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Company  
Profile

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# Introducing Mo.1950

"We shape ideas to create living environments that will gratify those who choose them".

Corrado Molteni, General Manager of Mo.1950.

Mo.1950, the company led by Corrado Molteni, is the last phase of a family business venture that began with a furniture shop established in Brianza in the early 1950s which has been engaging three generations passionate about furniture and design. Corrado's partners are his mother Lea and his sister Elena, actively involved with prominent roles in the daily life of the firm.

With seventy years of experience in the sector, the contract and retail services company Mo.1950 is at the centre of a network of excellent partners, professionals and workshops with which it designs integrated and complete solutions for its customers.

# Contract Services & Design Solutions

Stemming from a consolidated experience in the field of furniture services for the residential sector, Mo.1950 is a versatile reality in Milan that offers bespoke design solutions, furnishing and interior design advisory, including turnkey solutions.

A long-standing retailer, Mo.1950 has brought the flagship stores of Cesar, Caccaro and Calligaris Group to Milan. Spaces entirely dedicated to the presentation of the brands, important showcases that tell stories of design and excellence.

## Services

- Project management
- Supply
- Logistics
- Installation
- A consolidated network of excellent partners and workshops

## Solutions

### Flagship stores

- **Cesar** flagship Milan
- **Caccaro** flagship Milan Duomo
- **Calligaris Group** flagship Milan (Calligaris, Ditre Italia, Luceplan)

### Mo.1950 spaces in Milan

- **Mo.1950 Molino** | Ceramiche Caesar, Quadrodesign and Rexa showroom, with a large material library
- **Mo.1950 Carducci** | Concept store with Frag, Olivieri and Carpet Edition

### Multibrand store since 1950 & company headquarters

- **Molteni Mobili** | Design furniture in Varedo

# Project approach

## Project management: Method

Thanks to the in-house team of interior design experts and the use of consolidated processes and tools, Mo.1950 takes care of all aspects of the project, from detailed estimates to punctual installation.

## Supply: Tailoring

Mo.1950 provides standard or made to measure and bespoke furnishing solutions, always in line with the technical, quality and budget requirements of the project.

## Logistics: Performance

Mo.1950's team manages all the logistic aspects of the project, from supply to delivery and assembly of the products, in Italy and worldwide.

## Installation: Care

Delivery of turnkey projects. Mo.1950 carries out installations with highly skilled in-house staff who ensure compliance to the projects' quality standards.

Listening and sartorial attention, experience and design culture, versatility and dedication make it possible for Mo.1950 to best interpret any requests.

Each project is tackled with the professionalism of a company that, since its inception, has been listening to people's wishes and has offered relevant solutions, with the ambition of creating spaces that meet the needs and tastes of those who will live there.

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# Since 1950

1950

Establishment of Molteni Mobili, a furniture shop in Brianza.

2010

The company opens its first office in Milan.  
Retail development begins with the opening of Cesar, Ditte Italia, Caccaro and Calligaris flagship stores.

2020

The company devises a new organisational structure, changes its name and opens the multi-brand showroom Mo.1950 in Via Molino delle Armi in Milan.

2022

Mo.1950 inaugurates its second eponymous space in Via Carducci in Milan and renovates all its flagship stores.

## molteni mobili

Since 1950, because of the experience and knowledge handed down over three generations, Molteni Mobili has been a reference point for people wishing to furnish their homes with taste and functionality.

Turnkey service, attention to customer needs, accuracy and after-sales service have been Molteni Mobili's hallmarks since the very beginning.

[moltenimobili.eu](http://moltenimobili.eu)

# Seventy years of family history



# Facts & Figure

3 the Molteni family generations since 1950

6 the spaces dedicated to design

18 the countries in which we have carried out projects since 2010

30 the 2021 turnover percentage increase over 2020

50 the persons in our team

72 the company's years of experience in interior furnishing

78 the percentage of women in the company

# Excellent partners

Mo.1950's partners are leading companies specialised in different sectors of design furniture. Thanks to their relentless pursuit of innovation and constant search for quality, they ensure an agile teamwork and a punctual and competitive implementation of projects.

## C E S A R

Kitchens created for people's well-being. Cesar kitchens are not objects: they are experiences, which every day give a new meaning to the joy of being together.

Cesar has put people at the centre of its projects. Their well-being is our priority, the cornerstone around which all our products are developed. The satisfaction of those who choose a Cesar kitchen is measured first and foremost by the pleasure of being together, the joy of feeling at home, the security of being able to freely express who we are in an environment where beauty is the mirror of our personality.

The Milan flagship store is the ideal place to discover and meet Cesar products, guided by the passion of those who have learnt to know them and become friends with them.

[milano.cesarstores.com](http://milano.cesarstores.com)  
[cesar.it](http://cesar.it)

© Cesar



# caccaro

Dimensional and aesthetic customisation for maximum design freedom. This is the principle from which Caccaro offer was born, consisting of two systems, Freedhome® and Wallover®, a bed collection with a strong personality and a set of functional furnishing accessories.

Freedhome® is the system made up of large modules that join together, transform into storage walls, and run through the house from the sleeping area to the living area. Wallover®, the new system launched in 2021 and designed by the art director Monica Graffeo, plays with lighter elements that move freely in the space in decomposed volumes, closed or visible on the ground or on the wall.

[caccaro.com](http://caccaro.com)

© Caccaro



# DITRE Italia

Each product tells 46 years of history linked to the artisan tradition of upholstered furniture, which was started by the De Marchi brothers in 1976 in San Martino di Colle Umberto, in the province of Treviso, Italy. The company has evolved up to the present day, becoming part of the Calligaris Group.

While it is now an established business, year after year Ditre Italia confirms an aptitude for detail and craftsmanship that distinguishes its collections.

Yesterday's history is today's uniqueness.

[ditreitalia.com](http://ditreitalia.com)  
[calligaris-group.com](http://calligaris-group.com)

© Ditre Italia





Proudly Italian and 100% international, Calligaris brings 100 years of experience to the world of contemporary furniture design. Calligaris believes that innovative style should be engineered to provide real-life solutions and essential comfort. From chairs and sofas to tables and occasionals, Calligaris 360° range of quality products and made-to-order finishes offer everything people need to create contemporary living spaces with a personal feel.

Calligaris – contemporary design for living, dining, sleeping, working, playing. And everything in between.

[calligaris.com](http://calligaris.com)  
[calligaris-group.com](http://calligaris-group.com)

© Calligaris



Aesthetic and technological research, design culture, experimentation and innovation, a creative spirit never separated from functional quality and efficiency. This is the system of values that has been shaping the identity of Luceplan since its founding in 1978. A long series of honours, from Italy and abroad, bear witness to the innovative force and excellence of a design brand that avoids any formalism, focusing on offering technologically evolved lighting fixtures for flexible use.

Design lamps made in Italy, based on a refined process of research and innovation in the world of light. The lighting fixtures of Luceplan are a perfect synthesis of beauty, functional quality and sustainability.

[luceplan.com](http://luceplan.com)  
[calligaris-group.com](http://calligaris-group.com)

© Luceplan



Since 1988, a vocation for a material as fine as porcelain stoneware has inspired the work, thoughts, and actions of Ceramiche Caesar. At Caesar, the culture of this material combines with technology to generate a value which contributes towards defining the company mission and its very identity. Made in Italy, creativity, know-how, talent and flair reign supreme in every project.

Ceramiche Caesar: material for your projects.

[caesar.it](http://caesar.it)



© Caesar

Innovation, design, green solutions: a project cleverly handled by a family company.

Quadrodesign is a young and dynamic company that manufactures products for the bathroom, filtration and kitchen world. Every day Quadrodesign experiments and researches by combining noble and cutting-edge materials such as stainless steel with an essential, archetypal, timeless design.

Quadrodesign products are highly sustainable and inherently hold a value of beauty that is not pure aesthetics, but function and practicality.

Attention to the environment is at the heart of the project.

[quadrodesign.it](http://quadrodesign.it)



© Quadrodesign

# REXA

At REXA we explore the bathroom through new perspectives, driven by a passion for materials and curiosity for the different ways of experiencing this intimate, yet functional, space of the house.

We love listening to the outside world, interpreting its suggestions, and dialoguing with the designers and our customers, sharing with them the mission of creating spaces to live. Offering a real finishing system that allows you to design by creating multiple combinations of colours, textures and shades – we consider the bathroom a space for wellbeing, in which functionality and sensoriality perfectly merge, and in which to find every time the pleasure of feeling and feeling good.

[rexadesign.it](http://rexadesign.it)

© REXA



# Frag

dal 1921

Frag has been a leading manufacturer of leather and hide furniture since 1921. Thanks to continuous research, Frag has developed significant expertise in the processing of other materials which, combined with the creativity of international designers, continues to give life to unique furnishing objects. Expression of made in Italy at an international level, the company has successfully combined tradition, innovation, precious materials and an elegant, contemporary design.

[frag.it](http://frag.it)

© Frag



# OLIVIERI

Olivieri is a manufacturer of wooden furniture, day and night systems, wardrobes, beds, tables and accessories for the most diverse furnishing needs, including modular and made to measure solutions.

Since 1929 Olivieri has been on the market with a production of the highest calibre, the result of industrial production working with the approach and dedication of a craftsman. Alongside industrial manufacturing, Olivieri's in-house joinery has always managed the creation of bespoke pieces, for unique and inimitable furnishings, made-to-measure products that meet all the needs, taste and functionality that the customer desires.

[olivierimobili.com](http://olivierimobili.com)

© Olivieri



## Carpet Edition

Carpet Edition is a young brand, founded in 2005 in Collebeato (Brescia), which benefits from Indikon's long experience in the field of carpets production and distribution. While preserving a history rich in family memories, travel, ancient production techniques and extraordinary craftsmanship, Carlo and Valentina Erba have been able to embark on a path of continuous innovation, collaborating with well-known designers and offering versatile, customisable and eco-sustainable products.

[carpetedition.com](http://carpetedition.com)

© Carpet Edition



## **FERRERO** **LEGGNO** DESIGN TO BE OPEN

Since more than 70 years, key elements have been design, made in Italy, expertise, high quality products, sustainability, meticulous attention to detail, and technological innovation.

At FerreroLegno, the door is interpreted as a connector of spaces that evolves according to lifestyle needs, offering a complete range of functional closing solutions that are integrated with each other and characterised by a rich and balanced stylistic breadth. Infinite combinations and personalisations in terms of materials - wood, laminate and glass - finishes and sizes.

[ferrerolegno.com](http://ferrerolegno.com)

© Ferrerolegno



# Mo.1950 spaces in Milan

Multi-brand showrooms that add an important component to the company's growth, offering architects and designers tailor-made services, customisable and top-quality furnishing solutions.

## Mo.1950 Molino delle Armi

A multifunctional space inaugurated in October 2020, the showroom combines work areas dedicated to the professionals of real estate and architects with welcoming mono-brand and multi-brand display areas.

Partners in the project are Ceramiche Caesar, Quadrodesign and Rexa, brands that have chosen Mo.1950 as their Milan hub dedicated to contract services.

Conceived by designer Matteo Lualdi to welcome all the partner brands to their full potential, Mo.1950 is a space for projects as well as a destination for the general public: an authentic environment where to find solutions to furnish with style and originality.



# The material library. Materials to shape dreams.

The material library, on the lower floor in Via Molino delle Armi, is the beating heart of the showroom. A vast archive of materials from Mo.1950 partner brands, but not only, to help the designer to develop the creative phase of the work and the client to see and touch materials and finishes. A series of moodboards—combining stoneware, fabrics, wallpaper, wood and much more—help to tangibly illustrate the possible combinations and opportunities for design personalisation.

Tailor-made projects and original collaborations between Mo.1950's partner brands materialise here in elegant hybridisation results that are unique, whilst confirming the authenticity of each brand. Because the objective of Mo.1950 is one and only one: to best interpret the needs and tastes of the customer by valuing its business partners.



# Mo.1950 Carducci

A concept store opened in March 2022 dedicated to the experience of living, the new space in the heart of Milan designed by Matteo Lualdi puts the consumer at the centre of the furnishing project and of the living environment.

The protagonists are companies that, like all Mo.1950's partners, stand out for their manufacturing quality and in-depth knowledge of living and contract trends.

Frag and Olivieri, together with Carpet Edition as a technical partner, help create an experience of exploration and discovery for the customer through a plurality of suggestions and solutions, which are tailored to meet different needs and to enhance the choices of each customer.



Ph: Cristina Sinelli



Ph: Cristina Sinelli



Ph: Cristina Sinelli

# From ideas to projects, from projects to reality



Private homes, hospitality spaces, contract sites: in recent years Mo.1950 has brought its advisory and design services in different domains, throughout Milan, Italy and beyond.





Ph. Davide Conconi



Ph. Simone Furiosi



Ph. Simone Imbriani



Ph. Benedetta Pitscheider



Ph. Benedetta Pitscheider



Ph. Simone Furiosi



Ph. Armando Moneta



Ph. Simone Furiosi



Ph. Benedetta Pitscheider



Ph. Simone Furiosi

# Together with design professionals

caccaro · CÆSAR· CERAMICHE calligaris Carpet Edition C E S A R Ditre Italia

FERRERO LEGNO DESIGN TO BE OPEN Frag LAGO lapalma LUCE PLAN OLIVIERI oty light

QUADRO REXA

**Cesar**  
Via Larga 23, 20122 Milan

**Caccaro**  
Via Flavio Baracchini 9, 20122 Milan

**Calligaris Group**  
Via Solferino 21, 20121 Milan

**Mo.1950 Molino**  
Via Molino delle Armi 14, 20123 Milan

**Mo.1950 Carducci**  
Via Carducci 38, 20122 Milan

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