

MI- LANO MO- DA DE- SIGN

16/04--22/04

cameramoda.it

#milanomodadesign

HOME COLLECTIONS

FROM APRIL 16 TO 22

Armani/Casa

Armani/Casa Unveils the New 2018 Collection / Free entrance / **From April 17 to 22** / **From 10am to 10pm** / Corso Venezia, 14.

Borbonese

Borbonese Global Living / **From April 17 to 22** / Salone del Mobile - Hall 3, stand F24.

Bottega Veneta

Presentation of the new home collection / Free entrance / **From April 17 to 22** / **From 10am to 8pm** / Via Borgospesso, 5.

Diesel

- Out Of This World. Under the vast skies of Mexico, Diesel Living visits concrete monuments of extraterrestrial geometries and a light-filled landscape of vivid color; Diesel Living transforms all this into interiors. Explore what it's like to be a guest of Diesel / **From April 17 to 22** / Salone del Mobile - hall 16, stand A35/B28.
- Welcome Home. Diesel Living Pop Up Home presents Out Of This World: our view on hospitality with the new collections. Welcome Home / Free entrance / **From April 17 to 22** / **From 10am to 7,30pm** / Via Cesare Correnti, 14.

Etro

- Etro Home launches its new line Home Interiors in collaboration with Jumbo Group and it will present Etro Home Accessory collection / **From April 17 to 22** / Salone del Mobile - hall 3 Xlux, stand C14/C16.
- Etro Home presents the new Etro Home Interiors line and the new Accessory collection / Free entrance / **From April 17 to 22** / **From 10am to 8pm** / Via Pontaccio 17, ang. Vicolo Fiori.

Fendi

- Fendi Casa presents the new collection / **From April 17 to 22** / Salone del Mobile - pad. 7, stand C25.
- Fendi Casa presents the new capsule collection designed by Thierry Lemaire / Free entrance / **From April 18 to 22** / **From 10am to 7pm** / Fendi Casa - Via Montenaполеone, 3.
- Fendi Casa 30th anniversary / Free entrance / **From April 17 to 22** / **From 10am to 7pm** / Fendi Casa - Via Durini, 25.

Louis Vuitton

Louis Vuitton Objets Nomades. Travel inspired objects in collaboration with international designers: André Fu, Atelier Oi, Barber&Osgerby, Campana Brothers, Damien Langlois-Meurinne, India Mahdavi, Nendo, Raw Edges, Patricia Urquiola, Marcel Wanders and Tokujin Yoshioka / Free entrance / **From April 18 to 22** / **From 10am to 8pm** / Corso Venezia, 48.

MissoniHome

- MissoniHome. Horoscope. Spotlight on the Horoscope collection and the elements that compose it / **From April 17 to 22** / Salone del Mobile - pad. 20, stand D04.
- NWSE (North West South East). The 2018 MissoniHome collection takes the cardinal points as reference / Free entrance / **From April 17 to 22** / **From 11am to 9,30pm** - **On April 22 until 6 pm**.

Roberto Cavalli

Roberto Cavalli / **From April 17 to 22** / Salone del Mobile - pad. 3, stand C11-D12.

Trussardi

Trussardi Casa presents the new collection / **From April 17 to 22** / Salone del Mobile - Pad 7, stand C22/C26.

Versace

- Versace Home. New home collection presentation / **From April 21 to 22** / Salone del Mobile - pad 3, stand E35-F32.
- Versace Home. New home collection presentation / **From April 17 to 22** / **From 10am to 7pm** / Boutique Versace Home - Via Borgospesso, 15/A.

BY INVITATION ONLY EVENTS

APRIL 16

Bottega Veneta

Presentation of the new home collection / **From 6,30pm to 9,30pm** / Bottega Veneta Home Boutique - Via Borgospesso, 5.

Ermenegildo Zegna

Uomini all'Italiana. From Textile to Lifestyle. For the 50th anniversary of the company's entry in the world of prêt-à-porter, presentation of the new Zegna Toyz collection designed by Alessandro Sartori and made in Pelle Tessuta™, very thin strips of nappa leather woven on a loom with an exclusive technology / **From 7,30pm to 9,30pm** / Ermenegildo Zegna Global Store - Via Montenapoleone, 27/E.

Krizia

Horah - Raw Edges for Spazio Krizia / Press preview / **From 10am to 1pm** / Spazio Krizia - Via Manin, 21.

Les Copains

FREESTYLE group show curated by Chiara Guidi / Cocktail-dj set / **From 7pm to 9,30pm** / Via Manzoni, 21.

Luisa Beccaria

Luisa Beccaria home collection for Moda Operandi / **From 6pm to 9pm** / LùBar - Via Palestro, 16.

Pal Zileri

Pal Zileri presents the renovated Milan Flagship Store and the exclusive Tadzio capsule collection in partnership with Rubelli together with a dedicated installation / **From 7pm to 9pm** / Pal Zileri Flagship Store - Via A. Manzoni, 20.

APRIL 17

Fendi

Fendi Casa presents the new capsule collection designed by Thierry Lemaire / Press preview / **From 10am to 6pm** / Fendi Casa - Via Montenapoleone,3.

Louis Vuitton

Louis Vuitton Objets Nomades. Travel inspired objects in collaboration with international designers: André Fu, Atelier Oi, Barber&Osgerby, Campana Brothers, Damien Langlois-Meurinne, India Mahdavi, Nendo, Raw Edges, Patricia Urquiola, Marcel Wanders and Tokujin Yoshioka / Press preview - **From 10am to 2 pm** - Corso Venezia, 48 / Cocktail - **From 6,30 pm** - Corso Venezia, 48.

Manuel Ritz

Karim Rashid for Manuel Ritz & Vesta / **From 7pm** / Boutique Manuel Ritz - Via Solferino, 1.

Missoni

Blowing in the Wind. An art environment by Rachel Hayes - Curated by Mariuccia Casadio / **From 7pm to 10pm** / Missoni Showroom - Via Solferino, 9.

Simonetta Ravizza

When the Iconic Dancer by Marco Lodola Meets Furrissima, the iconic bag by Simonetta Ravizza. The power of icon in arts, design and fashion / Cocktail / **From 6pm to 9 pm** / Boutique Simonetta Ravizza - Via Montenapoleone, 1.

Valextra

Valextra the Enchanted Forest by Kengo Kuma / Cocktail / **From 7pm to 9pm** / Valextra Boutique - Via A. Manzoni, 3.

Valentino

Nina Chez Valentino. A selection of Valentino dresses and accessories merge with objects from the Nilufar collection. A dialogue between fashion and design / **From 7pm to 9pm** / Via Montenapoleone, 20.

APRIL 18

Alcantara®

Alcantara® capsule collection interior initial / Cocktail / **From 6,30pm to 9,30pm** / Alcantara Concept Store - Via Pietro Verri, 8 - Ang. Via San Pietro all'Orto.

Brioni

Brioni and Hisao Hanafusa: championing sustainable design. Cocktail in partnership with L'Officiel Italia / **From 7pm to 10pm** / Via Gesù, 2/A.

Borbonese

Borbonese & Artemest Design party / **From 6pm to 9pm** / Boutique Borbonese - Corso Matteotti, 8.

Diesel

Welcome Home. Diesel Living Pop Up Home presents Out Of This World: our view on Hospitality with the new collections. Welcome home / Cocktail / **From 7pm to 11pm** / Via Cesare Correnti, 14.

Fendi

Fendi Casa 30th anniversary / Cocktail / **From 7,30pm to 10,30pm** / Fendi Casa - Via Durini, 25.

Gianluca Capannolo

Gianluca Capannolo invites "CC Noir et Rouge" / **From 5pm to 8pm** / Via San Maurilio, 7.

APRIL 19

Brunello Cucinelli

Anima Mundi. Brunello Cucinelli Spring/Summer 18 lifestyle collection's presentation / Cocktail / **From 5pm to 8,30pm** / Brunello Cucinelli Boutique - Via Montenapoleone, 27/C.

Max Mara

Lavaprisms. An artistic project composed of a limited edition collection of sunglasses inspired by Lava, and a video performance shot in Hawaii, Naples and Stromboli. Concept Max Mara occhiali with Kerstin Brätsch and United Brothers / **From 6,30pm to 9pm** / Via Tadino, 20.

Roberto Cavalli

Cocktail event celebrating Cavalli home collection / **From 7pm to 10pm** / Roberto Cavalli Boutique - Via Montenapoleone, 6.

RED Valentino

T- Bloom. A limited-edition t-shirt created in collaboration with India Mahdavi. A story of passion and irreverent creativity. The same energetic spirit the Architect and Designer, together with Creative Director Pierpaolo Piccioli, has developed for the concept of the flagship store / **From 6pm to 9pm** / Corso Venezia, 6.

APRIL 20

Etro

Pattern Overdose: Etro Home launches its new furnishing line "Home Interiors" / **From 7pm to 9pm** / Boutique Etro Home - Via Pontaccio, 17 - ang. Vicolo Fiori.

EVENTS OPEN TO PUBLIC

APRIL 16

10 Corso Como

- Design exhibition "Domus 90. Gio Ponti", curated by Domus, Walter Mariotti, Simona Bordone and Cristina Moro / Free entrance until **May 6** / **From 10,30am to 7,30pm - On Wednesday and Thursday from 10,30am to 9pm** / Corso Como, 10.
- "CON-TATTO", a Word Between Contact and Touch - with a discussion about transversal design in a widerange of design fields. Present Flaviano Celaschi, Walter de Silva and Luciano Galimberti. Decio G.r. Carugati as moderator / **From 7pm** / Corso Como, 10.

Alcantara®

Alcantara® capsule collection interior initial / Free entrance / **From 16 to 22 April** / **From 11am to 8pm** / Alcantara Concept Store - Via Pietro Verri, 8 - Ang. Via San Pietro all'Orto.

Balmain

Balmain's First Italian Boutique, designed by Creative Director Olivier Rousteing in partnership with the trio of Architects Behind Studio AMV, introduces a new store concept for the brand, channeling both Balmain's Parisian roots and the young designer's signature style. To celebrate the opening, a special VR adventure relies on rousteing-designed headset to offer an immersive reflection of his creative process / **From April 16** / **From 10am to 7pm - On Sunday From 11am to 7pm** / Via Montenapoleone, 27/D.

Missoni

Blowing in the Wind. An art environment by Rachel Hayes - curated by Mariuccia Casadio / **From April 13 to 22** / **From 11am to 9,30pm** / Missoni Showroom - Via Solferino, 9.

RED Valentino

T-Bloom. A limited-edition t-shirt created in collaboration with India Mahdavi. A story of passion and irreverent creativity. The same energetic spirit the Architect and Designer, together with Creative Director Pierpaolo Piccioli, has developed for the concept of the flagship store / **From April 16 to 22** / **From 10am to 8pm** / Corso Venezia, 6.

S.Pellegrino

S.Pellegrino, the world's leading sparkling mineral water with over a century-long heritage of Italian good taste and lifestyle, unveils an awaited Design Special Edition at Milan Design Week, in partnership with architect Giulio Cappellini and three international designers. The Design Special Edition and three special installations will be exposed at CAPPELLINI POINT - show room and space to meet, discuss and promote design, for the whole Design Week / **From April 16 to 22** / **From 10am to 1,30pm - from 2,30pm to 7pm** / Bastioni di Porta Nuova, 9.

APRIL 17

Agnona

Giorgetti's harmchair dressed by the Agnona noble fibres. Known for fine fabrics and painstaking craftsmanship, the brand has shared in a creative experience with Giorgetti that has led to the birth of Progetti Fashion, an armchair in three different versions: in cashmere with cabochon details, in shearling and in woven leather. Design meets fashion and textiles / **From April 17 to 22** / **From 10am to 7pm - On April 22 From 11am to 7pm** / Via Sant'Andrea, 11.

Alberto Guardiani

Alberto Guardiani and Studio Kubla presents Terrartigiana. Alberto Guardiani for the second year in a row, strenghten its relations to the Marche region, where it comes from, hosting in its Milanese flagship store the 100% handmade in Marche Terrartigiana collection from Studio Kubla / **From April 17 to 22** / **From 10,30am to 7,30pm** / Flagship Alberto Guardiani - Corso Venezia, 6.

Brioni

Brioni and Hisao Hanafusa: Championing Sustainable Design. Brioni celebrates Salone del Mobile 2018 by collaborating with Hisao Hanufusa, the visionary Japanese craftsman. From impeccable timeless tailoring to flawless handcrafted woodwork, the combined aesthetic defines the message of consciously living elegantly / **From April 17 to 22** / **From 10am to 7pm** / Via Gesù, 2/A.

Gianluca Capannolo

Gianluca Capannolo invites "CC Noir et Rouge" / **From April 17 to 22** / **From 10am to 7pm** / Via San Maurilio, 7.

Kiton

The elegant man, from Van Dyck to Boldini. Kiton celebrates Design Week by opening its Milan headquarters to the public, one of the historic buildings of Italian fashion, with an exhibition on male elegance in international painting / **From April 17 to 22** / **On April 17 from 11am to 4pm - From April 18 to 22 from 11am to 9pm** / Palazzo Kiton - Via Pontaccio, 21.

Krizia

- Horah - Raw Edges for Spazio Krizia / Vernissage / **From 7pm to 10pm** / Via Manin, 21.
- Horah - Raw Edges for Spazio Krizia / **From April 17 to 22** / **From 10am to 7pm** / Via Manin, 21.

Manuel Ritz

Karid Rashid for Manuel Ritz & Vesta: Manuel Ritz presents a limited edition t-shirt collection, Inspired by "Solid", the project of lamps and interior design items designed by Karim Rashid for Vesta / **From April 17 to 22** / **On April 17 from 10,30am to 9,30pm - From April 18 to 21 from 10,30am to 8,30pm - On April 22 from 10,30am to 7,30pm** / Boutique Manuel Ritz - Via Solferino, 1.

Moreschi

Craftmanship Enjoys Design: M.M.M. (Moreschi made by Marble) and Matteo Cibic / **From April 17 to 22** / **From 10am to 7pm** / Moreschi Boutique - Corso Venezia, 5.

Rodo

Rodo and Misha Handmadewallpaper: the Timeless Value of Craftmanship, Quality and Elegance / **From 5pm to 8pm** / Rodo Boutique - Corso Matteotti, 14.

Salvatore Ferragamo

- Outside-Inside Installations by Molteni&C and Alan Chan. Women's Boutique / **From April 17 to 22** / **From 10am to 8pm** / Via Montenapoleone, 3.
- Outside-Inside Installations by Molteni&C and Alan Chan. Men's Boutique / **From April 17 to 22** / **From 10am to 8pm** / Via Montenapoleone, 20/4.

Valentino

Nina chez Valentino. A selection of Valentino dresses and accessories merge with objects from the Nilufar collection. A dialogue between fashion and design / **From April 17 to 22** / **From 10am to 8pm** / Via Montenapoleone, 20.

APRIL 18

Anteprima

Anteprima design collection by MGM. Marble furniture's presentation. Cocktail and live performance of Noh Theater by Keisuke Shiotsu / **From 6pm to 9pm**: first performance at **6,15pm** - second performance at **7,15pm** / Galleria Anteprima - Corso Como, 9.

Les Copains

FREESTYLE group show curated by Chiara Guidi / **From April 18 to 30** / **From 11am to 7pm** / Via Manzoni, 21.

Louis Vuitton

Objets Nomades design talk with Campana Brothers, Patricia Urquiola, Andrè Fu and Atelier Oi / **From 5pm to 6pm** / Corso Venezia, 48.

Max Mara

Lavaprisms. An artistic project composed of a limited edition collection of sunglasses inspired by Lava, and a video performance Shot in Hawaii, Naples and Stromboli. Concept Max Mara Occhiali With Kerstin Brätsch and United Brothers / **From April 18 to 22** / **From 11am to 7pm** / Via Tadino, 20.

APRIL 19

Alberto Guardiani

Alberto Guardiani and Studio Kubla presents Terrartigiana. Alberto Guardiani for the second year in a row, strenghten its relations to the Marche region, where it comes from, hosting in its Milanese flagship store the 100% handmade in Marche Terrartigiana collection from Studio Kubla / Cocktail / **From 7pm to 9pm** / Flagship Alberto Guardiani - Corso Venezia, 6.

Fratelli Rossetti

Fratelli Rossetti presents "Stripes Under Your Feet", a special project in collaboration with cc-tapis. Stripes are the main focus on the shoes and carpets both special edition. Wine tasting night with Franciacorta / Dj set **from 6,30pm** / Via Montenapoleone, 1.

Giuseppe Zanotti

Giuseppe Zanotti invites you to celebrate the launch of the new G-Heel, a sculptured sandal from the Giuseppe Zanotti S/S 2018 collection / Cocktail event / **From 6,30pm to 9pm** / Via Montenapoleone, 8.

Jimmy Choo

Jimmy Choo in collaboration with Galleria Rossana Orlandi / **From April 19 to 21** / **From 12pm to 7pm** / Via Sant'Andrea, 1/A.

Louis Vuitton

Objets Nomades design talk with Marcel Wanders & Gabriele Chiave / **From 5pm to 6pm** / Corso Venezia, 48.

Marni

Marni La Vereda. Colours, sensations and traditions of Colombian veredas / **From 6pm to 10pm** / Viale Umbria, 42.

APRIL 21

S.Pellegrino

The Journey of Water's by S.Pellegrino. SUPERDESIGN SHOW, the showcase of Italian and international talent in design / **From April 21 to 22** / **From 10am to 7pm** / Via Tortona, 27.