout of the original residence and, for the occasion of Milan design week, will be used to present assorted novelties including the Butter sofa and serving tray by British designer Faye Toogood.

Meanwhile, at Salone, Tacchini is reprising its collaboration with designer Michael Anastassiades to present the minimalist Klotski chair.

[www.cassina.com](http://www.cassina.com)

# Milan Designweek

Participating in **Milan Design Week** (Salone del Mobile & Fuorisalone) is a strategic move for artists and designers because it is the **world's leading design event**, attracting top brands, press, buyers, curators, and design enthusiasts. Here's why it can be a game-changer:

## The fair offers strategic Benefits of Participation

### Global Exposure & Networking

- Milan Design Week gathers industry leaders, international media, and collectors. It's an opportunity to connect with potential clients, galleries, and manufacturers.

### Brand Positioning & Credibility

- Showcasing your work in Milan elevates your profile as a serious designer or artist.
- Being part of such a prestigious event strengthens your reputation in the design world.

### Market Access & Commercial

- Many brands and buyers scout for new talents and collaborations.
- Limited edition pieces or conceptual works can attract collectors and investors.

### Press & Media Visibility Trendsetting & Influence

- Journalists and bloggers cover Milan Design Week extensively.
- If your work stands out, it could be featured in international design publications.

### Trendsetting & Influence

- Milan is where trends are born—being there means being part of the conversation.
- Your work could shape future design movements or gain inspiration from others.

## WHAT IF? is antithetical to “let me tell you”

### **Concept development**

- Start with a strong idea, whether it's inspired by crafts, nature, technology, or emotions.
- Consider the cultural and artistic statement behind the piece.

### **Material Experimentation**

- Use unconventional or luxury materials (e.g., rare woods, hand-blown glass, ceramics, metals).
- Experiment with textures, finishes, and sustainable alternatives.

### **Handcrafted & Limited Editions**

- Collaborate with experienced artisans for bespoke quality.
- Ensure exclusivity by limiting production (e.g., numbered editions or one-offs).

### **Innovation in Form & Function**

- Push boundaries with sculptural, modular, or interactive elements.
- Blend traditional craftsmanship with modern technology (e.g., 3D printing, AI-driven designs).

### **Storytelling & Branding**

- Create a compelling narrative around the piece (inspired by heritage, futurism, or craftsmanship).
- Build a brand presence through curated exhibitions, publications, and partnerships.

### **Showcasing & Distribution**

- Exhibit in design fairs, creative initiated , and exclusive galleries.
- Engage collectors, art dealers, and design enthusiasts through high-end digital platforms.

### **Sustainability & Timelessness**

- Ensure that the piece remains relevant and valuable for generations.
- Use responsible sourcing and eco-conscious production methods.

# WHAT IF? is antithetical to “let me tell you”

*What do you have to prepare before participating a professional fair? Is a press catalogue necessary and how to get funding our production support ? How to profil your collection for a major design fair such as Milan Design Week or Collectible fair?*

## PRE-FAIR

**1** Carefully determine your objectives in advance. Do you want to launch a product and are you looking for press? Or do you want to sell? A trade fair can offer you a lot, but without focus on your most important objectives, you are missing out on a lot.

**2** Check whether there are any subsidies or support measures that can help you with your travel or exhibition stand and materials. For production support and object insurance there is a lot of strategies consider and applying for because producing and exhibiting has demands high financial cost.

**3** Make as many appointments as possible in advance. Waiting for interesting passers-by rarely results in interesting contacts. Make sure you have made appointments with the people you really want to see.

## DURING THE FAIR

**4** Your stand must be completely ready when the fair starts. Most fairs already have a press and exclusive invitees from the professional field before the doors open to the wider public. Your prospect doesn't have time to wait for you to prepare diamoe or for you to take the product out of the package. It should be immediately readable with one eye at a glance.

# Designfairs

**5** Stand at the stand and be approachable. Avoid multitasking or catching up with colleagues on your laptop or smartphone. An open but also alert attitude creates a professional attitude.

**6** Don't miss the afterparties and networking drinks. The real first agreements (deals) are often concluded there. In a relaxed atmosphere, the storytelling is sometimes listened to, it forms a foundation that is often laid for a effective and successful deal.

## AFTER THE FAIR

**7** Share insights and photogenic moments via a social media post. An interview in the (trade) press can sometimes have as much impact as the previous days on the fair itself.

**8** Immediately schedule a follow-up meeting with the interesting contacts. Don't wait too long for this to cease the opportunity.

*Wat moet je doen ter voorbereiding van een beursdeelname? Is een persdossier belangrijk? Hoe moet je netwerken?*

Ga je met je collectie naar een grote design beurs zoals Milan Designweek or Collectible fair ? Bereid je dan goed voor om het maximale rendement eruit te halen. Want een beurs biedt wel vele opportuniteiten, maar enkel een goede voorbereiding zorgt ervoor dat je ook effectief terugkeert met de gewenste resultaten. Kan je nog wat hulp gebruiken ? Lees hier onze go - to om zoveel mogelijk uit een beursdeelname te halen ..

## PRE-FAIR

**1** Bepaal op voorhand zorgvuldig je doelstellingen. Wil je een product lanceren en ben je op zoek naar pers? Of wil je verkopen? Een beurs kan je heel wat bieden, maar zonder focus op jouw belangrijkste doelstellingen, loop je veel mis.

**2** Controleer of er subsidies of steunmaatregelen zijn die u kunnen helpen met uw reis of beursstand en materialen. Voor productieondersteuning en objectverzekering zijn er veel strategieën om te overwegen en aan te vragen, omdat produceren en tentoonstellen hoge financiële kosten met zich meebrengt.

**3** Leg al op voorhand zoveel mogelijk afspraken vast. Wachten op interessante voorbijgangers levert zelden interessante contacten op. Zorg dat je afspraken hebt gemaakt met de mensen die je echt wilt zien.

## DURING THE FAIR

**4** Je stand moet helemaal klaar zijn wanneer de beurs start. De meeste beurzen hebben al een pers en exclusief genodigden van het professionele werkveld vooraleer de deuren openen tot het grotere publiek. Je prospect heeft geen tijd om te wachten tot je het item hebt klaargezet of tot je het product uit de verpakking haalt. Het moet direct leesbaar zijn met één oog op slag.

# Designfairs

**5** Sta op de stand en wees aanspreekbaar. Ziet niet op je laptop of smartphone te multitasken of met collega's bij te praten. Een open maar ook alerte houding wekt een professionele attitude op.

**6** Mis de afterparty's en netwerkborrels niet. Daar worden vaak de echte eerste afspraken (deals) gemaakt. In een ontspannen sfeer wordt er soms geluisterd naar de storytelling, het vormt een basis die vaak wordt gelegd voor een effectieve en succesvolle deal.

## AFTER THE FAIR

**7** Deel inzichten en fotogenieke momenten via een post op sociale media. Een interview in de (vak)pers kan soms evenveel impact hebben dan de voorbije dagen op de beurs zelf.

**8** Plan meteen een opvolgmeeting in met de interessante contacten. Wacht hier niet te lang mee om professioneel redenen.

Soon available in the masterclass by common connection. Soon available in the masterclass by common connection. Soon available in the masterclass by common connection.



# International Collectible Design fairs

Design Miami/Basel, PAD (Pavilion for Art and Design) London and Paris, Milan Designweek, Stockholm Designweek Maison & Object, IMM Cologne, London Design festival, Rotterdam Design Biennale, Objects Rotterdam, Berlin Designweek, Collectible NY and more.

International collectible design fairs are up-coming, marked as key moments in the collectible design calendar

Design Miami/ (Miami & Basel) locations Miami (USA) & Basel (Switzerland). December (Miami) & June (Basel)

**Highlights:** One of the most influential fairs, coinciding with Art Basel, showcasing leading galleries and designers in collectible design.

PAD (Pavilion of Art and Design) locations London (England) in Oktober & Paris (France) in April.

**Highlights:** Features a mix of historical and contemporary design, art, and decorative objects, attracting top collectors.

The Salon Art + Design (Brussels and New York) Location (USA) New York in November.

**Highlights:** Combines fine art with collectible design, showcasing top galleries from around the world in an elegant setting.

Nomad (Various Locations) Locations and timing varies by edition St. Moritz, Capri, Monaco, Venice.

**Highlights:** A traveling fair that presents collectible design in exclusive locations, blending art, architecture, and nature.

Object Rotterdam Location Rotterdam (Netherlands) in February.

**Highlights:** A platform for experimental and cutting-edge collectible design, often featuring independent designers.

TEFAF Maastricht (The European Fine Art Fair) Location: Maastricht, Netherland. When: March.

**Highlights:** While primarily focused on fine art, TEFAF includes a strong section of rare and historical collectible design.

FOG Design+Art (San Francisco). **Location** San Francisco, USA in January.

**Highlights:** A high-profile event blending contemporary and modern design with fine art.

Design Shanghai Collectibles Location in Shanghai, China in March.

**Highlights:** A key Asian fair featuring limited-edition and collectible design, showcasing both international and Chinese designers.

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to “let me tell you”**

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