

## KARTELL MUSEUM 25th ANNIVERSARY THE POWER OF THE ARCHIVE

To celebrate the 25th anniversary of Kartell's Museum, we are inaugurating "Spazio Archivio", the historic archive of 75 years of design. We're using the term "Spazio - Space" because, as well as a physical location, it also provides space for thought, based on all the ideas, visions and technical and formal solutions that Kartell has adopted to create its most representative objects. "Spazio Archivio" will open its doors to the public for guided visits during Salone del Mobile and will offer an alternative route through the Kartell Museum.

*"The materials preserved in our archive," **Lorenza Luti, Kartell's Marketing & Retail Director, explains,** "are important records of the past and therefore a major contribution to knowledge and culture. They are of fundamental importance to our vision of the future."*

The Kartell Museum archive houses objects, ideas and products representing essential stages in the history of design. The archive is a deposit for creative processes that experienced trials, errors and discoveries before assuming their final form. Pencil sketches, hand-written notes, preliminary models and materials all tell silent stories that the finished articles can fail to reveal in their perfect, refined state.

*"A visit to 'Spazio Archivio'," **continues Lorenza Luti,** "is a journey to the heart of Kartell design. Thanks to drawings, sketches and models that reveal the thought processes behind historically important products, and contemporary photographs, catalogues and texts documenting their designers' intentions and motivations, visitors can explore a place of conservation that functions as a creative workshop in which materials from the past inspire new narratives and perspectives, linking the present with the future. The inauguration of 'Spazio Archivio' is a great opportunity for the Museum to draw attention to the historic materials and extraordinary heritage it preserves. The archive is a precious resource and one capable of inspiring and influencing new generations of designers. The Kartell Museum is committed to preserving and valorising its archive as a way to ensure that the innovative spirit of past designs continues to spread beauty and shape the future."*

Through its conservation work, the Museum simultaneously preserves the past and stimulates future creativity. Every prototype, drawing and photograph is a seed that might germinate into a new idea. All Kartell's cultural projects, exhibitions and publications are nourished by the wealth of the archive. Every re-discovered photograph, every object that has waited to tell its story, every superseded model or sketch of a rejected product contributes to a continuous dialogue between their designers and the world around them – between creative minds and society at large. The material held in the archive relates how tastes, technologies and aspirations change from one age to the next.

With over 8,000 objects and 700 designs, over 6,000 drawings and 30,000 photographs (for which a major cataloguing project is underway), the Kartell Museum archive is far more than just a deposit for historic products and concepts: it is a living entity that serves as a source of inspiration for new generations.

The Kartell Museum is highlighting the value of its archive through three different events. In “Spazio Archivio”, the historic archive opens to the public during the week of Salone del Mobile, from 7 to 13 April. “Archivio Pop-Up” is an event within an event that exhibits original sketches and drawings behind Kartell’s most famous products, complemented by stunning magazines articles, photographs and communication materials relating the history of Kartell and its many innovations. A purely analogue, non-digital exhibition, “Archivio Pop-Up” provides an opportunity to pause and savour the story and passion that made Kartell one of the most remarkable names in the world of visual communication. Finally, “Memories of the Future”, a temporary exhibition dedicated to Joe Colombo, opens on 7 April and runs until 19 September 2025.

**SPAZIO ARCHIVIO**

From 7 to 13 April 2025

Kartell Museum

3, Via delle Industrie

Noviglio (Milan)

**For further information:**

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