

Kartell @EXTRASALONE

A synonym for "Made in Milan", Kartell will be presenting a series of special installations and exhibitions to coincide with Salone del Mobile. This journey through culture, beauty and creativity will be complemented by the BOURGIEMANIA exhibition at the Flagship Store in Via Turati to make Kartell's contribution to the Milan Design Week even richer.

Illycaffè Montenapoleone

Kartell's partnership with illycaffè will be the focus of an installation scheduled to animate illy's flagship store in Via Montenapoleone **from 17 to 23 April. Nature and sustainability will be the key themes of this happening.** Rich vegetation will appear spontaneously in all parts of the store along with Re-Chair chairs, adding a sense of coherence and cohesion between the various elements without contaminating nature or the greenery. Some of these vegetation islands will feature green plexiglass shapes with the recycling symbol and coffee capsules inside to emphasise the sustainable production process adopted for these chairs. This scenographic presentation underscores how two excellent Italian brands are supporting the cause of sustainability by promoting circular economy production methods. For the duration of Salone del Mobile, the catering area will be furnished with Antonio Citterio's **Re-Chair** chairs and Philippe Starck's **Eleganza** armchairs, whose black and terracotta coloured frames are produced using the same coffee capsule recycling process in continuation of the partnership launched last year.

19 Via Montenapoleone

Missoni Boutique

NIA and ELA versions of the **Eleganza** upholstered fashion armchair featuring Philippe Starck's delicate, light design for Kartell, will debut at Salone del Mobile 2023 with a **MISSONI** fabric covering. Just like a model on the Salone's catwalks, the armchair will appear with a range of coverings in a refined mix of colours and jacquard fabrics featuring the decisive geometric patterns typical of Missoni, carefully selected for furniture use. The windows of the Missoni Boutique in Via Sant'Andrea will house a special display dedicated to the ELEGANZA MISSONI armchair's unique blend of design and fashion for the duration of Design Week.

2 Via Sant'Andrea

Cova Montenapoleone

The historic Cova patisserie will host Kartell in a special eight-window display overlooking Via Montenapoleone and Via Sant'Andrea. The windows will feature different colours, finishing with an all-gold display on the city's most famous luxury shopping street. The displays will present a selection of new and classic Kartell products, chosen to match the colours of each window. The star of the show will be the new TeaTime tray by Philippe Starck, which will make its first appearance in a gold version. The Cova Garden, located in a courtyard designed by Giuseppe Piermarini in the late 18th century, will be illuminated by gold, chrome and transparent versions of the Battery outdoor light. This gentle dialogue between two brands will express the character of a Milan that respects tradition while looking to the future.

8 Via Montenapoleone

Museum of the 1900s

The Masters and Smatrik chairs in chrome and black are joining the permanent exhibition in the **"Forum 900"** area of the Museum of the 1900s which focuses on the relationship between design and contemporary art. A selection of chairs that have helped write the history of design will appear alongside the latest additions to the Museum's collection. This striking choice of colours is determined by the ability of black to highlight the shape and material of the seats and that of chrome to intensify the sense of space by means of light and reflection.

8 Piazza del Duomo

For further informations:

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