

report
MDW

Milan Design Week | **25**

Portobello

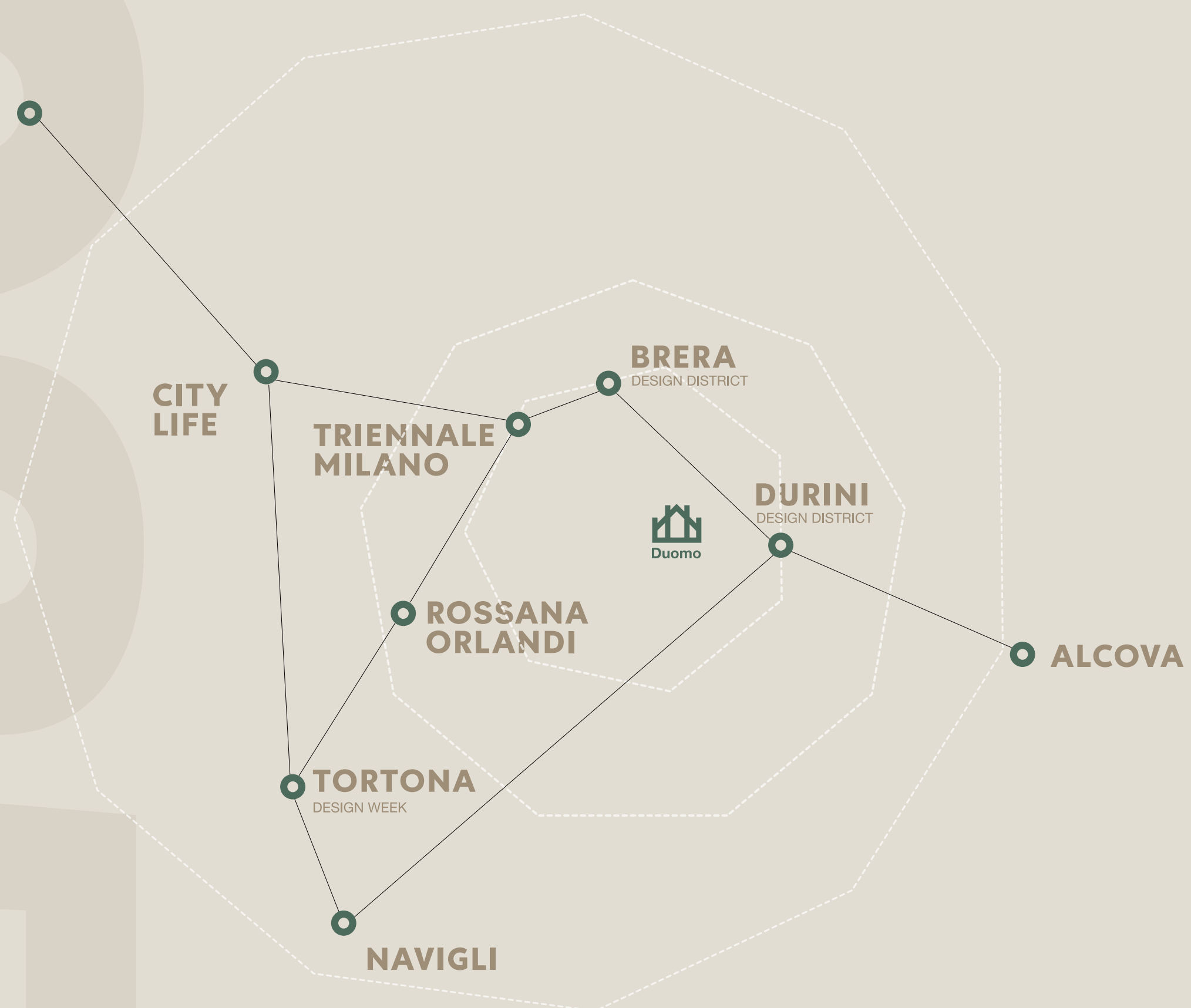
REPORT MDW

Throughout seven days — from April 7 to 13, 2025 — design took Milan by storm. **Milan Design Week**, with Salone del Mobile and Fuorisalone combined, brought together more than 3,000 exhibitors from 183 countries, and attracted more than 670 visitors. In the **pavilions of the fair and in the streets of the city, people were constantly encouraged to interact and share ideas and experiences.** Each and every space showed a new way to think about the time we live in. Attending the Week meant more than following trends; it was about observing the world in motion and imagining the paths of tomorrow.

This is how the Portobello vision came into being. An attentive and collective vision. It stems from a thorough process of listening and interpretation **that is part of our Innovation Cycle.** Our research translates the spirit of time into form, color, texture, materiality, and narrative. We believe that **sharing ideas strengthens the culture of design and inspires the creation of an authentic portfolio.**



MILAN DESIGN WEEK



During the Week, Milan sees a significant transformation. The city pulsates with creativity — in showcases, museums, courtyards, galleries, and streets. Rather than just a fair, it is a living ecosystem where design grows and finds new forms of expression.

At **Salone**, the **theme Thought for Humans** placed human beings at the center of creation. At **Fuorisalone**, **Mondi Connessi** proposed new possibilities of connection between the real and the imaginary, the physical and the digital, the private and the collective. Every space was a prompt to rethink the ‘now’ — and realize that it is intertwined with what is to come.

There is more to attending the Week than just **keeping up with the latest trends**. We can renew our intentions to engage in **dialogue**, **listen**, and make **history** while being increasingly connected with the world. Traveling to Milan can open our minds and hearts to the things that motivate us: behaviors, transformations, and **inspirations that help us shape the future of design**.

**NÚMEROS
MILAN
DESIGN
WEEK
2025**

**THOUGHT
FOR
HUMANS.**

63^a

EDITION OF SALONE
DEL MOBILE MILANO

F[®] FUORISALONE.IT

Fuorisalone 2025

7 — 13 Aprile 2025 / Milano Design Week

700

YOUNG DESIGNERS
AT SALONE SATELLITE

+670K

OF VISITORS

183

DIFFERENT NATIONALITIES



+319m²

OF FOOTPRINT



Portobello

#PORTOBELLO
TEAM
+ARCHITECTURE



NEVER- ENDING LISTENING

The **Innovation Cycle** is a living space for dialogue. A meeting point for multiple visions that intersect and improve our research process, inspire the development of new products, and expand the repertoire of our community.

An opportunity to observe what happens when culture, behavior, and design come together in one single place. Continuously sharing. A vision that is always expanding. Researchers, artificial intelligence, different teams exchanging ideas.

On a daily basis, we foster a culture of open communication — within the company and with the community. **The Innovation Cycle is at the core of Portobello:** customer-centric, collaborative, and transparent. Our methodology combines two complementary perspectives.

THIS CONSTANT MOVEMENT ALLOWS US TO EVOLVE, INNOVATE, AND GROW.

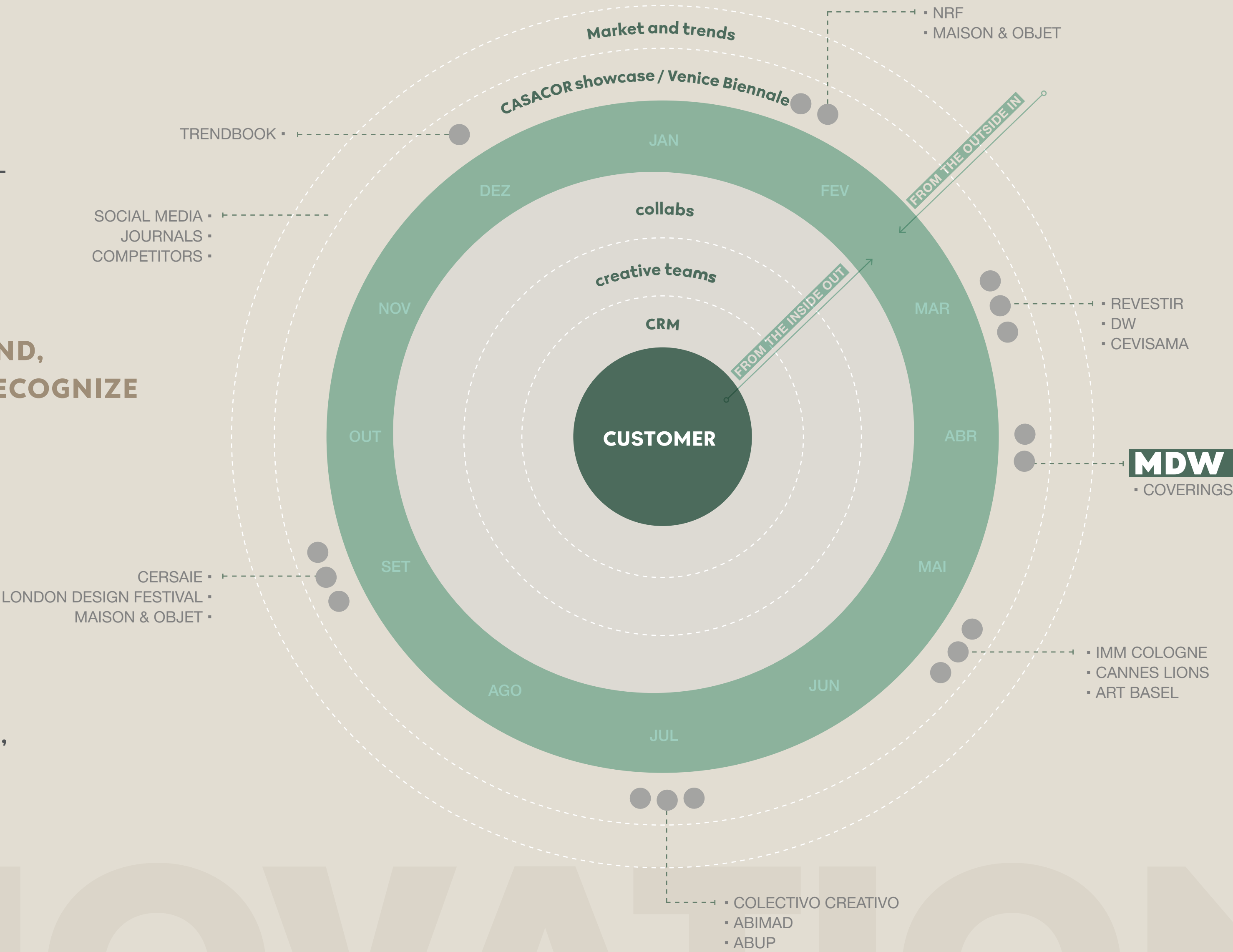
The first perspective, from the inside out, stems from actively listening to people in our stores, from talking to architects, from generating data in our product clinics. The second, from the outside in, thrives on global research, creative collaborations, and participation in design, art, and architecture events around the world.

CYCLE

Milan Design Week is one of the highlights of this process. More than a showcase, it is a creative hub where brands from around the world — from fashion to technology, from furniture to art — put forward ideas that shape the ‘now’.

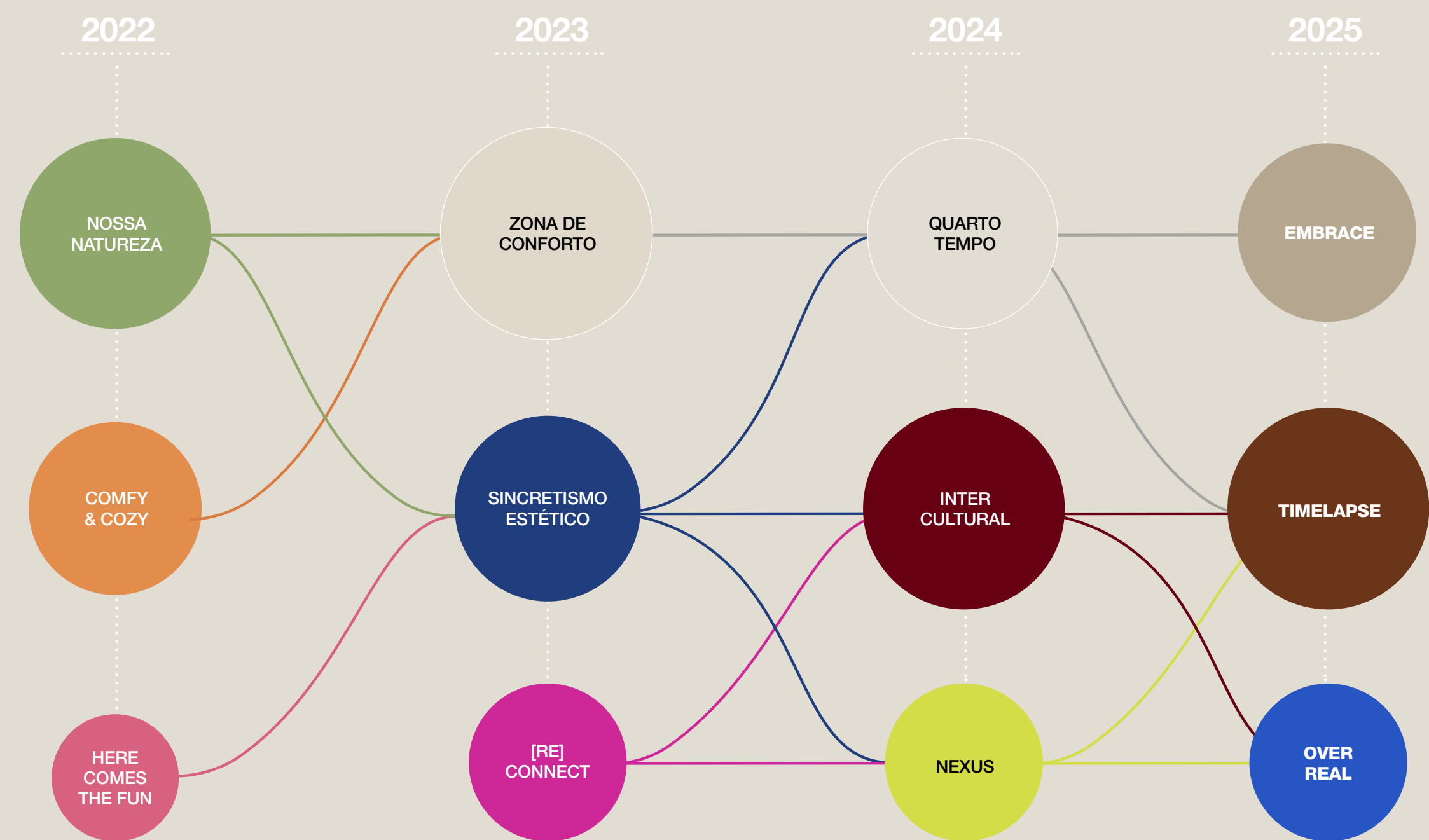
WE TRAVELED TO MILAN WITH AN OPEN MIND, READY TO BROADEN OUR HORIZONS AND RECOGNIZE THE MOST SUBTLE SIGNS OF THE PRESENT.

This Report is one of the great expressions of our Innovation Cycle — a collective commitment that arises from listening and collaboration. When different perceptions intersect, we can leverage the impact of research, improve products, and expand the repertoire of our community.



TRENDS

Trends are not only about the future. They say a lot about the now. About what we feel, seek, and experience. It is not only about aesthetics. It is about behavior, culture, and society. It is in this scenario that new concepts are explored and unveiled. In a world increasingly intertwined between real and digital, presence and emptiness, past and future, it is essential to acknowledge the need for pauses and interact with the process. Connecting steps, communities, and styles is how we express what it still means to be human. In this way, Embrace prompts us to stop. To seek comfort, presence, safety. A step backwards that bridges the distance. Timelapse looks at transformation. Before, now, and later. Whether a human or technological transformation. Finally, Over Real, the space where reality meets imagination. Where design creates other ways to exist. And to dream as well. Three movements that do not explain everything... but help us feel the present more deeply.



BETWEEN NOW AND WHAT COMES NEXT

We are living a fragile time. The present creates noises — in the economy, in the climate, in relationships. Still, this is the scenario where new questions arise. Questions that suggest other perspectives.

WHEN EVERYTHING MOVES TOO FAST, TAKING A BREAK IS NOT A LUXURY. IT IS A NEED. WHEN WE TAKE A BREAK, WE REALIZE WHAT IS ESSENTIAL — AND WHAT IS ENOUGH.

This is where design comes in. Not only as a form or function, but as a translation of what we feel. It helps us to make sense. To keep going, even when we don't quite know where we're heading. And perhaps to plan for a more sensitive future, a future of our own, as we go along. A possible future.

ACORRA DEPOIS

CONCEPTS 2025

EMBRACE



Taking a break became an uncommon action. Amid the noise, the present can serve as a refuge. A place that catches the eye, where touch is meaningful.

TIMELAPSE



Time acts on everything — wearing out, revealing, transforming. TIMELAPSE takes a sensitive approach to transformation, to the process of before, now, and later. Either by hand or by code.

OVER REAL



Design challenges what is real. Do we see and feel the same way? Technology challenges us and offers an increasingly playful space. We must (re)create.



The image is a collage of various water splash and droplet photographs. The splashes are captured in high-speed, showing intricate, crystalline patterns of water. They are set against a background of vertical wood paneling. The word "EMBRACE" is centered in a large, white, bold, sans-serif font. The overall color palette is warm, dominated by the browns of the wood and the whites and greys of the water.

EMBRACE



Taking a break became an uncommon action. Amid the noise, the present can serve as a refuge. A place that catches the eye, where touch is meaningful. This is what Embrace is about: choosing the present moment. The light that slowly comes in. The comforting silence. The objects that do not creak, but endure. It is not about having less — but about living more purposefully. It is in the present time that things take root. And live on.

LIGHT THAT SLOWS YOU DOWN



AMID THE FAST PACE OF MILAN, A SPACE MADE ONLY OF GLASS AND LIGHT THAT ENTICED US TO STOP BY.

Soaked in Light, from Lasvit, recreated the movement of water without using a single drop. Inside, everything was slower. And could slow down your heartbeat, calm your breath. Make visitors feel relaxed.



FEEL THE BREAK



The light shone and hit the mirrors. Sometimes on the walls. Sometimes on the floor. It was the **Library of Light** by **Es Devlin**. During the day, sunlight came in through unlikely angles. At night, shade was all over it. Time didn't fly there — it went by slowly. A clear message about the power of pausing, reading, feeling, as the world continues to spin nonstop. The space was quiet, effortlessly beautiful. A place to be gazed at unhurriedly. And to remind us that presence is also a kind of shelter.

**A ROUND STRUCTURE, FULL OF BOOKS, SPINNING
VERY SLOWLY IN THE COURTYARD OF PINACOTECA
DI BRERA.**



effects of light, coziness



breath



Shelter, pause, and contemplation.

SHAPE COMES BEFORE TOUCH



SHELTER THAT YOU CAN FEEL WITH YOUR HANDS.

It is the shelter where you feel welcome; the one that tells your body: here you can rest. Upholstery, thick weave, large surfaces, soft hues. Comfort that does not need to announce anything. It just needs to be there. And last long. As a shelter made of silence and presence.



FAMILIAR COMFORT



LIGHT, COMFORTABLE — BUT NOT DULL — COLORS.

Neutral hues that are not so neutral, with a certain highlight, a subtle presence. The palette is vivid and enticing. Fabrics that almost feel like second skin — wood, leather, velvet. The gaze rests on what is familiar, what attracts, and what lives on. Unhurried choices, materials whose touch evokes memories.

wood, fabric, leather

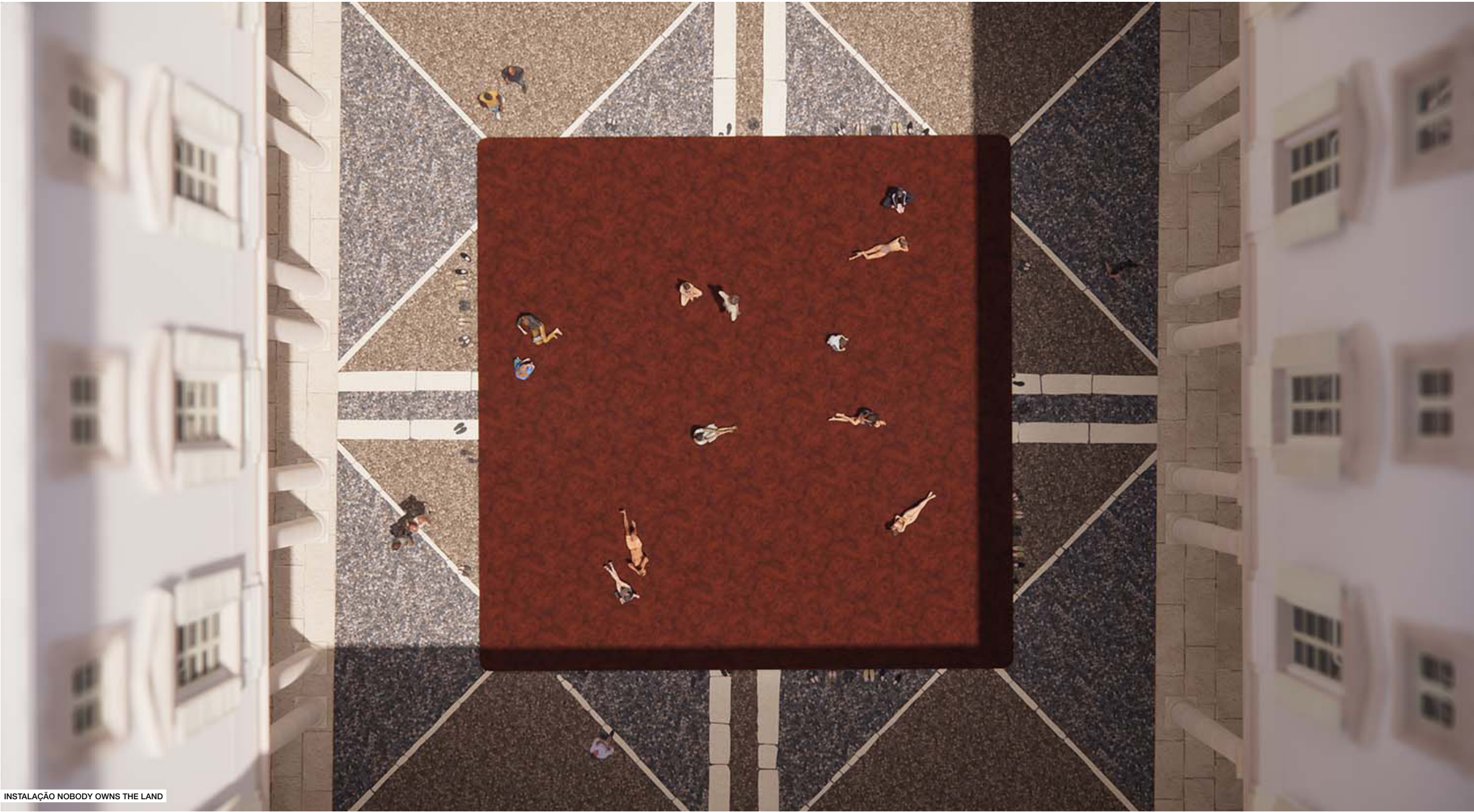
subtle customization



An invitation to the present moment - to touch, to share, to experience the connection that emerges when you breathe the same air (free).



SILENCE AS MATTER



**IN THE COURTYARD OF PALAZZO LITTA,
THERE WAS RED SOIL ON THE GROUND.**

And silence was almost tactile. In the **Nobody Owns the Land** installation, **Byoung Soo Cho** created an open space, where you could stop by with your whole body. Barefoot, light, fully aware. An invitation to the present moment - to touch, to share, to experience the connection that emerges when you breathe the same air (free).



Outdoor furniture, intertwining shapes, maximum weave

WHEN THE OUTSIDE CALLS



PEDRALI



PAOLA LENTI

PERMEABILITY BETWEEN INDOOR AND OUTDOOR ENVIRONMENTS.

Exterior design is light, wide, enticing. Sofas that suggest idleness. Chairs waiting to be sat on. Indoor & outdoor spaces integrate with lightness and color. Everything is simpler, more natural, closer to life, which happens slowly.



PAOLA LENTI



PAOLA LENTI

To welcome time, to inhabit the essential.



AN ESSENTIAL BREAK

**IN THE MIDDLE OF THE RUSH,
MUJI CHOSE SIMPLICITY.**



A small, prefabricated house made of light wood, raw fabric. Water coming from the sky. Accessible in value and design. No apparent luxury, but with everything that matters. A quiet space, designed for everyone. Where the body stops. And so does time.

ENDURING AESTHETICS



PAOLA LENTI

**IN A TIME OF CAUTIOUS CHOICES,
DESIGN OFFERS SOBRIETY.**

Neutral palettes, familiar shapes, fewer releases. Re-editions and icons come back strong. Because what has already proven its worth, now offers shelter. And it lives on.



SALVATORI

DESIGN AT YOUR FINGERTIPS

**SIMPLE, AFFORDABLE,
AND ESSENTIAL.**

At Milan Design Week 2025, the brand **Antonio Lupi** showed that design can also be simple, affordable, and essential. The Nemesis line brought the contemporary design to everyday life. One way to remember that living well is also easy: with durable, beautiful, and usable pieces.



simple, modular, and compact design solution

DESIGN THAT CROSSES OVER GENERATIONS



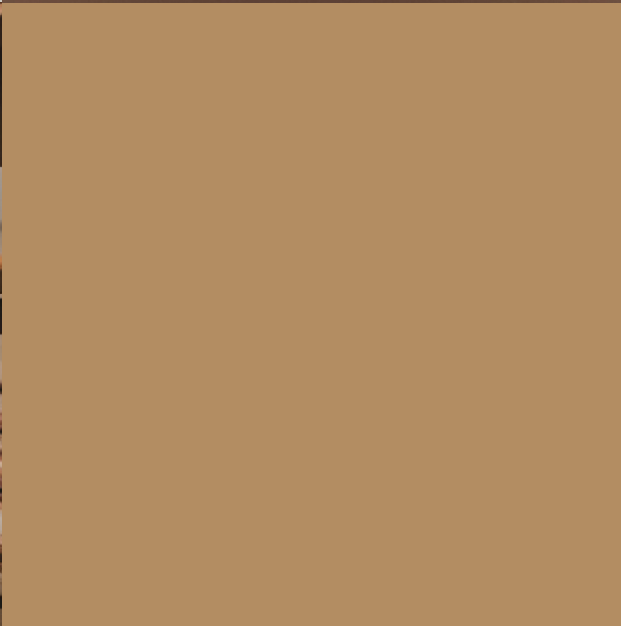
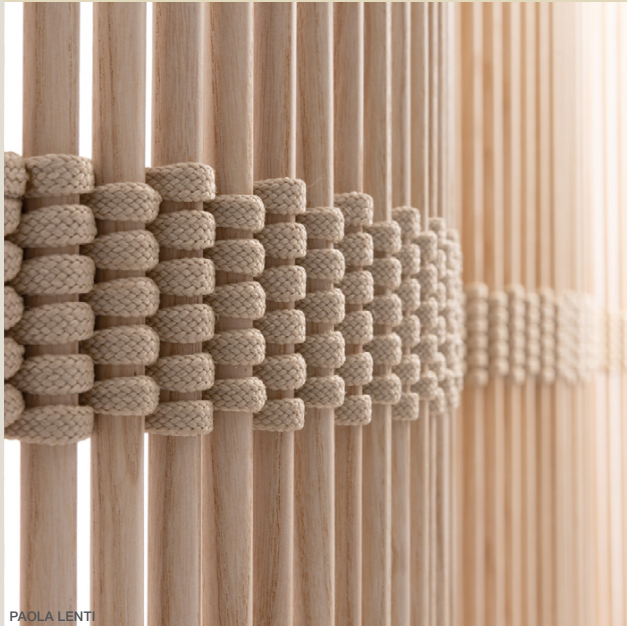
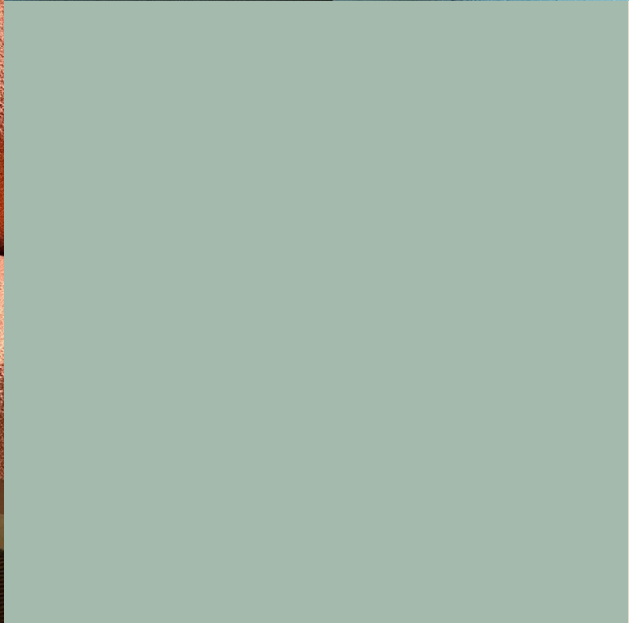
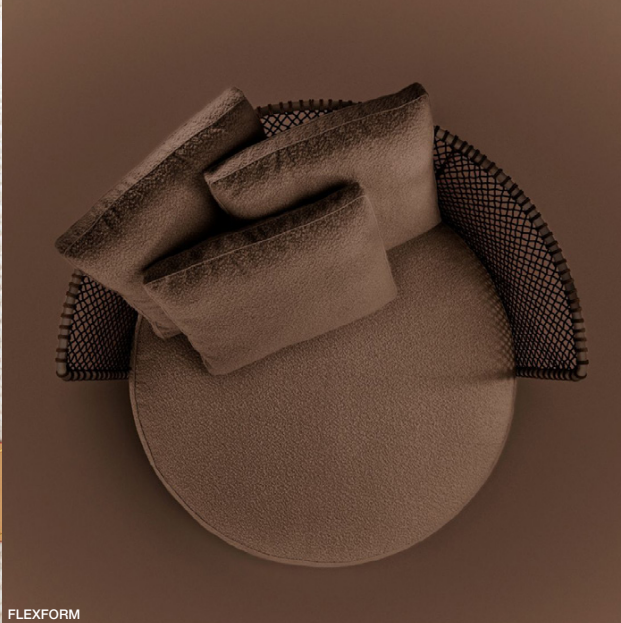
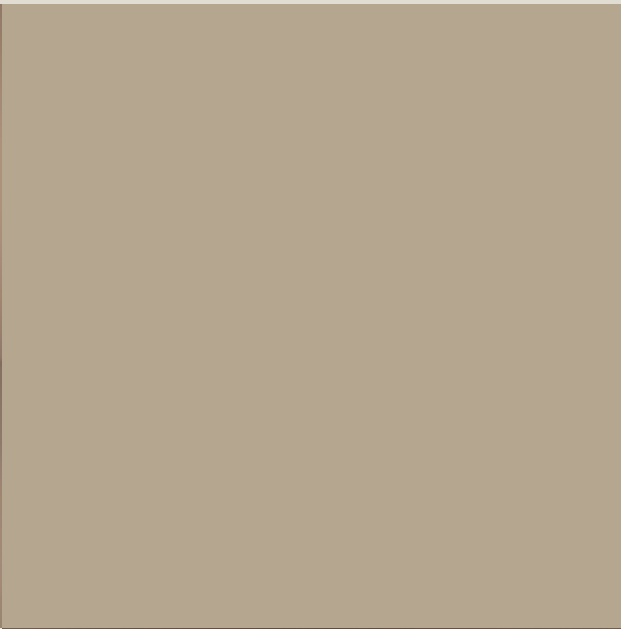
WELL-KNOWN COLORS AND MATERIALS - SAFE MOVE.

At **Gucci**, the bamboo — an icon since 1947 — was reinterpreted at the Bamboo Encounters exhibition. At **Dior**, Sam Baron’s vase brought back the lines of the first Miss Dior. And **Cassina** celebrated the 60th anniversary of a historical collection with new colors and materials.



EMBRACE

comfort
touch
lightness



bouclé

jacquard

fabric leather

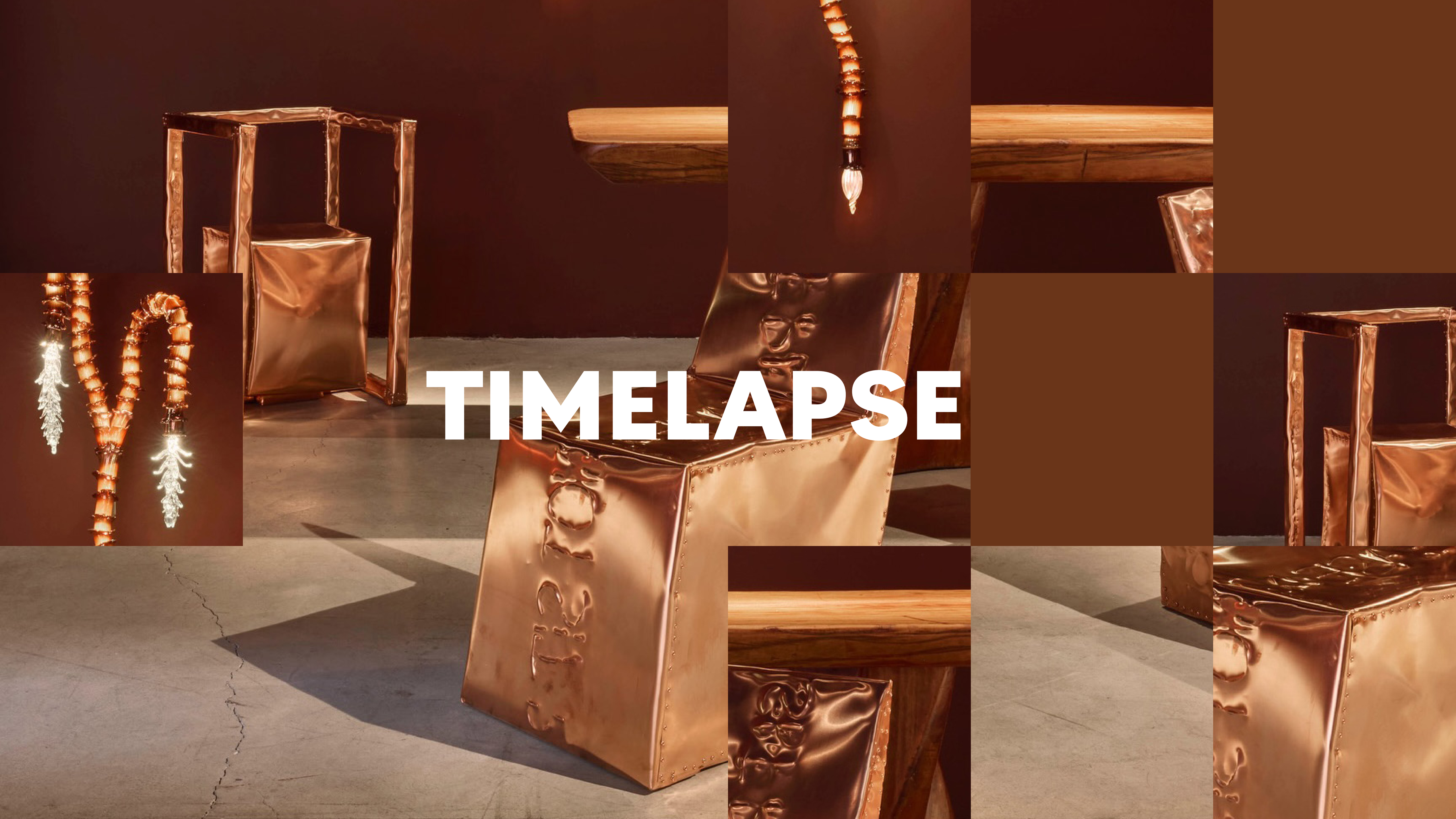
wood

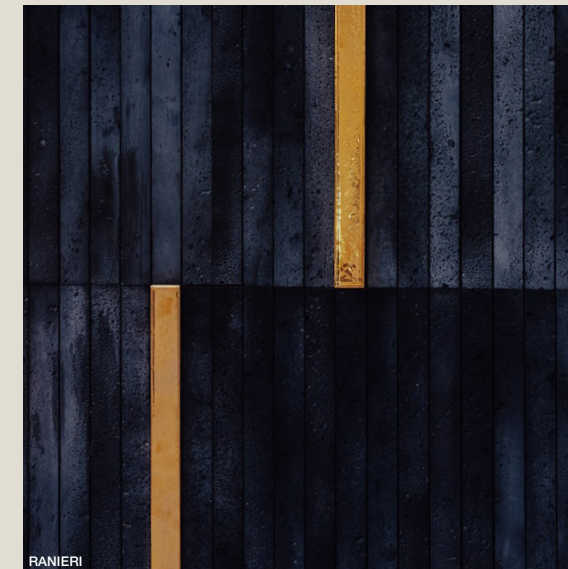
“bold” volumes

shapes that embrace

organic and rounded contours

TIMELAPSE





Everything changes. In materials, in shapes, in small details. What was smooth has texture now. What was new wears off. Brands are created. Stories are, too. The hand gesture, the use, the accumulation of time. In Timelapse, movement is welcomed by design. Materials are given new functions, surfaces accumulate memories, the vision grows mature. Because what you wear is also revealing. What grows old can reinvent itself. It is about letting things happen the way they have to.

THE TOUCH OF TIME



SENSORY REFLECTION.

In **Frozen**, Tokujin Yoshioka’s installation, time is no longer invisible — it takes shape. As if the instant could freeze as matter, his sculptures evoke suspended ice formations, shaped by silent natural forces. A sensory reflection on the nature of transformation, where everything changes, even when it seems immobile.



CERAMICS THAT REMINDS US OF YESTERDAY



MADE OF GESTURE AND SILENCE.

Time can shape ice, it can also sculpt clay — with patience, with silence. In **Rina Menardi's** pieces, everything seems to happen slowly: organic forms, textures that can breathe, colors that resemble the touch of the wind. A transformation without haste, almost imperceptible, which unveils the beauty of the journey and forms part of a continuous cycle of transformation.

LAYERS OF SENSE

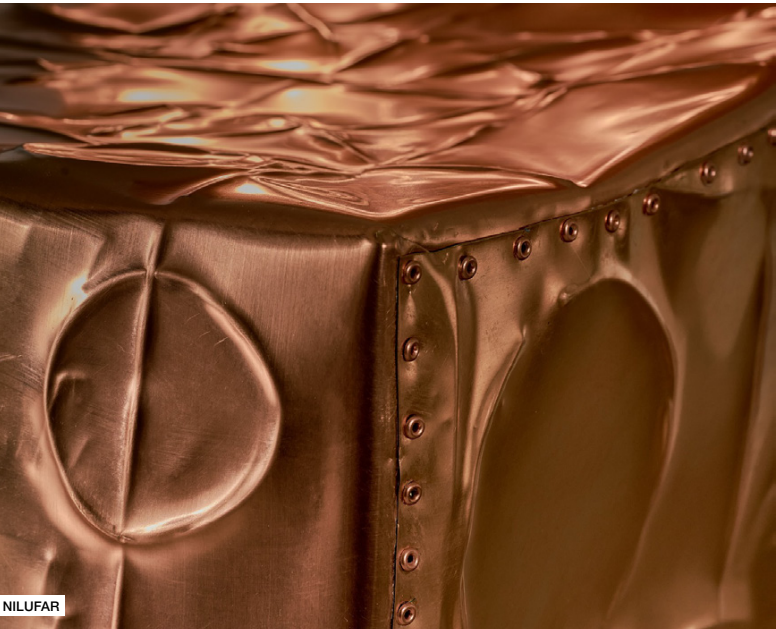


BOUNDARY BETWEEN ART AND FUNCTION.

There is beauty in the passage of time, there is also truth in the marks it leaves. Beyond the surfaces that appear to emerge from the earth, there are other surfaces that unveil layers. In **Atelier Vierkant**, dense and porous forms bear the memory of nature. In **Palinsesto**, from **Paola Lenti**, recovered materials overlap as memories that turn into matter. Textures that not only compose, but also express something. A material intimacy that one feels with one's eyes.



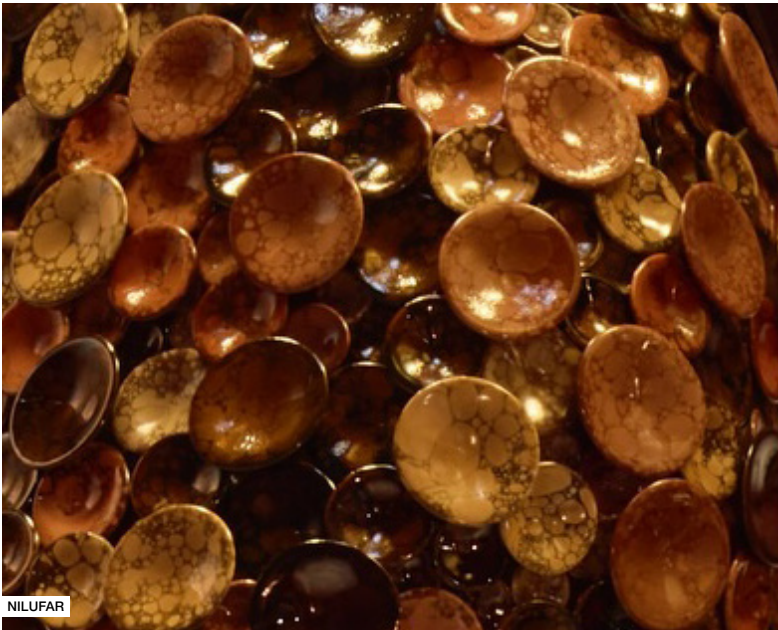
TIME ON THE SURFACE OF THINGS



TIME IS NOT ERASED;
IT IS CELEBRATED.



The layers go deeper. **At Nilufar**, time seems to dissolve — but leaves its marks. Oxidized surfaces, and natural materials and textures that do not hide the past. Pieces from the 1970s share the space with recent creations, in a celebration of impermanence. Because every transformation reveals something about us. And there is beauty in it: in accepting, in showing, in going further.





It is about celebrating the transformation across different times.

REINTERPRETATIONS WITH A CONTEMPORARY SOUL



NOSTALGIC ATMOSPHERE.

After celebrating time in matter, we focus on time in memory. **Paola Lenti**, **Edra**, and **Acerbis** reveal a refined and contemporary reinterpretation of past decades. Rounded shapes, great volumes, velvets, lacquer, and metallic polish evoke a past that does not come back the same — but as a new, sensory, sophisticated gesture. A future that is built with memories.



(RE)ENCOUNTER



SAINT LAURENT X CHARLOTTE PERRIAND

A DIALOGUE BETWEEN ERAS.

The past used to be reimagined, but now it silently meets the present. At the **YSL** exhibition, design slows down to acknowledge the value of handcraft. It is in this scenario that the pieces of **Charlotte Perriand** — some new, others revisited — appear across different eras. Every detail reveals the beauty of the essential, where the gesture does not accelerate: it lives on.



SAINT LAURENT X CHARLOTTE PERRIAND

MATTER AS A BEGINNING



OUTSTANDING HANDCRAFT.

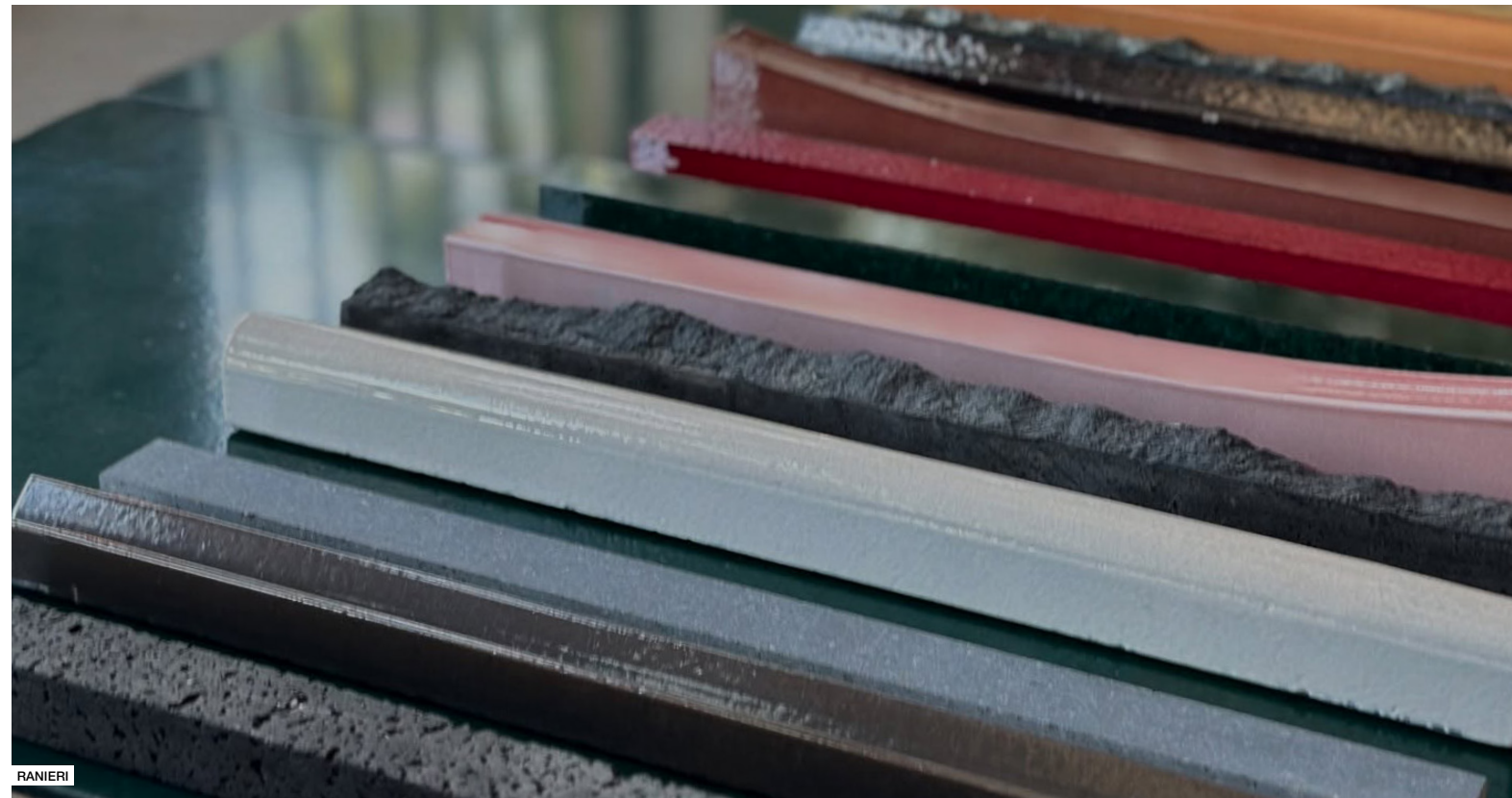
In **Juliana Pippi's** tapestry and **Zanat's** notches, handcraft gains momentum. Every line, every groove, carries time, listening, intention. Here, handcraft does not decorate — it transforms. With technique, with presence, with soul. What is done like this does not fade away: it lives on.



THE (NON)-MATERIAL CODE

OF CHAOS, FORM.

In the installation “**Under the Volcano**”, **Ranieri** transforms raw lava into a living sculpture. Blocks carved by algorithms and robotic arms reveal the beauty of the unpredictable. It is time that shapes, the matter that responds, the design that listens.

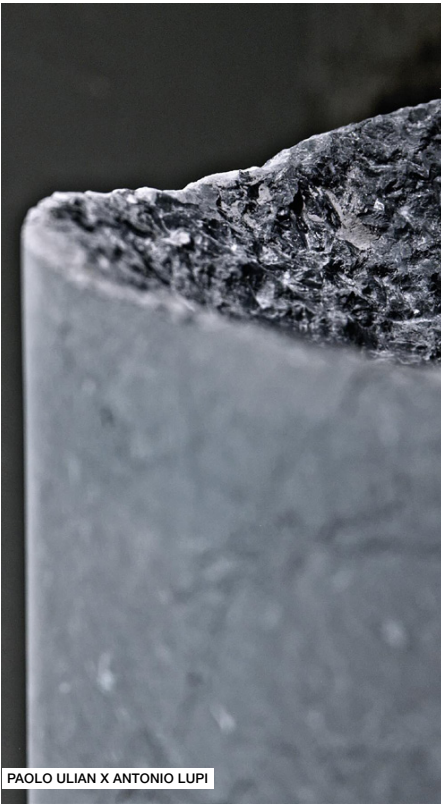


RANIERI



RANIERI

ESSENCE, TECHNIQUE, AND INTENTION



SILENT AND POWERFUL PRODUCTS.

Clay and stone appear in an almost pure state, but take shape and become sophisticated through human interference - a gesture that respects the nature of the material and reveals its power. The purity of matter is the starting point. Terracotta and marble, in their most essential versions, are transformed with technique and purpose. This results in silent and powerful products, where the human touch does not erase the origin, but appreciates it with elegance and truth.



WASTE AS EXPRESSION



GANDIA BASCO

MATERIAL AS LIVING LANGUAGE,
PROCESS AS A MANIFEST.



GANDIA BASCO

LabMölli and **Gandia Blasco** have revealed creations where waste comes to life. LabMölli presented the installation “**Perpetuum Mobile**”, transforming textile machines into kinetic art with threads of industrial leftovers. Gandia Blasco, in collaboration with Kengo Kuma, introduced outdoor furniture made of recycled fibers and semi-industrial processes. In design, the material is seen as living language, and the process, as a manifest.

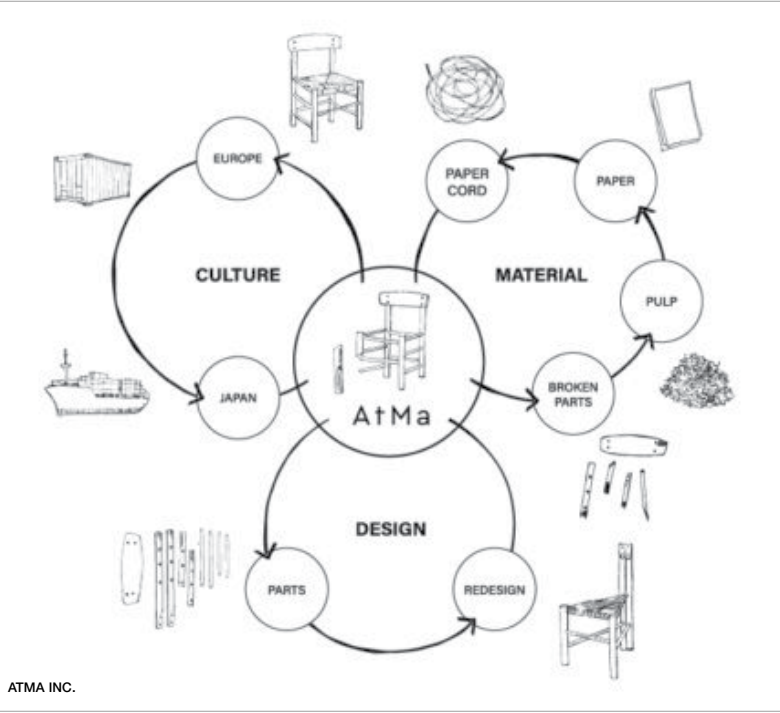


LABMOBILI



LABMOBILI

CONTINUOUS CYCLES


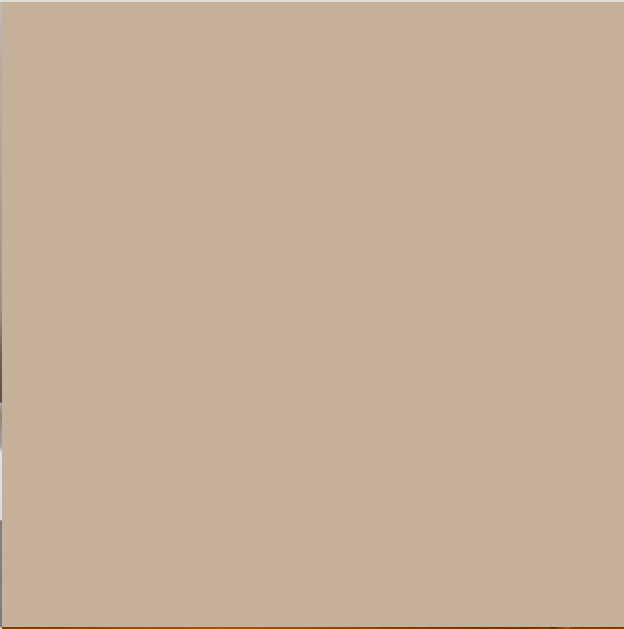


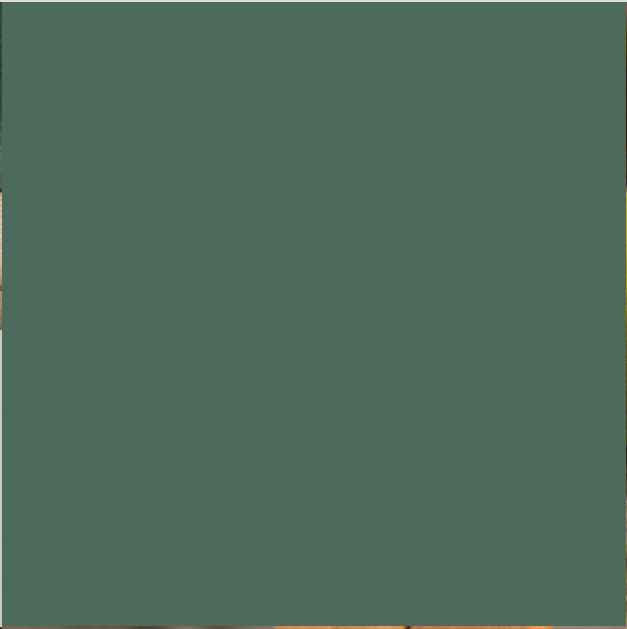







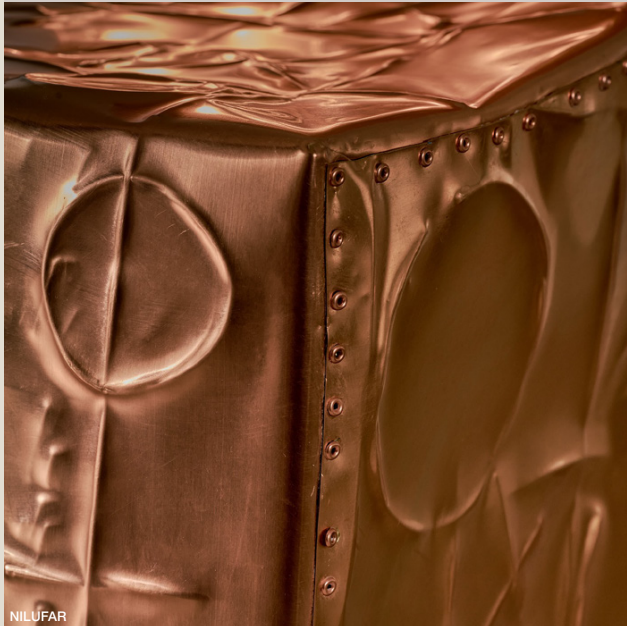



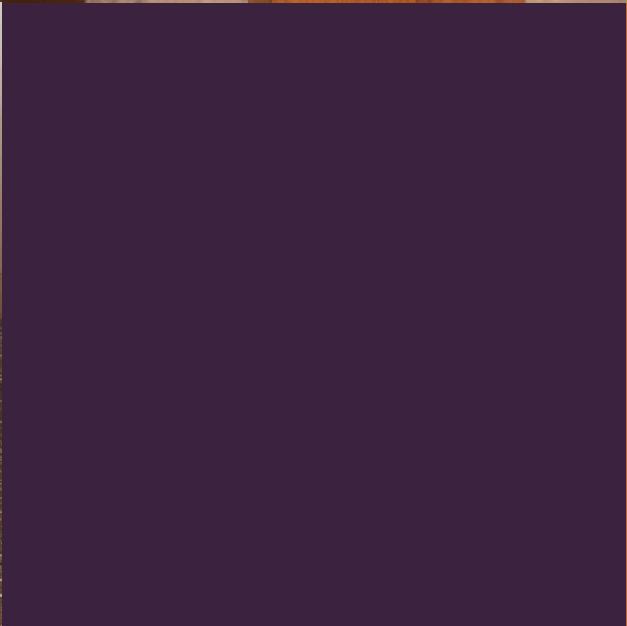



NOTHING IS LOST; EVERYTHING IS REDESIGNED.

ATMA Inc departed from what was available: pieces left aside, incomplete forms, worn-out structures. No hurry, no new matter. What was waste became a basis. A backrest is made from an old leg. A fault turns to a line. It is another way to do it. And remember.



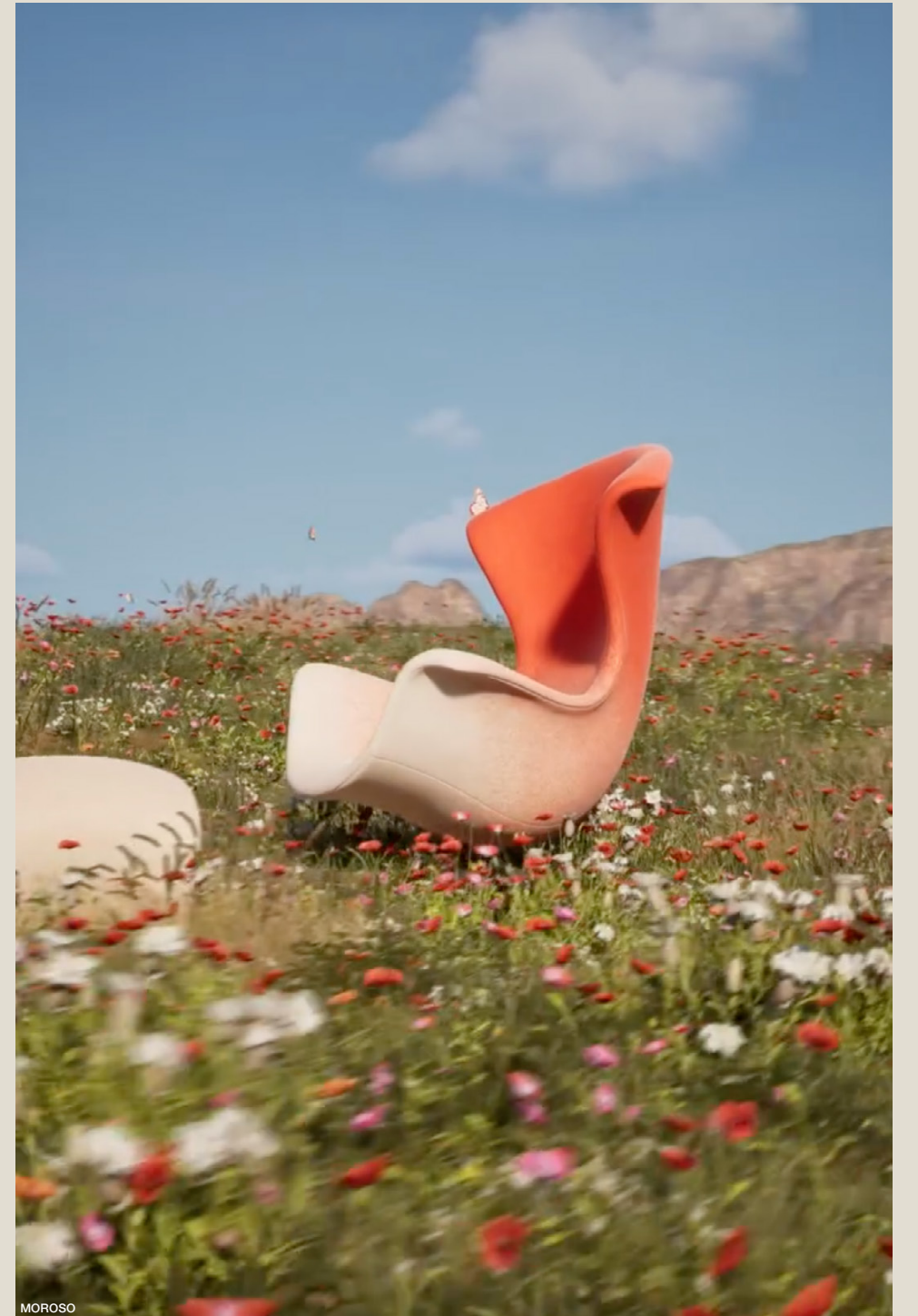
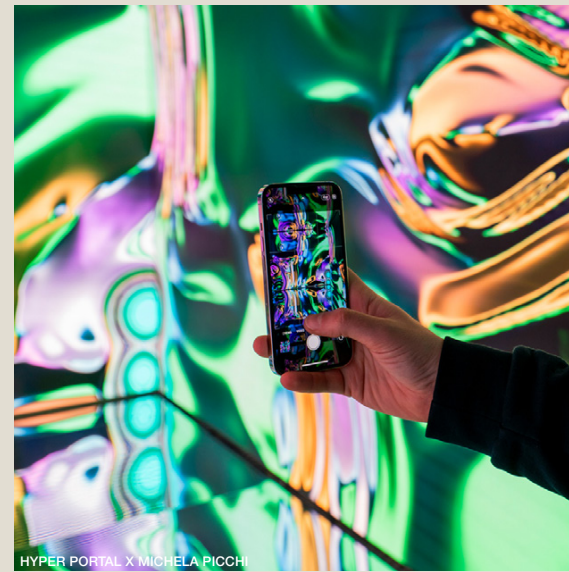
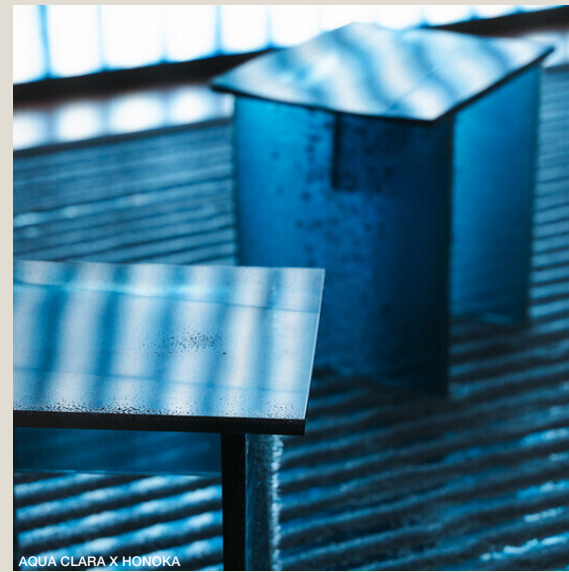
TIMELAPSE

material	 <small>RINA MENARDI</small>		 <small>LOBO STUDIO</small>	 <small>ZANAT</small>		 <small>MOROSO</small>		
handmade		 <small>ZANOTTA</small>			 <small>LABMOBILI</small>			
synthetic	 <small>NILUFAR</small>		 <small>JULIANA PIPPI</small>	 <small>MINIFORMS</small>				
	earth	wood	metal	stone	geometric	angles	modularity	functionality

Between permanence and transformation, design accepts the movement of the process.



OVER REAL



New worlds are created in response to uncertain times. The boundary between real and digital is blurred, and the imaginary gains momentum. Physical objects integrate with digital realities. Excess, doubt and fantasy intersect, creating new ways of feeling, imagining, and belonging. Design deals with the perception of the senses and materializes the intangible.

WHAT IS REAL?

NEW ERA OF FEELING.

In **Lachlan Turczan’s** installation in collaboration with Google, light and sound create an experience that can be felt with one’s body — even without touching. An invisible surface responds to the presence; it vibrates and resonates. It is the beginning of a new era of feeling, where the senses blend together and reality no longer needs a shape to exist.



PERCEPTION OF SPACE



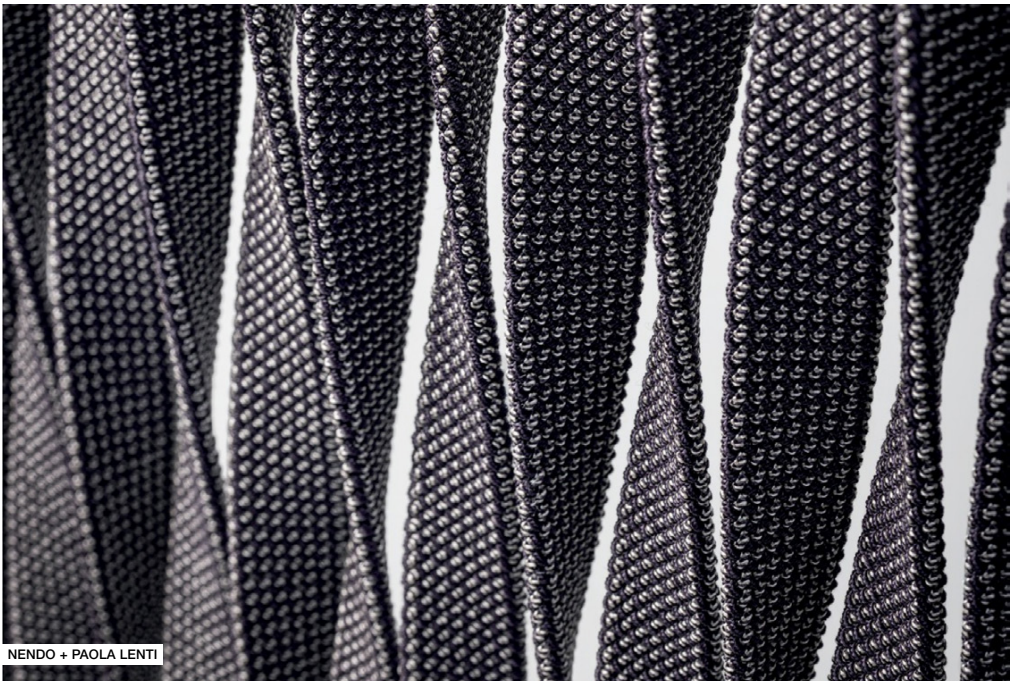
ASUS + STUDIO INI

Angles, planes, movement

new perspectives



MUTINA



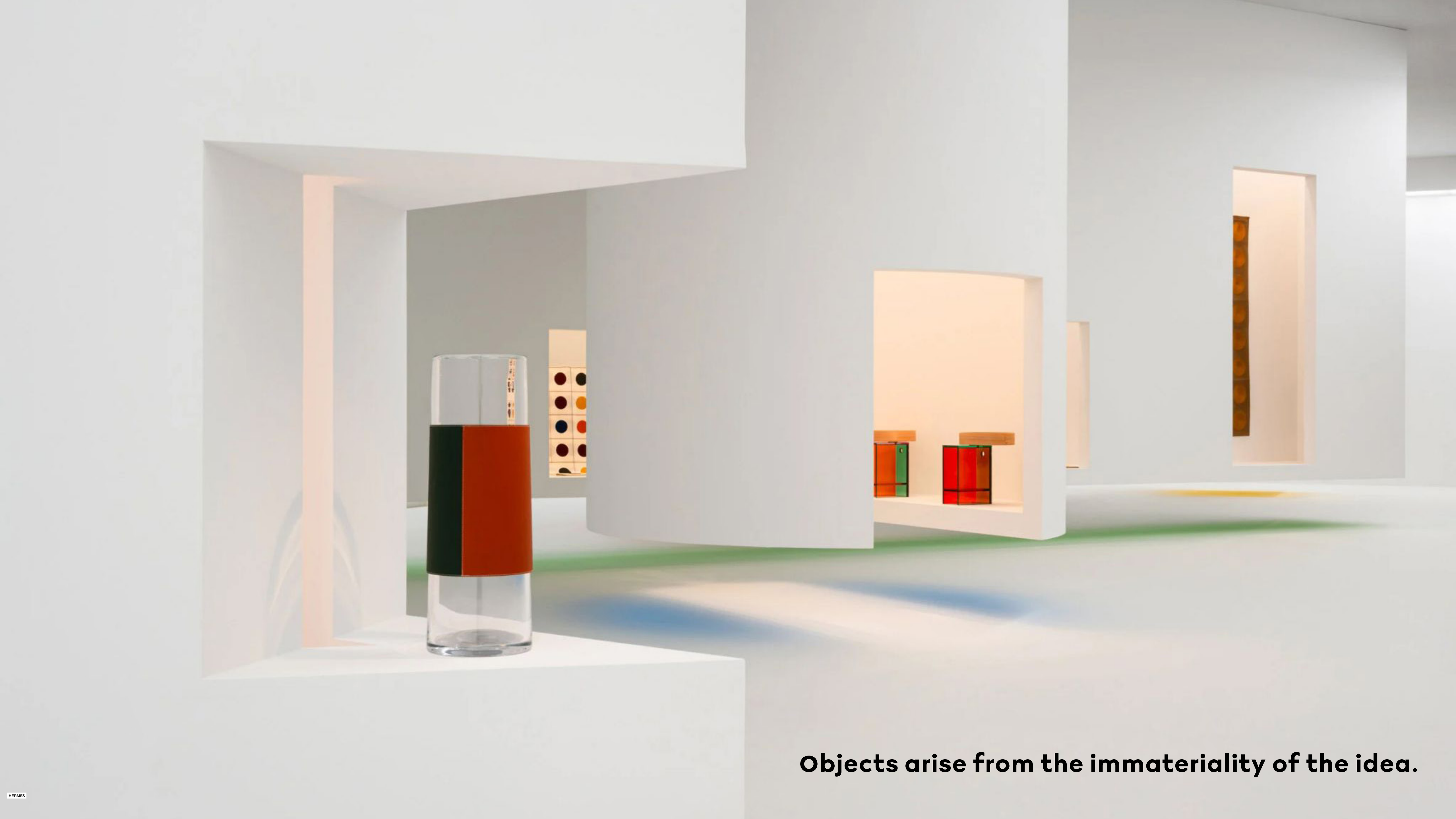
NENDO + PAOLA LENTI

MOVEMENT OF THE PLANES.

Our perception of space is shaped by the senses. And new ways of seeing — and of living — arise precisely in the movement of the planes. In **Willful Wonder**, Studio INI's collaboration with **ASUS**, architecture moves with the body. Panels open, react, breathe together. A fluid space, where the physical and the digital are blended. As if matter gained consciousness.



ZANATTA



Objects arise from the immateriality of the idea.

FROM THE PLANE TO THE OBJECT

THE CONCEPT TAKES SHAPE.

After touching the intangible and shaping the space with the body, the time to design ideas has come. In **Hermès**, the white box — symbol of containment — breaks open. Colorful columns hang from the ceiling and cast shadows on the floor, as if imagination had been set free. Between planes and reflections, what was a concept now takes shape. What was invisible, gains presence.





If we imagine, we can create.

FANTASY WORLD



MOOOI + ABK STUDIO

EVERYTHING IS POSSIBLE IN DREAMS.

The imaginary universe meets materiality, is made into objects and tells us stories. We believe that everything is possible in a dream. If we can imagine, we can create. Artificial intelligence emerges as a bridge to other worlds – expanding our senses and allowing us to escape reality. AI expands the field of imagination, bringing the fantastic even closer to the tangible.



DAVID ALIPERTI @PRINCEMONKEY



DAVID ALIPERTI @PRINCEMONKEY



DAVID ALIPERTI @PRINCEMONKEY

LIMITS OF THE UNREAL



WHERE THE BIZARRE IS BEAUTIFUL.

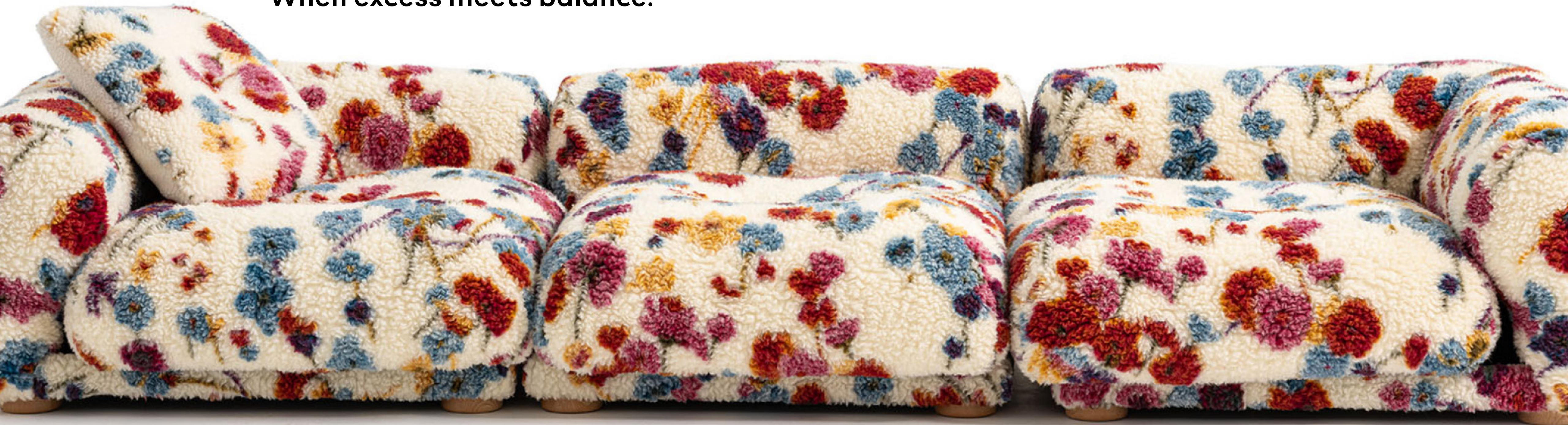
Textures that look like another world; forms that evade logic. **Cc-tapis** with **Patricia Urquiola**, **Antonio Aricò**, **In Yeonghye** and **Dorn Bratcht** propose a new vision — where the bizarre is beautiful, excess is language, and design plays with the limits of reality. Looking from the inside out is also a way to look deeper.

exaggerated textures, unexpected

recontextualization



When excess meets balance.



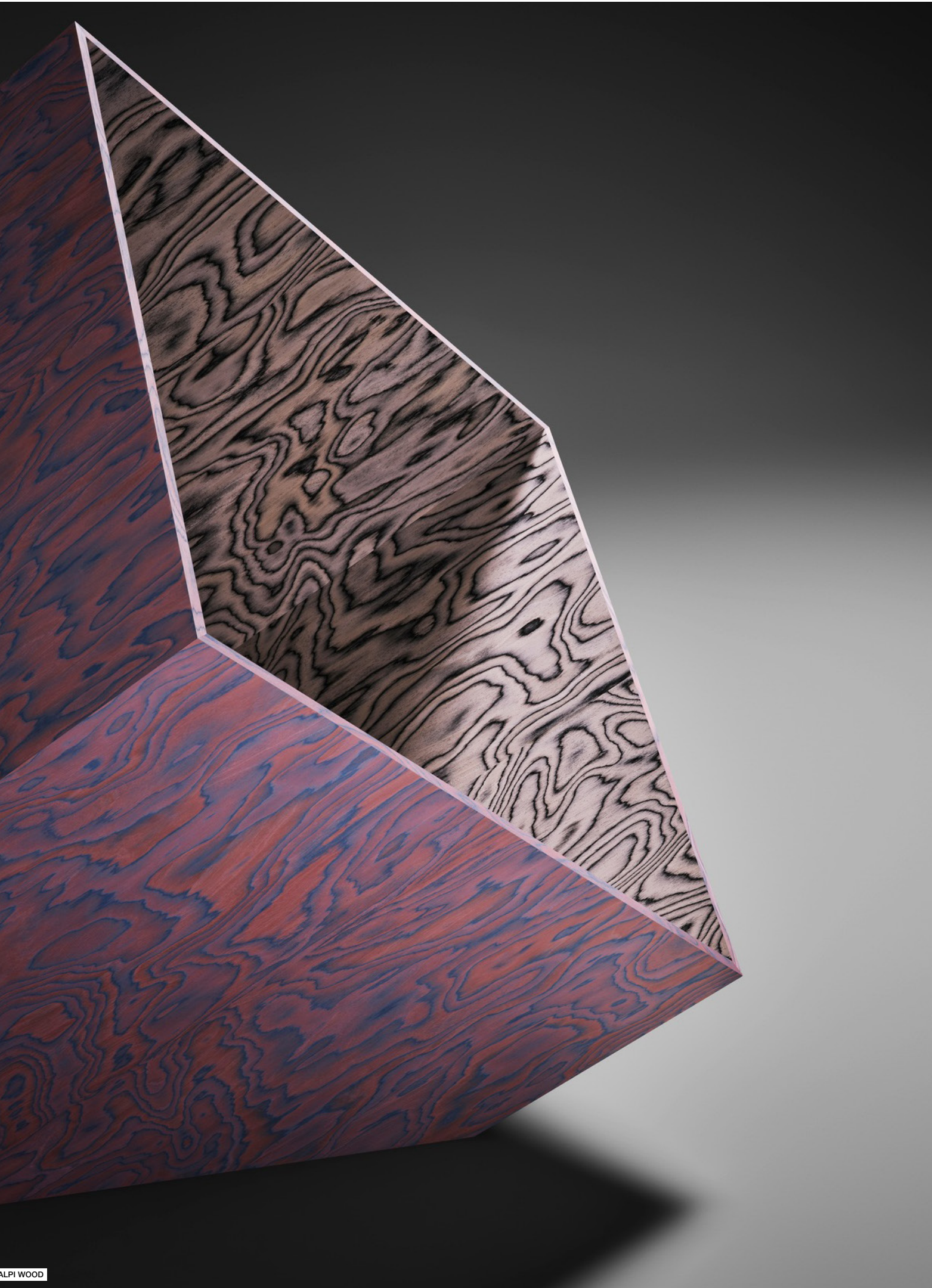
EXCESS AS LANGUAGE

FEARLESS OVERLAYS.

At **Casa Ornella** every object matters — and takes its own space. Colors vibrate, shapes grow strong, patterns overlay boldly. It is maximalism as a territory of expression and memory. Spaces that not only house stories, but also stage them.



SYNTHETICALLY NATURAL



TEXTURES THAT LOOK FAMILIAR.

If light, body, and shape used to challenge what is real, now surface is what shakes the senses. At **Alpi**, layers of wood are rearranged, cut, glued — until they become something new and original. Textures look familiar, but they do not exist in nature. Here, what is natural is recreated by intention.

A new reality that begins in

matter



EVERYDAY ON THE SCENE



POETRY IN FUNCTION.






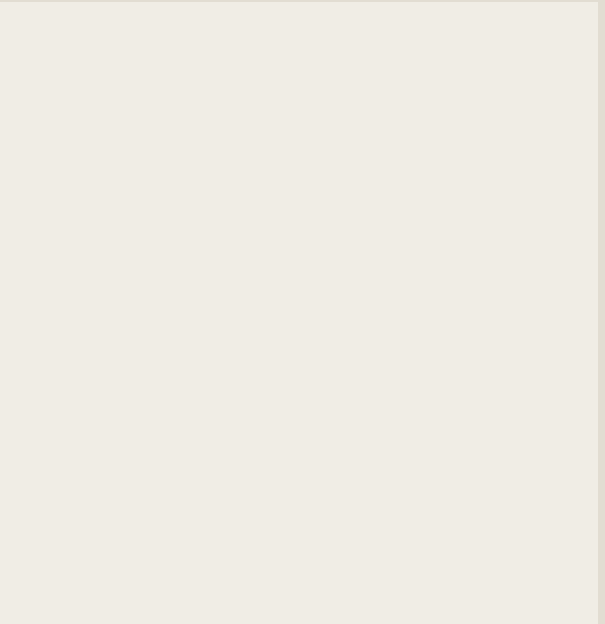

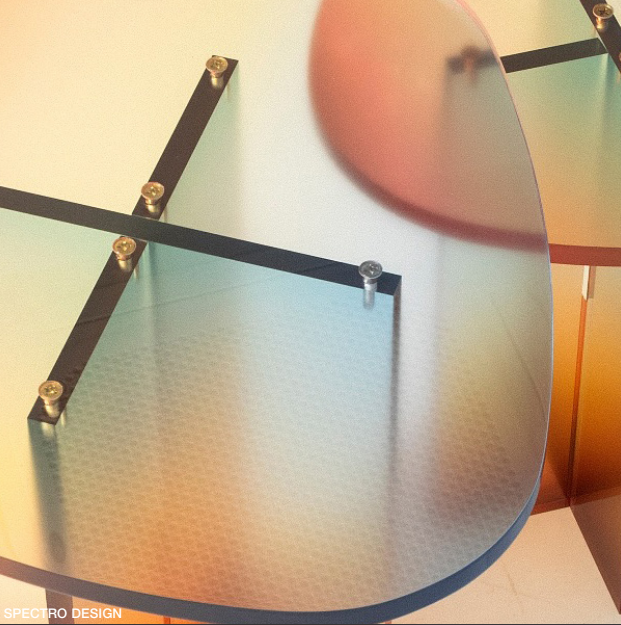










At the **Lirico Theatre**, iconic **Cassina** furniture contrasts with bodies, sounds, and images. The installation-performance proposes a critical re-interpretation of Modernism: less strict, more careful. On the scene, a design that seeks poetry in function, presence in diversity, and environmental responsibility. Because imagining the future is also rethinking what brought us here.



colores intensos, contrastes

drama

OVER REAL

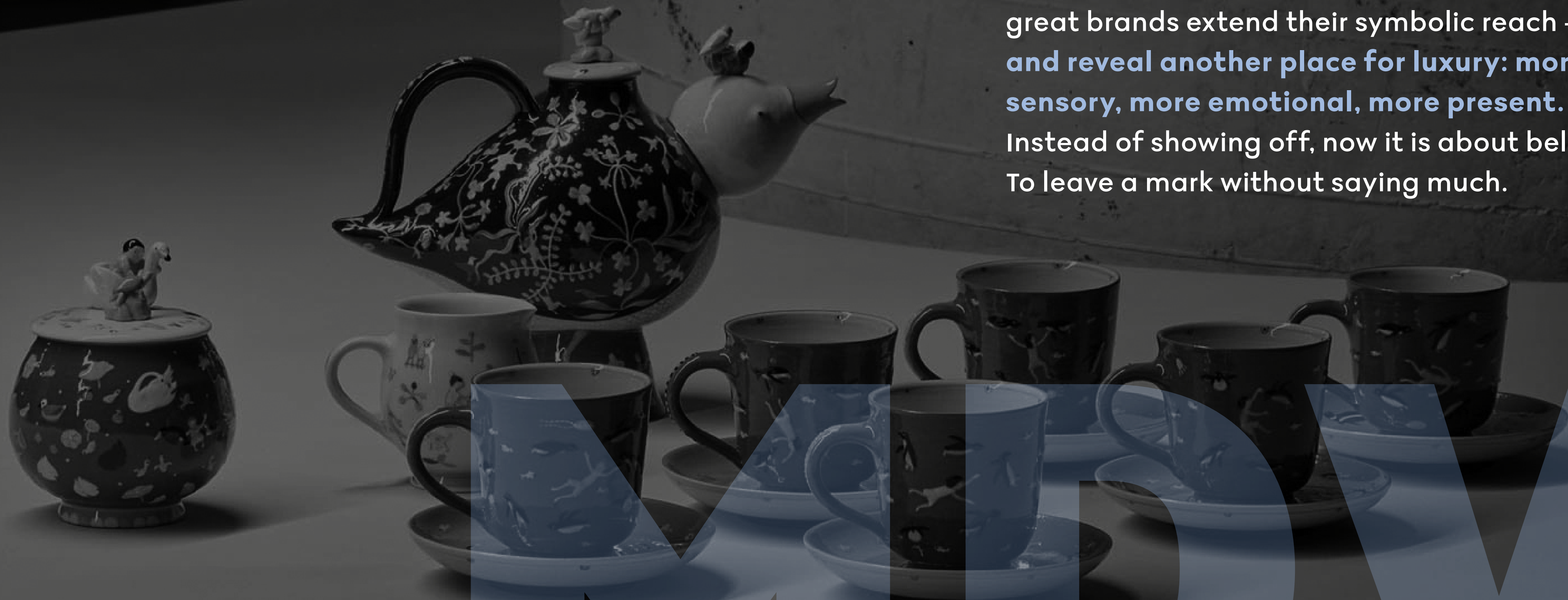
presence	 <small>VENETA'S</small>		 <small>MOOOI</small>		 <small>THE SCALE OF COMMITMENT DESIGN</small>			
contrast		 <small>SPECTRO DESIGN</small>		 <small>HYPER PORTAL X MICHELA PICCHI</small>		 <small>CC-TAPIS X PATRICIA URQUIOLA</small>		
curiosity	 <small>IN YEONGHYE</small>		 <small>GOOGLE DESIGN</small>		 <small>USM MODULAR FURNITURE</small>			
	light	transparency	plush	glass	intense marbles	Contrast	unexpected forms	playful planes

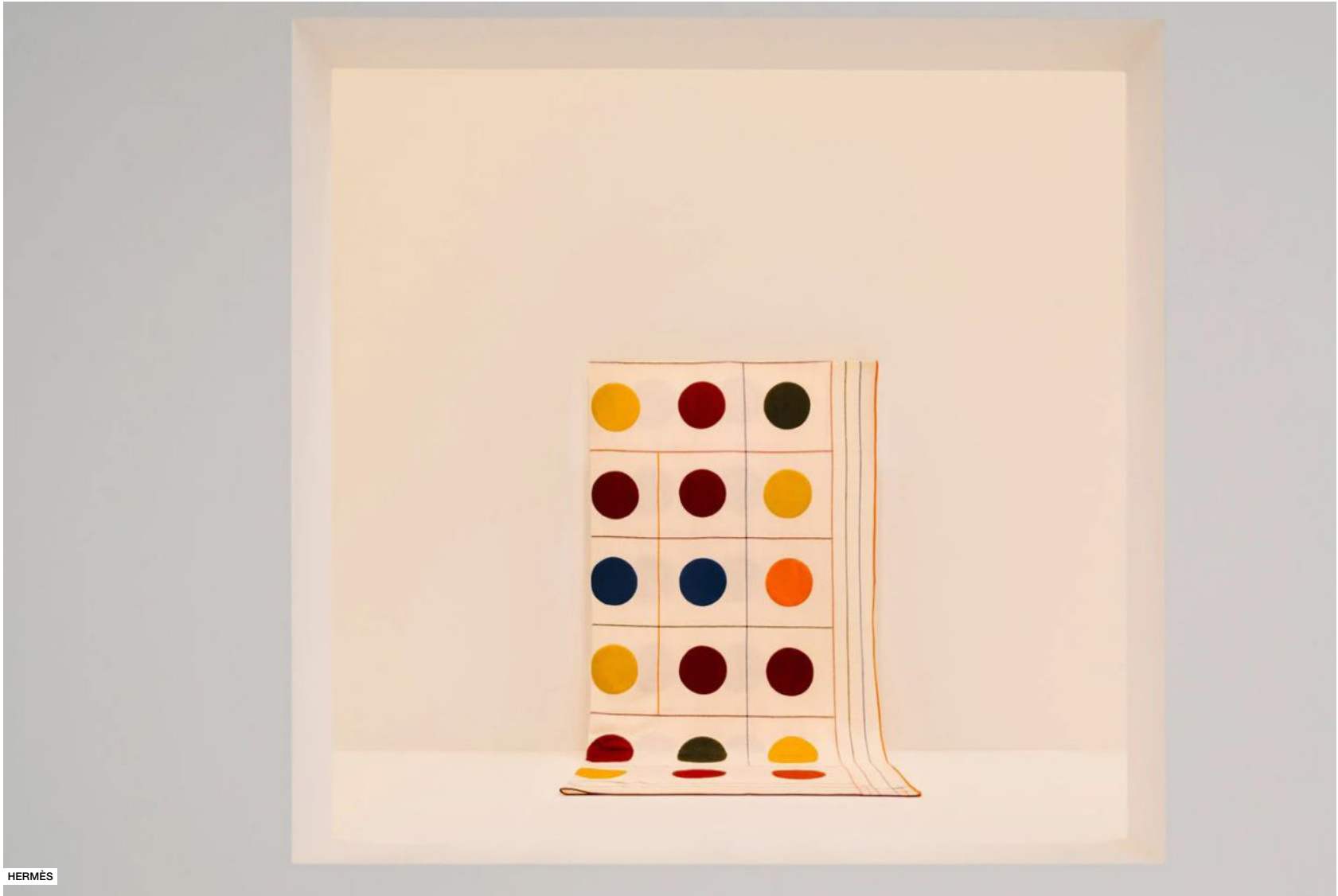
OVERREAL

Between the real and the imaginary, design finds new ways to exist.

PERCEPTION

More than a trend, the new luxury is a narrative. Fashion and design intersect to create experiences that dress not only the body, but also the spaces. Upon entering the universe of living, great brands extend their symbolic reach — and reveal another place for luxury: more sensory, more emotional, more present. Instead of showing off, now it is about belonging. To leave a mark without saying much.





LIFESTYLE BEYOND DRESSING UP

Brands like **Hermès** go beyond fashion: they build universes. The house, as well as the wardrobe, becomes an extension of identity. Dressing Hermès is a gesture; living in spaces that reflect this same gesture is a natural outcome — and increasingly desirable.

LUXURY CROSSES CREATIVE BOUNDARIES

At **Loewe**, luxury takes other forms. Art, architecture, and design intertwine in collaborations that expand the field of creation. What was object becomes expression. What was space becomes experience.





EXCLUSIVITY AS A VALUE

At **YSL**, luxury appears in subtle details. Limited editions give pieces a status of work of art, reaffirming the style of those who choose what is unique. Here, less is not little — it is necessary.



A NEW TERRITORY OF PERMANENCE

In a scenario of rapid changes, some brands choose to stay. **Louis Vuitton** sees home items as a kind of shelter — products that outlive time and space.





INHABIT THE IMAGINARY

Loro Piana and **Dimoremilano** created a scene that one does not merely watch, but experiences. In an ancient cinema atmosphere, vintage furniture and familiar sounds engaged visitors in an almost real story. The new desire is not about possessing, but feeling that we belong — even for a few minutes.



**BEING IN MILAN DURING THE DESIGN WEEK
IS PART OF OUR COMMITMENT
TO CONSTANT DIALOG AND EVOLUTION.**

It is part of Portobello's Innovation Cycle. This is where we observe movements, identify behaviors, and translate the spirit of time into new ideas, products, and ways to create. **In 2025, once again, we took our sensitive vision to this great stage of global design.**

This Report arises from this meeting — between people, contexts, and possibilities. A delivery made by many hands, which reflects the desire to transform repertoire into action and inspiration into future. **This is also what innovation is about: observing, feeling, transforming, and following.**

