

# MILANO MODA

MILANO  
MODA  
DESIGN

  
Camera Nazionale  
della Moda Italiana



## HOME COLLECTIONS

### FROM APRIL 08 TO 14

#### ARMANI / CASA

The Brand, one of the world leaders in luxury furnishings, presents the new 2019 collection / free entrance / **From April 09 to 14 / From 10am to 8pm** / Via Bergognone, 59

#### ETRO

- Etro presents the new Etro Home Interiors and Etro Home Accessory collections. / **From April 09 to 14 / From 9,30am to 6,30pm** / Salone del Mobile - Hall 4, stand C12
- Etro Home presents its new collections / free entrance / **From April 09 to 14 / From 10am to 8pm** / Etro Home Boutique - Via Pontaccio, 17 (angolo Vicolo Fiori)

#### FENDI

- Fendi Casa presents the new collection / **From April 09 to 14 / From 9,30am to 6,30pm** / Salone del Mobile - Hall 7, stand C25
- Fendi with Fendi Casa present "Back Home" by Cristina Celestino. A decor project that pays homage to the iconic Pequin motif, the logo no-logo introduced by Fendi in 1987, a synonym for elegance and discreet luxury / free entrance / **From April 10 to 13 / From 10am to 10pm** / Via Solari, 35

#### ISAIA

Isaia home collection: ceramics plates hand made and painted using traditional methods handed down through generations in Vietri. Isaia exclusive design / free entrance / **From April 08 to 14 / From 10am to 7pm** / Isaia Boutique - Via Verri, 8

#### LAURA BIAGIOTTI

Laura Biagiotti Home - Monogram Special Edition / **From April 09 to 14 / From 9,30am to 6,30pm** / Salone del Mobile - Hall 4, stand L02

#### LINEA LIFESTYLE BRUNELLO CUCINELLI

Brunello Cucinelli - lifestyle collection - preview Fall Winter 2019 collection / free entrance. / **From April 11 to 14 / From 6pm** / Brunello Cucinelli Boutique - Via Montenapoleone, 27/c

#### LOUIS VUITTON

Louis Vuitton Objets Nomades. Travel inspired objects in collaboration with international designers: Atelier Biagetti, Atelier Oi, Marteen Baas, Barber&Osgerby, Campana Brothers, André Fu, Damien Langlois-Meurinne, India Mahdavi, Nendo, Gwenaël Nicolas, Raw Edges, Patricia Urquiola, Marcel Wanders, Tokujin Yoshioka, Zanellato/Bortotto / free entrance / **From April 09 to 10 / From 11am to 8pm / From April 11 to 14 / From 10am to 8pm** / Corso Venezia, 16

#### MISSONI HOME

- Panoramas / **From April 09 to 14 / From 9,30am to 6,30pm** / Salone del Mobile - Hall 24, stand B21-c14
- Stripes mosaic, patchwork of geometries / free entrance / **From April 09 to 14 / From 11am to 9,30pm** / Missoni Home Showroom - Viale Elvezia, 22

#### TECHNOGYM

Technogym presents the new Personal Line Icon designed by Antonio Citterio / **From April 09 to 14 / From 9,30am to 6,30pm** / Salone del Mobile - Hall 16, stand D32

#### TRUSSARDI

Trussardi Casa presents the new collection / **From April 09 to 14 / From 9,30am to 6,30pm** / Salone del Mobile - Hall 7, stand C22

#### VERSACE HOME

The new Versace Home Collection in an exclusive installation created by the New York - based interior designer, Sasha Bikoff and enriched by the works of art of Andy Dixon, a Canadian artist based in LA / visits upon registration (on [www.versace.com](http://www.versace.com)) - limited capacity / **From April 10 to 14 / From 5pm to 8pm** / Via Gesù, 12

## BY INVITATION ONLY EVENTS

### April 06

#### PAULA CADEMARTORI

Bitossi Home and Funky Table return for the third consecutive year to Milan Design Week with the B-LOOM project, that includes the novelties from La Tavola Scomposta. This year, the collection grows rich with exuberant decorative elements from the enchanted world of the designer Paula Cademartori. / **From 4,30pm to 8,30pm** / Via Santa Marta, 14

### April 08

#### ERMENEGILDO ZEGNA

"Visualizing Emotions" launch of the new Ermenegildo Zegna Essenze Eau de Parfum collection / **From 7,30pm to 9,30pm** / Ermenegildo Zegna Global Store - Via Montenapoleone, 27/E

#### LAURA BIAGIOTTI

Preview of the Exhibition Giacomo Balla: Genio Futurista - Biagiotti Collection / **At 5pm** / Gallerie d'Italia - Piazza della Scala, 6

#### LOUIS VUITTON

Louis Vuitton Objets Nomades. Travel inspired objects in collaboration with international designers: Atelier Biagetti, Atelier Oï, Marteen Baas, Barber&Osgerby, Campana Brothers, André Fu, Damien Langlois-Meurinne, India Mahdavi, Nendo, Gwenaël Nicolas, Raw Edges, Patricia Urquiola, Marcel Wanders, Tokujin Yoshioka, Zanellato/Bortotto / Press preview - **From 10am to 2pm** / Cocktail - **From 6,30pm to 9pm** / Corso Venezia, 16

#### MANUEL RITZ

Cobranding Manuel Ritz Edizioni Design. Press Presentation ED048 Tablelamp exclusively created for Manuel Ritz by Edizioni Design and exposition of Edizioni Design's 2018 catalogue furnitures. / **From 1pm to 7pm** / Manuel Ritz Boutique - Via Solferino, 1

#### TOD'S

No\_Code Shelter: stories of contemporary life. We are living in a constantly changing world, where people's lifestyles are constantly evolving. Tod's No\_Code explores these topics with an installation by Studio Andrea Caputo. Featuring: Main Ikuzawa, Formafantasma, Chris Bangle, Olimpia Zagnoli, Petter Neby, Maurizio Cheli, Marcello Gandini, Yong Bae Seok and more / **From 6pm to 10pm** / Via Olona, 6 Bis

### April 09

#### DOUCAL'S

Roberto Palomba For Doucal's: Presentation of TRVL Collection. Creations between Fashion and Design inspired by travel / **From 6pm to 8pm** / Via Gesù, 15

#### ETRO

Etro Home celebrates its new collections / **From 6pm to 9pm** / Etro Home Boutique - Via Pontaccio, 17 (angolo Vicolo Fiori)

#### FENDI

- Press preview. Fendi with Fendi Casa present "Back Home" by Cristina Celestino. A decor project that pays homage to the iconic Pequin motif, the logo no-logo introduced by Fendi in 1987, a synonym for elegance and discreet luxury / **From 10am to 5pm** / Via Solari, 35
- Cocktail. Fendi with Fendi Casa present "Back Home" by Cristina Celestino. A decor project that pays homage to the iconic Pequin motif, the logo no-logo introduced by Fendi in 1987, a synonym for elegance and discreet luxury / **From 6pm to 9pm** / Via Solari, 35

#### MISSONI

Home sweet home. An installation by Alessandra Roveda / **From 7pm to 10pm** / Missoni Showroom - Via Solferino, 9

#### SIMONETTA RAVIZZA

Design meets fashion into the new decor-inspired Furissima Boutique Simonetta Ravizza / **From 6,30pm to 9pm** / Boutique Simonetta Ravizza - Via Montenapoleone, 1

#### VERSACE HOME

Party & DJ set / **From 7pm to 10pm** / Via Gesù, 12

### April 10

#### BLUMARINE

Coco presentation by Blumarine / **From April 10 to January 01** / **From 6pm** / Calligaris Store - Via Baracchini, 9

#### ICEBERG

Iceberg cocktail party. Launch of the new limited edition collaboration with Surf The Road / **From 7pm to 10pm** / Iceberg boutique - Via Pietro Verri, ang. Via Bigli

#### LUISA BECCARIA

The Enchanted Garden / **From 5pm to 9pm** / Luisa Beccaria Boutique - Via Formentini, 1

#### WOOLRICH

Woolrich celebrates Giancarlo Piretti. Plia 50 years 1969/2019 / **From 6,30pm to 8,30pm** / Woolrich Flagship Store, Corso Venezia, 3

### April 11

#### BRUNELLO CUCINELLI

Preview fall winter 2019 collection & cocktail. / **From 6pm to 9pm** / Brunello Cucinelli Boutique - Via Montenapoleone, 27/c

#### GIUSEPPE ZANOTTI

Cocktail event celebrating Giuseppe Zanotti new SS19 design heel / **From 6,30pm to 9pm** / Giuseppe Zanotti Boutique - Via Montenapoleone, 8

#### MARNI

Marni Moon Walk. The Italian fashion house makes a stop on the moon, during a voyage to explore infinite worlds. Furnishings and complements made by hand in which primitive fascination blends with the imagination of the future / **From 6pm to 11pm** / Viale Umbria, 42

#### RED VALENTINO

Love and Rock Design. An exclusive limited-edition t-shirt created in collaboration with the Academy of Fine Arts of Rome. The protagonists of this graphic design project are students - further artists, dreamers who have reinterpreted with passion the eccentric, irreverent spirit of the fashion brand / **From 6pm to 9pm** / Corso Venezia, 6

#### VALEXTRA

Uniformity Cocktail / **From 7pm to 9pm** / Via Manzoni, 3

### April 12

#### GCDS

GCDS - ODE TO NORM EXHIBIT preview cocktail. GCDS presents its new store alongside the "Futuro beach" Photo Exhibition by Nadia Lee Cohen x Paper Magazine and the Tripple boobs bronze artwork by Fonderia Battaglia. Celebrating diversity, that now is a norm. Supporting Fondazione Umberto Veronesi. / **From 7pm to 9pm** / Via Vincenzo Capelli, 5

## EVENTS OPEN TO PUBLIC

### April 05

#### FRATELLI ROSSETTI

"Design at your heels" a limited edition sandal handmade & heartmade with Lebanese designer Nada Debs / **From April 05 to 21** / **From 10,30am to 6,30pm** / Boutique Fratelli Rossetti - Via Montenapoleone 1

#### LES COPAINS

Forbidden Colours. Art Exhibition / **From 6,30pm to 9pm** / Via Manzoni, 21

### April 06

#### 10 CORSO COMO

Forme: Umberto Riva, Architetto designer curated by Gabriele Neri. One of the Italian masters of architecture and design, Umberto Riva, born in 1928, was recently awarded with the Gold Medal at the Triennale di Milano for sixty years of projects ranging from architecture to industrial design, from editorial graphics to interiors, from urban planning to painting, from restoration to museum set-up. / **From 3pm to 8pm** / Fondazione Sozzani, Corso Como 10

### April 08

#### ALCANTARA

Alcantara Special Set-up / **From April 08 to 14** / **From 10,30am to 7pm** / Alcantara Concept Store - Via Verri, 8

#### BORSALINO

Borsalino and Momenti: "the exaltation of the abstract line". Borsalino and Momenti find in the inspiration of the great illustration "fin de siècle", a common ground of research and sensitivity: represented in a contrast between black and white, a slight pointillism, in figures still more present because they are without relief. In addition to the tribute to Borsalino, Momenti presents, with great skill, further graphic and emotional paths with stylised and symbolic shapes. / **From April 08 to 13** / **From 10am to 7pm** / Borsalino Boutique - Via Sant' Andrea, 5

#### LUISA BECCARIA

The Enchanted Garden / **From April 08 to 14** / **From 10am to 7pm** / Luisa Beccaria Boutique - Via Formentini, 1

#### MISSONI

Home sweet home. An installation by Alessandra Roveda / **From April 08 to 14** / **From 11am to 9,30pm** / Missoni Showroom - Via Solferino, 9

#### SALVATORE FERRAGAMO

Salvatore Ferragamo presents The World of Italo Rota - Windows and internal set ups / **From April 08 to 14** / **From 10am to 8pm** / Via Montenapoleone, 3 - 20/4

### April 09

#### 10 CORSO COMO

MASTERLY, Dutch Design Pavillion, inaugurates this year for the first time a prestigious partnership with 10 Corso Como. During the Salone week the design projects of the four participants selected by the curator Nicole Uniquole will be exhibited and sold: - Her Royal Highness Princess Margarita de Bourbon de Parme - De Parme Design - the Royal Delft ceramics - the glasses by Melvin Anderson - the obelisks by Osiris Hertman. 2000 tulips will be on display. / **From April 09 to 14** / **At 7pm** / Fondazione Sozzani, Corso Como 10

#### BLUMARINE

Blumarine meets Calligaris and interprets the Coco Armchair with the signature flower of the Maison, the rose. Design: Busetti, Garuti, Radaelli. / **From April 09 to 14** / **From 10,30am to 9pm** / Calligaris Store - Via Baracchini, 9

#### BRIONI

Brioni presents KMZERO, a collection of garments crafted from the finest wool from the Abruzzo region / **From April 09 to 14** / **From 10am to 7pm** / Via Gesù, 2A

#### DONDUP

Presenting the new Dondup D/Zero Denim collection with a dedicated window installation / **From April 09 to 14** / **From 10am to 7,30pm** / Via Solferino, 7

#### DOUCAL'S

Roberto Palomba for Doucal's: Exhibition of TRVL collection. Creations between Fashion and Design inspired by travel / **From April 09 to 14** / **From 9am to 7pm** / Doucal's Boutique - Via Gesù, 15

#### JIL SANDER

Linda Tegg creates for Jil Sander "Adjacent Field, Milan", a large-scale installation of spontaneous plants sourced from, and typical of, former industrial sites in the Milan area / **From April 09 to 14** / **From 10am to 8pm** / Via Luca Beltrami, 5

#### LOUIS VUITTON

Louis Vuitton Objets Nomades. Travel inspired objects in collaboration with international designers: Atelier Biagetti, Atelier Oi, Marteen Baas, Barber&Osgerby, Campana Brothers, André Fu, Damien Langlois-Meurinne, India Mahdavi, Nendo, Gwenaël Nicolas, Raw Edges, Patricia Urquiola, Marcel Wanders, Tokujin Yoshioka, Zanellato/Bortotto / Meet&Greet with the designers / **From April 09 to 11** / **From 5pm to 7pm** / Corso Venezia, 16

#### MANUEL RITZ

Cobranding Manuel Ritz Edizioni Design. Presentation ED048 Tablelamp exclusively created for Manuel Ritz by Edizioni Design and exposition of Edizioni Design's 2018 catalogue furnitures / **From April 09 to 14** / **From 10,30am to 7,30pm** / Manuel Ritz Boutique - Via Solferino, 1

#### SPORTMAX

Special Installation "Sight Unseen" curated by Haw-lin Services & Emanuel Cestaro. Between Fashion & Design, a 3d video unveils the new Sportmax Eyewear Project / **From April 09 to 13** / **From 10,30am to 7,30pm** / Sunday **From 11am to 7pm** / Sportmax Store - Via della Spiga, 20

#### TECHNOGYM

Technogym presents Technogym Home and the new Personal Line Icon designed by Antonio Citterio / **From April 09 to 14** / Tue Sat **From 9am to 9pm**; Sun **From 10am to 8pm** / Technogym Milano, Via Durini 1

#### TOD'S

No\_Code Shelter: stories of contemporary life. We are living in a constantly changing world, where people's lifestyles are constantly evolving. Tod's No\_Code explores these topics with an installation by Studio Andrea Caputo. Featuring: Main Ikuzawa, Formafantasma, Chris Bangle, Olimpia Zagnoli, Petter Neby, Maurizio Cheli, Marcello Gandini, Yong Bae Seok and more / **From April 09 to 20** / **From 10am to 8pm** / Via Olona, 6 Bis

## April 10

### 10 CORSO COMO

Meeting with architect John Pawson - space and photography - pictures on view / **From 4pm to 7pm** / Fondazione Sozzani, Corso Como 10

### ANTEPRIMA

Cardboard Art Expression painting live performance Anteprima presents Ellie Omiya in partnership with Corvasce Design / **From 6pm to 9pm** / Galleria Anteprima, Corso Como 9

### LAURA STRAMBI

BB Le Turban Bio - From Tradition to Fashion. Presentation of turbans handmade in Benin and customized by the designer Laura Strambi / **From 4,30pm to 8,30pm** / Foro Bonaparte, 63

### PAULA CADEMARTORI

Bitossi Home and Funky Table return for the third consecutive year to Milan Design Week with the B-LOOM project, that includes the novelties from La Tavola Scomposta. This year, the collection grows rich with exuberant decorative elements from the enchanted world of the designer Paula Cademartori. / **From 6pm to 10pm** / Via Santa Marta, 14

### VERSACE HOME

Visits upon registration on [www.versace.com](http://www.versace.com) - limited capacity / **From April 10 to 14** / **From 5pm to 8pm** / Via Gesù, 12

## April 11

### 10 CORSO COMO

- Pierre Charpin - Japanese ceramics with 1616 Arita / Japan (not for sale) / **From April 11 to 14** / **From 10,30am to 9pm** / Fondazione Sozzani, Corso Como 10

- Job Smeets of Studio Job and Stefano Giovannoni will meet design-addicted to present the new collection Rusted and their extraordinary objects / **At 7pm** / Fondazione Sozzani, Corso Como 10

### FRATELLI ROSSETTI

"Design at your heels" a limited edition sandal handmade & heartmade with Lebanese designer Nada Debs / **From 6,30pm to 9,30pm** / Boutique Fratelli Rossetti - Via Montenapoleone 1

### MARNI

Marni Moon Walk. The Italian fashion house makes a stop on the moon, during a vojage to explore infinite worlds. Furnishings and complements made by hand in which primitive fascination blends with the imagination of the future / **From April 11 to 14** / **From 10am to 7pm** / Viale Umbria, 42

## April 13

### GCDS

GCDS - ODE TO NORM EXHIBIT. GCDS presents its new store alongside the Tripple boobs bronze artwork by Fonderia Battaglia. Celebrating diversity, that now is a norm. Supporting Fondazione Umberto Veronesi. / **From April 13 to 14** / **From 10,30am to 7,30pm** / Via Vincenzo Capelli, 5