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MILANO HOME: NEW PROPOSALS, TRENDS AND INSPIRATIONS FOR THE HOME OF 2024

From decoration to giftware: everything new in home décor for 2024. At Milano Home - from 11 to 14 January at fieramilano - original proposals, trends, craftsmanship and innovation. Here's a sneak peek of the event.

Milan, **16 November 2023**. **Milano HOME**, the new annual trade fair dedicated to homeware, scheduled from 11 to 14 January 2024 at fieramilano (Rho), is based on four pillars: *authenticity, originality, quality and innovation*. An original platform where **novelty and innovation** converge, so as to showcase the **excellence** of the sector among **industrial production and craftsmanship**.

Ideas, trends and products will be characterised by **design, research, uniqueness and sustainability**: the exhibitors' proposals will present a wide range of solutions to the most topical and important issues of our times. Thanks to a significant variety of talents from all over the world, the exhibition becomes the **showcase of insights and solutions yet to be explored**.

An example of this are the unique works by *ceramic maker* **Onofrio Acone**, which are made strictly by hand and exclusively in ceramic, following a sustainable approach that respects nature and the Salento region in which the artist produces his works.

On the other hand, **Winetage**, a very young all-Italian start-up based on a conscious approach towards the upcycling of natural materials, skilfully combines craftsmanship, design and eco-sustainability. Oak wood, recovered from wine barrels, is the main material of exclusive handcrafted furniture and furnishing accessories.

Lineasette's porcelain collections of stoneware furnishing also emphasize the value of craftsmanship. They come in a variety of colours and shapes, with an organic and natural appearance.

Hectorm Alvarez stands out for his attention to form, study of materials, and research on colour. He is an eclectic Mexican designer who transforms natural elements, such as ceramics or wood, into design objects with a strong personality, just like the unique creations in glazed stoneware for a contemporary *mis en table* by the French ceramist **Anne Krieg**.

Creativity and lifestyle are the hallmarks of the collections handcrafted in Italy by **Fade Maison**, a constantly evolving brand able to offer ever new, high quality

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objects. Acrylic crystal distinguishes **Vesta's** home furnishings characterised by mix and match patterns and pop colours, while maintaining the elegance of transparency. **Digital Design - Mille997** offers design home furnishing items made with the use of trendy, eco-friendly materials, as well as furnishing accessories balancing tradition and new trends. **Grattoni**, a brand from Udine, reinterprets its products according to changing times and trends.

Also of the highest quality are the products by **Blueside Emotional Design**, a **Stereoglass** brand, with objects designed for different environments and situations such as dining and living, all made in borosilicate glass and handcrafted by expert glass-blowers, an emblem of Italian excellence.

Some unconventional, unique and creative objects for the home will be also presented by the Spanish brand **Doiy** and by the French **Lexon by Whynot**, with its original and technological design objects for the home, the office, travel or urban nomadism. On the other hand, **Wftb** (Waiting for the bus) will take you on a journey to discover Italian craftsmanship, from North to South, thanks to products that combine contemporary design and traditional methods.

Arcucci's new collections are characterised by colours and designs reminiscent of nature, and a lot more; while **Zafferano's** proposal includes hand-blown borosilicate glass pendant lamps, designed by Federico de Majo, which create striking visual and lighting effects. The glasses by **Galbiati Milano** are also works of art: all handcrafted by master glass-makers, they are unique and unrepeatable objects in different variations.

Several Italian and international designers have created elegant objects for **Ichendorf by Corrado Corradi**, which are characterised by transparencies, minimalist design, unusual forms and essential shapes.

There will be **Ichendorf by Corradi Corradi**, with its elegant objects with essential shapes and minimalist design and **Maino Carlo**, with eclectic and original collections from the brands **Piffany**, **Rig-Tig**, **Stelton**, **Wedgwood**. And also objects and table accessories from renowned European manufacturers such as **Lalique**, **Rogaska** and **Venini** that have made history in this sector and are still today an expression of contemporary design and luxury.

Environmental awareness is obviously a common thread running through many of the products on display. For example, sustainability and innovation are at the heart of **Moneta's** philosophy, a historic Italian brand produced and distributed by the **Alluflon Group**, whose products bring innovation to the world of cooking tools through a careful selection of materials and their processing.

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Among many others, should be also highlighted **Cereria Lumen**, which carefully chooses the materials to be used for its candles taking into account their impact on the environment; and **Festina Lente Milano**, which thanks to an all-female team proposes Made in Italy, vegan, cruelty-free and non-toxic perfumes. Sustainability is also a prevalent theme for **Cereria Mollá 1899**, which carefully and responsibly manages the waste generated by production processes to avoid the emission of harmful substances.

For what concerns the world of home textiles, Milano Home will see the presence, among others, of **Tessitura Randi**, which has been reinterpreting traditional values according to the latest trends since 1931; **Sandriver**, with objects in pure Mongolian cashmere; and **Maryplaid** by F.lli Campagnolo, with its exclusive and originally designed collections of blankets, accessories and home wear. In addition, should be also highlighted the precious objects by **Stamperia Pascucci**, an ancient workshop of hand-printed cloth that has been using the same printing technique for seven generations, as well as those by **Tessitura Toscana Telerie**, which produces linen and home textiles using top quality linen and cotton, together with many new collections and colours for the coming seasons designed by **Haomy**.

A few other protagonists of the tableware world are worth mentioning, such as **Weissestal** and its proposal that suits every type of need and personality; **EasyLife**, with its wide range of handcrafted porcelain products characterised by their refinement and originality; and **Robert Haviland C. Parlon**, which will bring at the fair, among others, the Serengeti collection designed by Arielle de Brichambaut, a tribute to the vast landscapes of savannah.

Blim Plus by Veca's kitchen items are made of totally recyclable polypropylene of the highest quality. They are produced through a very short, Made in Italy supply chain and are upgraded with ever new details and colours.

Furthermore, elegance in the design of each product is the distinctive trait of **Andrea Fontebasso**, a historic brand owned by **Tognana**: the numerous new collections go far beyond the table with a vast range of textiles and furnishing accessories to decorate every room of the house.

Coltellerie Berti is synonymous with Italian craftsmanship applied to knife production, as they continue to create knives with top-quality materials by proposing unique models, methods and skills, as well as elegance and exclusivity, thanks to the ideas by **Vetriere d'Empoli**.

Moreover, you will enjoy the aromas and room fragrances by **Cereria Pernici**, a historic Italian brand that produces handcrafted scented candles with top-quality



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ingredients, as well as the hand-crafted essences by **Farmacia SS Annunziata 1561**, which are the expression of a unique style.

Among the many other protagonists of the exhibition: **Baci Milano, Ceramiche Crescentini, Compagnia del Tabacco, Eat my Sock by Moroni Gomma, Pimk Pampas, Vicario 5.**

We'll be waiting for you from 11 to 14 January at fieramilano (Rho)
www.milanohome.com