

## Mo.1950 at Milan Design Week

With a program of installations, performances, and events exploring the relationship between materials, sound, and artificial intelligence, Mo.1950 participates in the rich calendar of Milan Design Week 2025. This journey reaffirms Mo. 1950's philosophy as a hub of excellence and experimentation in design, featuring custom projects for the residential sector and large-scale real estate operations.

For the fifth consecutive year, Mo.1950 presents ***The Instant of Change*** at the Via Molino delle Armi 14 (Milan) location. Curated by **Luca Caizzi**, the exhibition explores the properties of materials and surfaces through different languages. The 2025 edition, titled ***The Sound of Matter***, also embraces the sonic dimension, investigating the connection between materials and sound through mixtapes curated by **Marta Oliva** and inspired by **Caesar, Rexa, and QuadroDesign** materials. In the spaces of **Via Molino delle Armi**, sound will merge with furniture and materialize in **illustrations by Gabriele Zagaglia**.

To complete *The Sound of Matter*, a live DJ Set performance will take place at 6:30 PM on Wednesday, April 9, in collaboration with technical partner **AlphaTheta**.

Outside the Via Molino delle Armi showroom, the **Panorami Urbani** initiative presents urban furniture designed by the **lualdimeraldi studio**. The furniture is based on the philosophy of **design for disassembly**, using modular elements that can be easily disassembled and reused. Caesar, Rexa, and QuadroDesign collaborated with the designers and supported the production.

The **Mo.1950** space at **Via Giosuè Carducci 38 (Milan)** hosts ***The Material Connection***, curated by **lualdimeraldi** in collaboration with **partners Olivieri, Frag, and Carpet Edition**. The focus here is the interaction between the designer and artificial intelligence, which is asked to analyze texts and images of samples from the three brands' archives in response to an input to render a human figure. The output combines data analysis with emotional tones, creating a physical representation of the prompt and opening new perspectives on co-creation in design. Among the novelties **Frag** presents is the new dining version of the **Clubby** armchair, designed by **Christophe Pillet**, alongside a new lounge armchair by **Nicola Gallizia**. Within the showroom, **Olivieri** presents the concept of **Microarchitettura**, design elements that reinterpret domestic spaces in a modular and personalized way. The inner courtyard will be exceptionally open to the public for the first time, hosting **Fatboy's** outdoor collections.

The interior design of the **Via Carducci** space is enriched by the artistic selection of curators and art advisors **Twenty14**, Elena Vaninetti, and Matilde Scaramellini, in collaboration with the **Giampaolo Abbondio Gallery**. As a result of research on tactile experience and color, the ceramic vases and bags by **Chiara Ravaioli – Fornice Objects**, who uses 3D printing to create design objects, will be showcased.



**Mo. 1950's** Milan Design Week reflects how aesthetic research and innovation can be combined through continuous dialogue with its partners and artisans to create limitless customized solutions.

The installations at via **Molino delle Armi** and via **Carducci** are the tangible proof of this: an invitation to explore new perspectives in design, where new expressive languages intertwine to create ever-evolving experiences of contemporary living. In addition to the multi-brand showrooms at **Via Carducci** and **Via Molino delle Armi**, **Mo. 1950's** single-brand flagship stores will also have special openings during design week: **Cesar Cucine Flagship Store** (Via Larga 23); **Caccaro Flagship Store** (Via Flavio Baracchini 9); **Ditre Italia Flagship Store** (Via Solferino 21); **Calligaris Flagship Store** (Via Filippo Turati 7).

**Mo.1950 | Via Molino delle Armi 14**

*The Sound of Matter*

by Luca Caizzi, Sound by Marta Oliva, Illustrations by Gabriele Zagaglia

**Daily open:**

07-12 april, 2025 | h. 10 am – 8 pm

**Cocktail, performance & Dj Set** curated by Marta Oliva: Wednesday 9 April, 2025 | h. 6:30 pm – 9:30 pm (by invitation only)

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*Panorami Urbani*

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**Mo.1950 | Via Giosuè Carducci 38**

*The Material Connection*

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**Mo.1950**

**Via Molino Delle Armi 14**

Powered by: Caesar, Quadro Design, Rexa

Technical Partner: AlphaTheta

**Mo.1950**

**Via Giusuè Carducci 38**

Powered by: Frag, Olivieri, Carpet Edition

Temporary Courtyard by: Fatboy

Special set design by: Fornice Objects

Art Exhibition Curated by: T14 – In collaboration with Galleria Giampaolo Abbondio

Coffee by Delonghi

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