

DESIGN WEEK

MILAN



Portobello

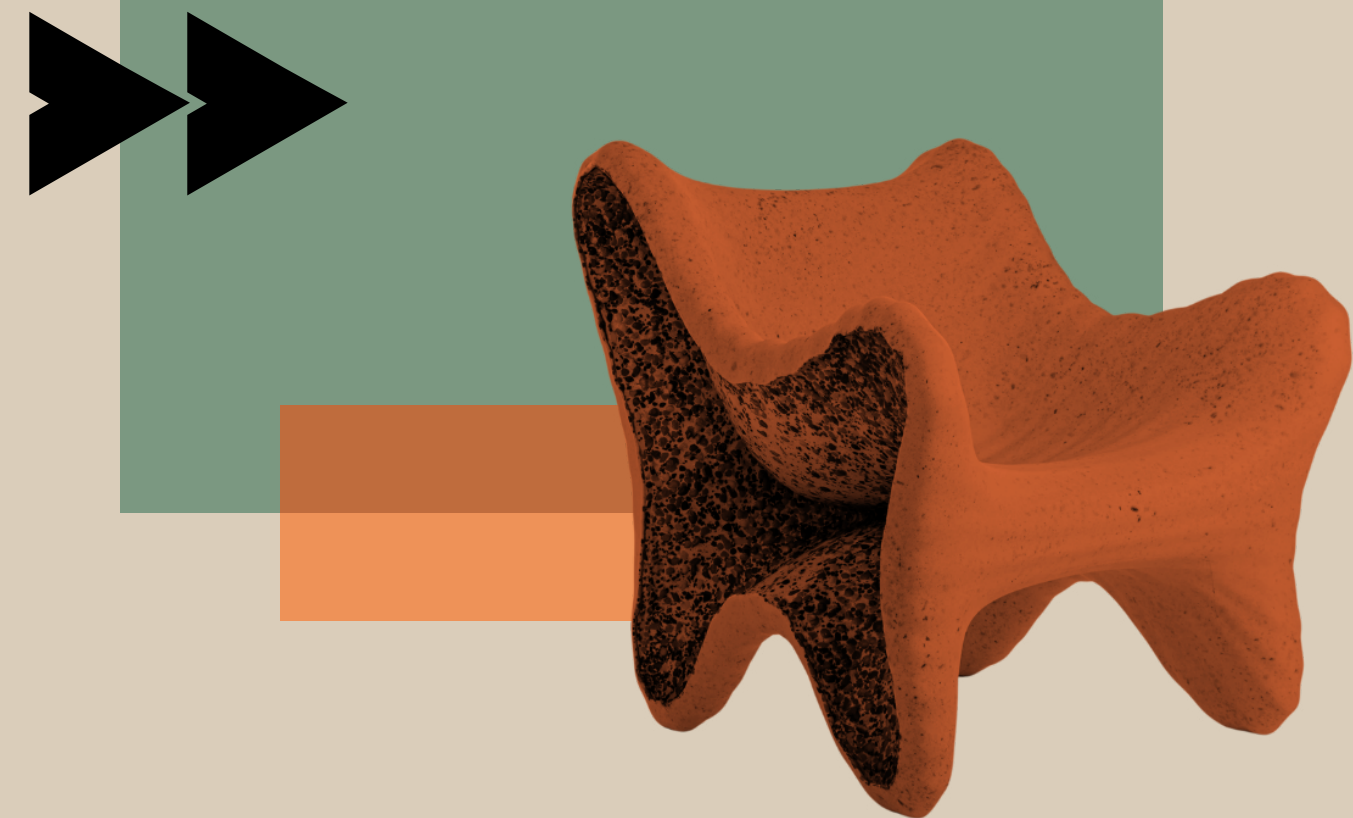
24

MDW 24

REPORT

At the pulsating heart of Portobello's innovation cycle, we converge creativity, analysis, and collaboration. We delve into a myriad of materials, research, and social interactions, decipher global trends, and weave inspiring dialogues and exclusive content.

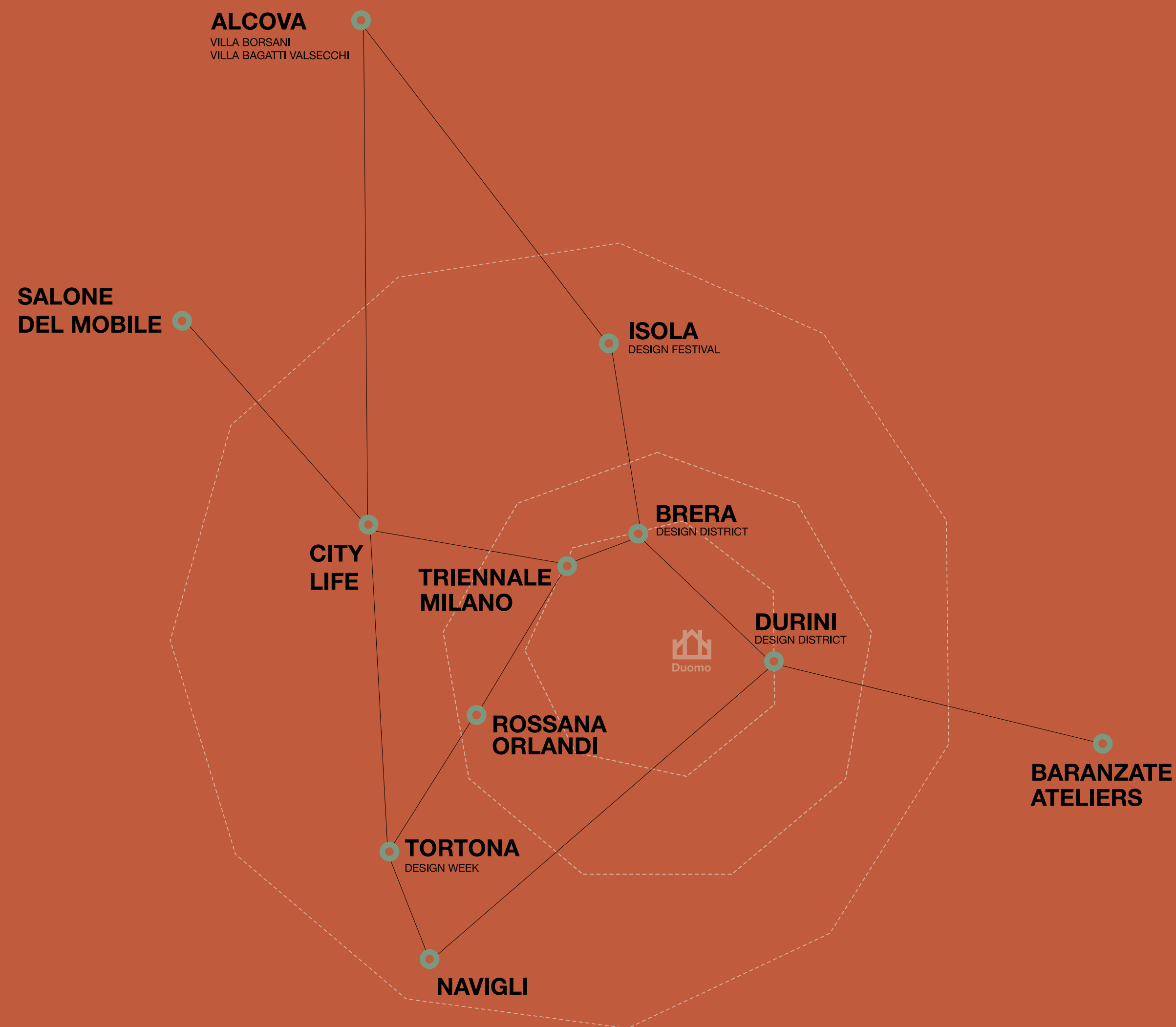
We share ideas to enrich culture and construct a truly captivating portfolio. Thus, we not only propel our community forward but also foster a mindset of continual innovation and excellence.



This report unveils our observations from Milan Design Week (Salone del Mobile and Fuorisalone), which unfolded from April 16th to 21st. It's paramount to underscore that these insights stem from extensive research, analysis, and development constituting Portobello's Innovation Cycle. This collective initiative engages all units and plays a pivotal role in shaping our impressions of the event.

*MILAN DESIGN WEEK

Milan Design Week extends beyond the Salone del Mobile, igniting the city with Fuorisalone. We were there to immerse ourselves and engage in dialogue with the **greatest creative minds in the world of design**, and, of course, to reaffirm our predictions for the trends of the upcoming years. As always, our presence yields even more tools to keep us at the forefront of design and creative expression. Let's journey forward together!





#

VISIT TO
SALONE
DEL MOBILE
2024.

NUMBERS
SALONE DEL
MOBILE
2024

↗ 62°

EDITION

+1M 

DIGITAL INTERACTION JOURNALISTS

 1.950

EXHIBITORS

5.552 

JOURNALISTS

 361.517

VISITANTES

6.778 

JOURNALISTS AND COMMUNICATORS

 54,3%

INTERNATIONAL VISITORS

17,3% 

GROWTH FROM PREVIOUS EDITION

 35

COUNTRIES

90M 

IMPRESSIONS

OUR PREMISE IS COLLECTIVITY

In practice, the Innovation Cycle is grounded in dialogue, exchange, and collaboration. This entails not only participating in major design, art, and architecture events worldwide but also giving voice daily to architects who visit our stores and digital platforms, seeking creative collaborations with prominent professionals in areas of our interest. This collaborative dynamic helps us stay attuned to key behavioral and consumption trends while also bringing us closer to our consumers. We foster a culture of open communication within

the company and with the community at large. The Innovation Cycle is the essence of Portobello, focused on the customer, propelled by transparency and collaboration. The methodology involves blending two perspectives: the first, from the inside out, where our stores, interactions with customers and architects, and product clinics generate data; and the second, from the outside in, through research, individual and collective creative collaborations, and participation in different events. This approach enables us to evolve, innovate, and grow.

Milan Design Week represents a highlight of this virtuous cycle, a forum of creativity and connections. Emphasizing the importance of interaction and dialogue at Portobello, we believe that different perceptions, when shared, maximize the outcome of research and products, and expand the individual's repertoire. A virtuous circle that supports the evolution of our community.

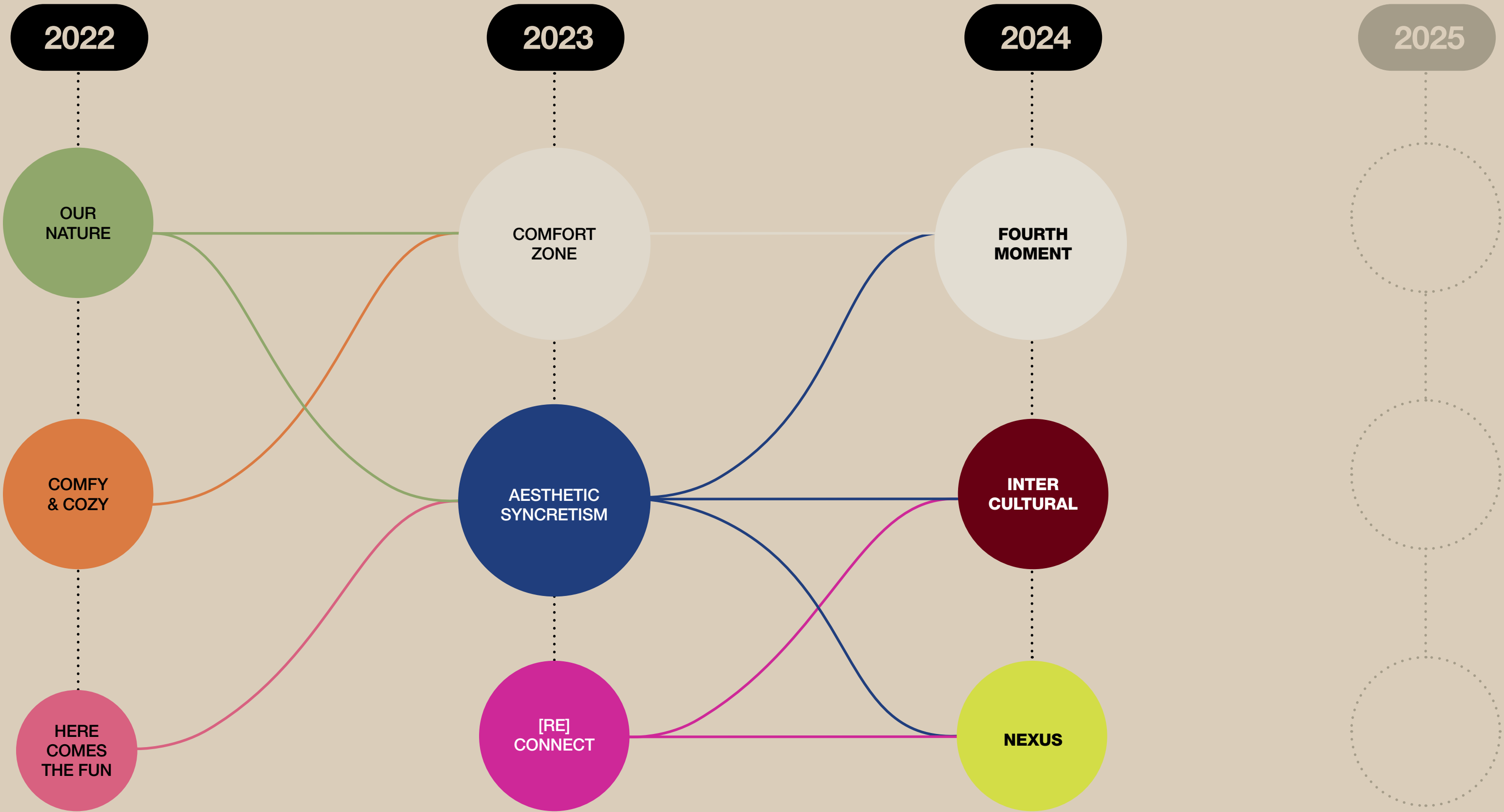
RESEARCH METHODOLOGY



TRENDS FOR

2025

Despite current challenges, we keep our faith in human resilience in the face of change and adversity, promoting adaptation with empathy and creativity. This year, new concepts emphasize the interconnection between the individual, the collective, and the environment we inhabit. Thus, "Intercultural" engages in dialogue about the emergence of new perspectives, about cultural decentralization. "Fourth Moment" showcases the appreciation for personal time, navigating through the past, present, and future. Lastly, "Nexus" brings the freshness of optimism through new connections.

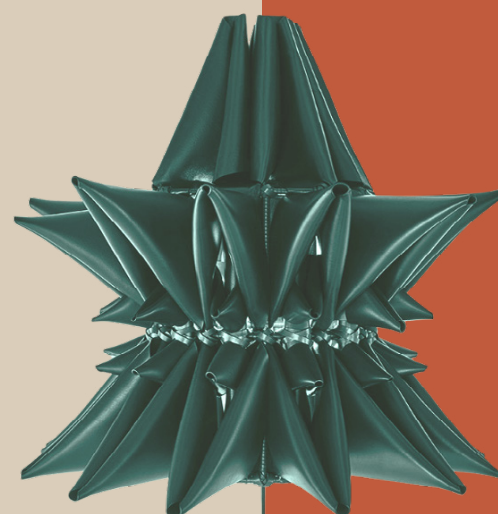
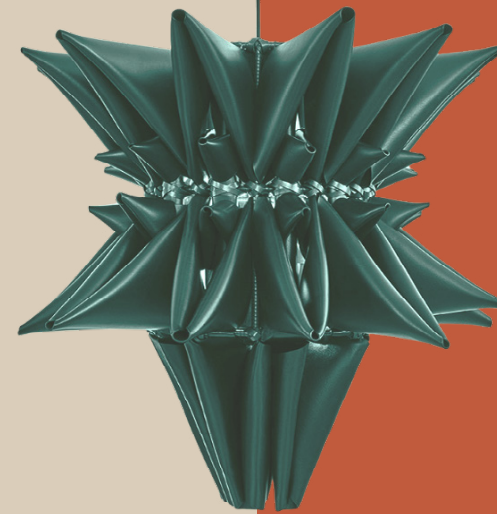


OUR CURRENT SCENARIO:

CHALLENGES

In times of crisis, the sensitivity of trends reflects changes in our surroundings and behaviors, while we feel the impacts of the approaching recession. The world is grappling with a succession of geopolitical and sociocultural challenges, rendering the current period uncertain and hazy, deeply altering financial, environmental, and cultural systems. Yet, even amidst this challenging scenario, it's vital to

remember that uncertainty also brings opportunities for renewal. Companies hold steadfast to their safe havens, strengthening their identities and core values, while new forms of interconnection and collaboration emerge. Previously overlooked cultures and voices are now in the spotlight, inspiring expressive and authentic designs that enrich our diversity. Together, we can confront these challenges and emerge stronger and more united than ever before through creativity and innovation.



INTER CULTURAL

EMERGING CONCEPT

THE PRESENCE OF SPACES
WITH STRONG ORIENTAL TRAITS
INDICATES SIGNIFICANT AESTHETIC
AND FUNCTIONAL CHANGES.

- » RISING ORIENTAL
- » CULTURAL INTERPRETATION
- » ALTERNATIVE FUNCTIONALITY

FOURTH MOMENT

CONSOLIDATED CONCEPT

ON THE PATH OF SELF, 2024 SEEMS
TO WANT TO ESCAPE THE PRESENT,
RESCUING THE PAST AND REDEFINING WHAT
GUIDES THE AESTHETICS OF THE MOMENT.

- » MY MOMENT (reflective)
- » MY MOMENT (serene)
- » FLASHBACK 70'S
- » CONCRETE PRESENT
- » FUTURE OF THE PAST

NE XUS

EXPANDING CONCEPT

EXPLORING THE SYNERGY BETWEEN
DIFFERENT UNIVERSES, THE TREND IS
ABOUT BRINGING CREATIVES AND BRANDS
TOGETHER IN UNIQUE COLLABORATIONS.

- » MULTIPLY
- » (IN)TERWOVEN
- » AMONG BONDS
- » NO MORE NOSTALGIA
- » SHARPNESS
- » HOME-STYLE
- » PURE MATTER



INTERCULTURAL

EMERGING CONCEPT

Facing head-on, not just placing, but firmly planting our feet on the ground! In times of global recession, rationality asserts itself. The search for alternative raw materials reflects geopolitical confrontations and their consequences. The presence of artisanal art, combined with multicultural richness, brings forth patterns and shapes from the past blended with Eastern influences. This approach enriches our repertoire, breaking away from the traditional European view. The presence of spaces with strong Asian traits points not only to an aesthetic change but also to the representation of the economic growth of these regions.

RISING ORIENTAL

The appreciation of influences outside the Europe/North America axis drives cultural diversity, enriching settings with striking traditional patterns and forms from the East.



- 01. *Roche Bobois + Jiang Qiong Er*
- 02. *Gervasoni*
- 03. *Agape*



▶▶ [CLICK HERE AND WATCH THE BRAND VIDEO](#)

▶▶ [CLICK HERE AND WATCH THE BRAND VIDEO](#)



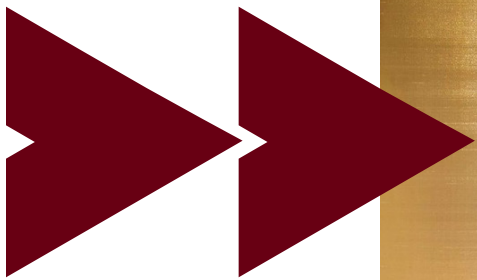


01.

02.



03.



04.



05.

- 01. Moooi
- 02. Loewe
- 03. Boffi
- 04. Armani Casa
- 05. Arper



HIGHLIGHT
FOR THE
TEXTURES,
WEAVES
AND INTENSE
COLORS.

Davi Gabriel, architect of the +Arquitetura Group

CULTURAL INTER- PRETATION

Artisanal craftsmanship emerges as a crucial expression of cultural identity, blending ancient traditions with contemporary influences to strengthen authenticity and diversity.



01.



02.

- 01. *Gervasoni*
- 02. *Piloto Milano*
by *Patrícia Anastassiadis*





01.

- 01. *Carpanese*
- 02. *Nilufar*



02.

ALTERNATIVE FUNCTION- NALITY

The search for practical solutions gains prominence amid global recession, propelled by geopolitical confrontations and the quest for new alternative materials.



01.



02.



03.

- 01. *Boffi*
- 02. *Hermès*
- 03. *Baxter*

▶▶ [CLICK HERE AND WATCH THE BRAND VIDEO](#)



10%
BLACK



01.



02.



03.

- 01. Missoni
- 02. Baxter
- 03. Cassina
- 04. Baxter



04.



PORTOBELLO
+ARQUITETURA
GROUP ON A
VISIT TO ONE OF
FUORISALONE'S
MOST
ANTICIPATED
BRANDS:
CASSINA,
LOCATED IN
VIA DURINI.



FOURTH MOMENT

CONSOLIDATED CONCEPT

On the path of the Self, 2024 seems to want to escape the present. To reclaim the past to stay in a comfort zone and redefine what guides the aesthetics of the moment. The quest to be the protagonist makes us think of an uncertain and dystopian future. Thus, we are living dichotomy, groping yesterday, experiencing the present, and questioning tomorrow in search of personal time.

MY MOMENT

(reflective)

Reflection, self-discovery, and rethinking gain importance and influence the aesthetics of environments, making them conducive to introspection and listening to the inner voice.



01.



02.

01. Baranzate Ateliers
02. Baranzate Ateliers



01.

- 01. *Patricia Urquiola para Salvectori*
- 02. *Loro Piana*



02.

MY MOMENT

(calm)

The eternal quest for inner peace seems to reach its peak. In a turbulent world outside, inside, instead, design promotes tranquility and relaxation. Calm and welcoming aesthetics provide a refuge to ward off anxiety.



01.



02.

- 01. Moooi
- 02. Boffi

▶▶ [CLICK HERE AND WATCH THE BRAND VIDEO](#)



MY MOMENT

(soft colors)



01.



02.

- 01. Flexform
- 02. Arper
- 03. Kartell
- 04. Natuzzi



04.



PORTOBELLO
+ARQUITETURA
GROUP VISITING
THE SHOWROOM
IN VIA DURINI.

FLASH BACK 70'S

The feeling of security is achieved when appreciating the past, reflected in current furniture that brings forth elements of the 70s: shapes, colors, and textures. Classic products and cherished traditions resurface, providing stability, historical connection, and a unique vintage touch to projects.



01.

- 01. *Acerbis*
- 02. *Baranzate Atelier*
- 03. *Kartell*



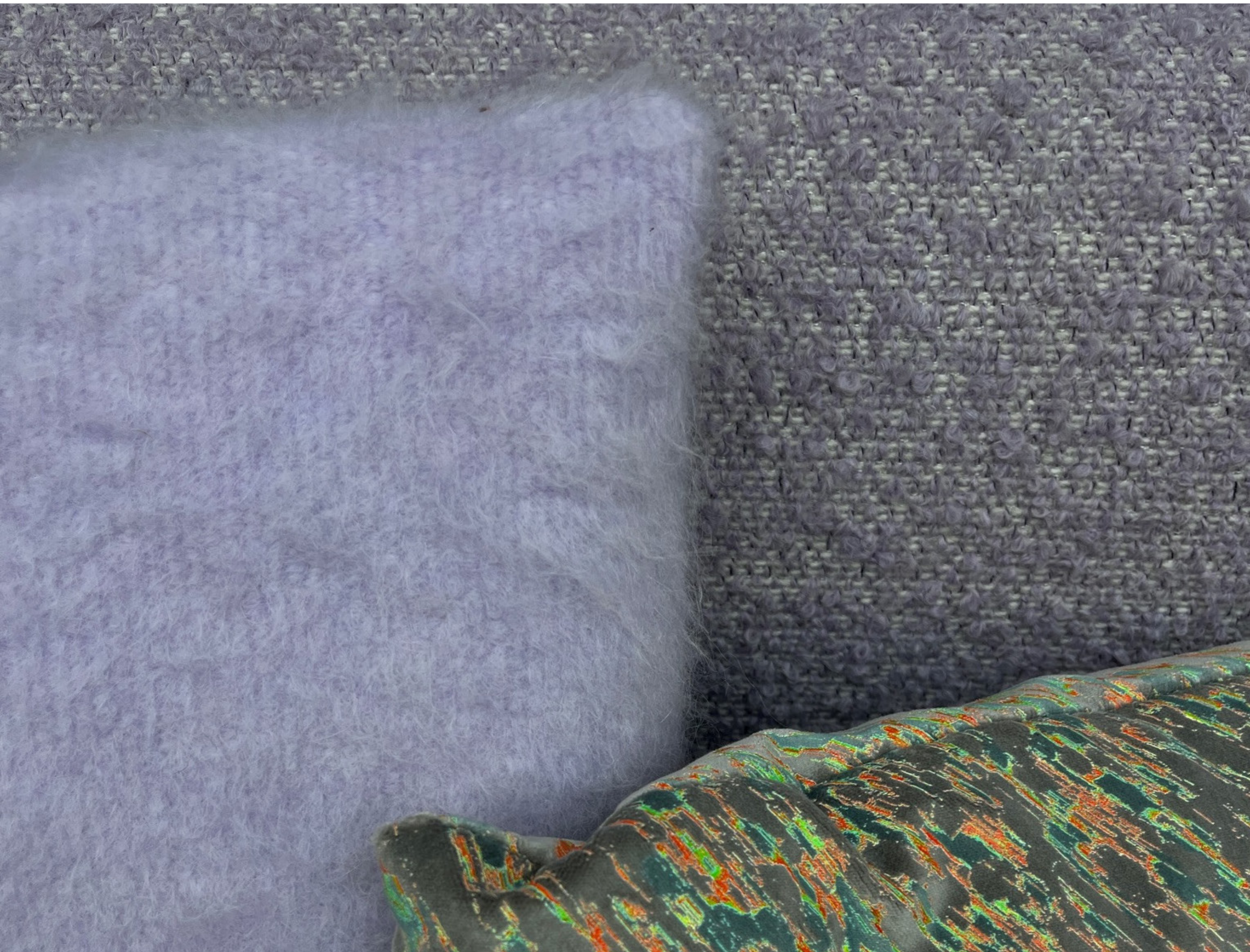
02.



03.



Reproduction Poltrona Frau



01.



02.

- 01. *Moroso*
- 02. *Paola Lenti*
- 03. *Moroso*



03.



DESIGN
TO SEE
WITH YOUR
HANDS.

+Architecture Research Group professional in Brera

FLASHBACK 70'S

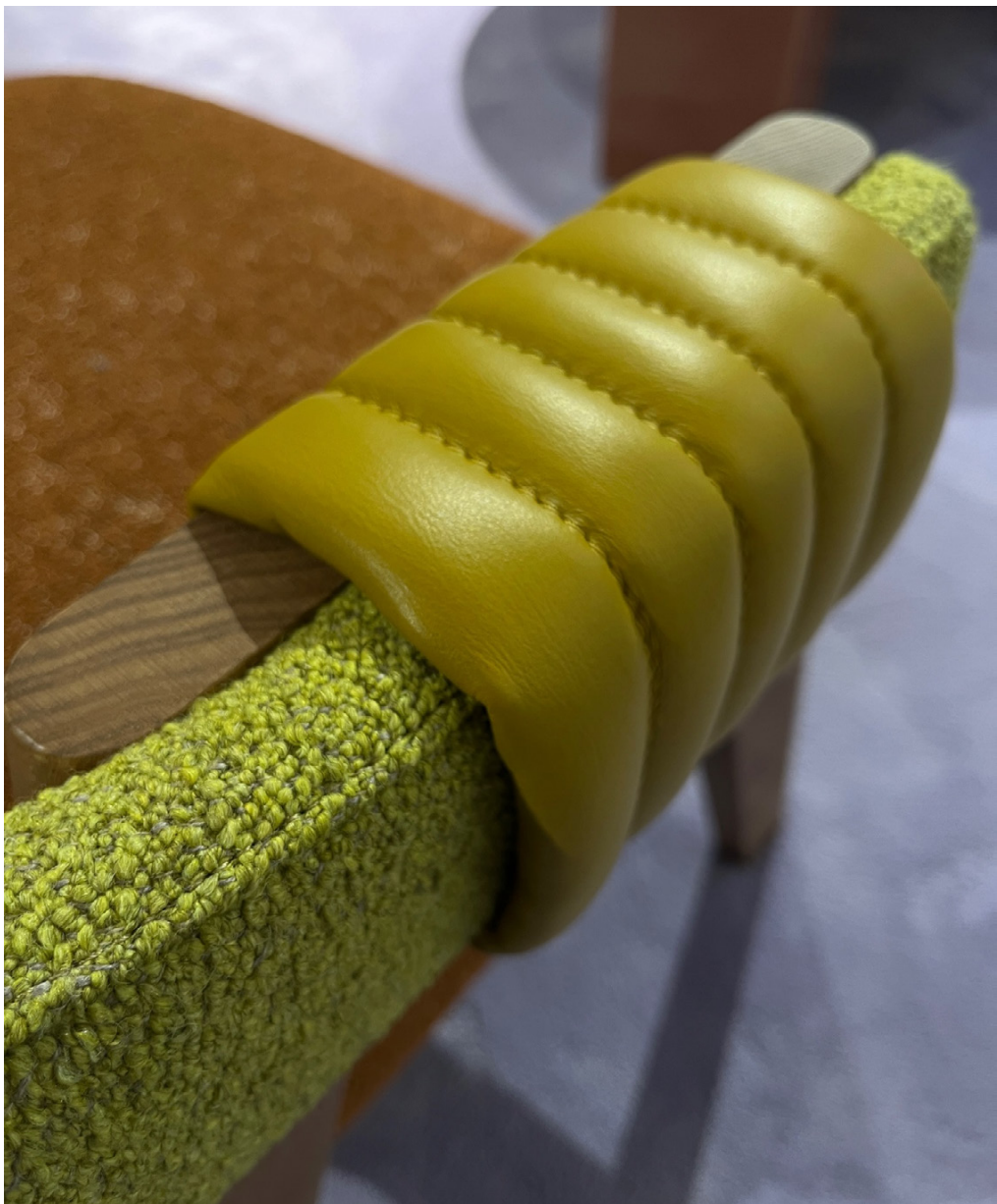
(retro colors)



01.

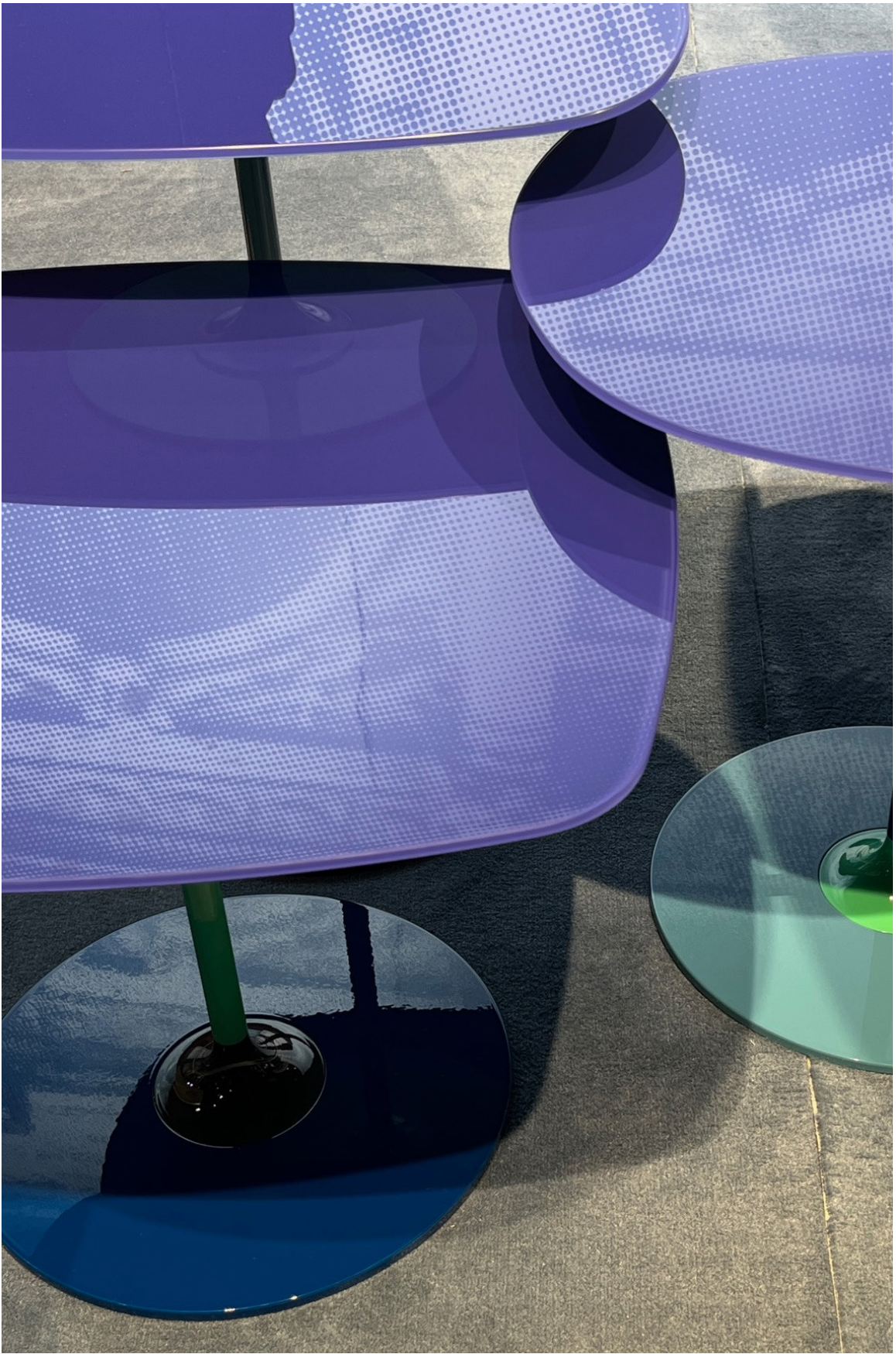


02.



03.

- 01. *Baxter*
- 02. *Kartell*
- 03. *Moroso*
- 04. *Kettal*



04.

CONCRETE PRESENT

Spaces and projects that invite the experience of the present by offering security in durable materials. These spaces allow us to set aside the anxiety of the future and the memories of the past, providing a sense of balance and solidity.



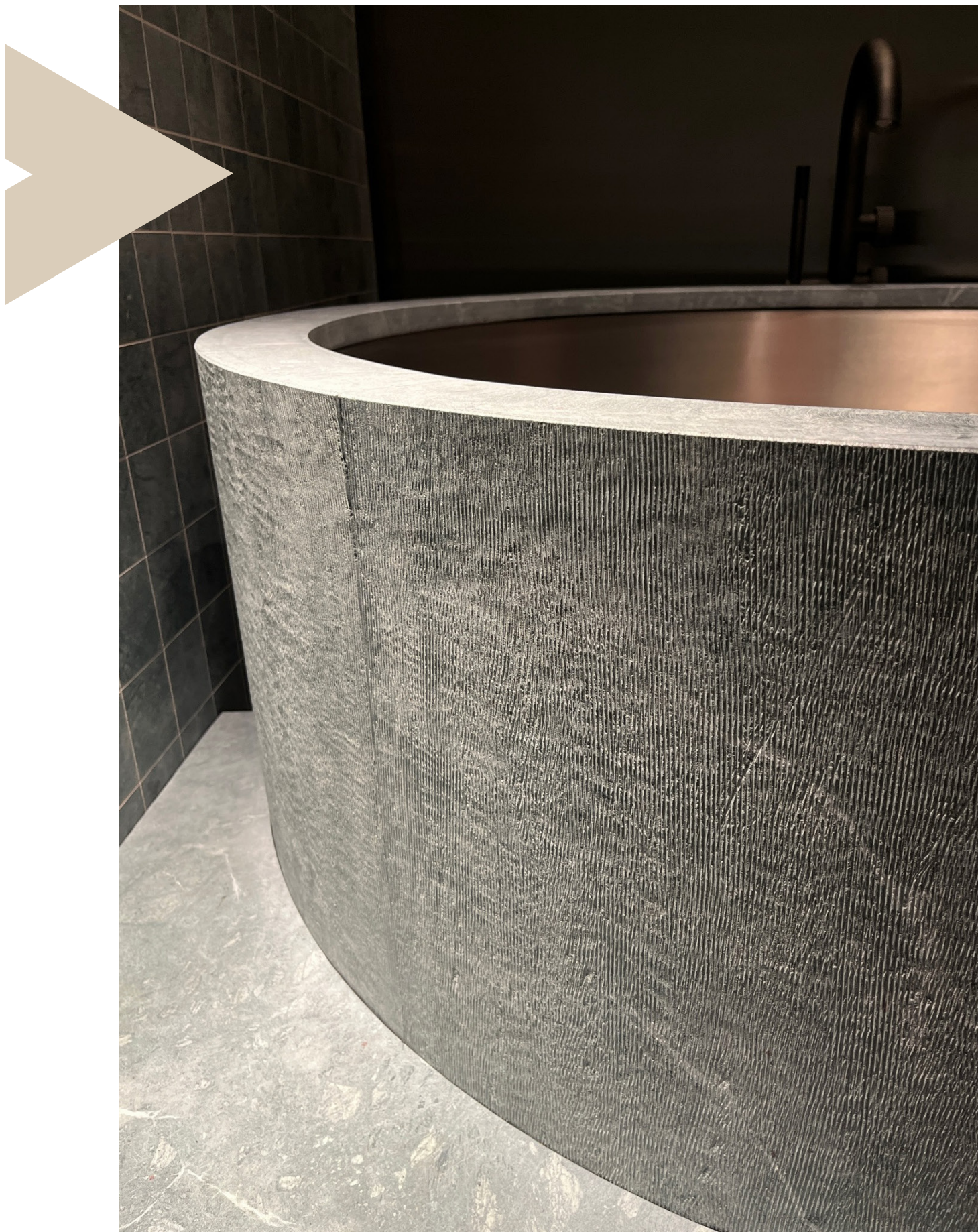
01.

- 01. *Baranzate Ateliers*
- 02. *Salvatori*



02.





01.

- 01. *Salvatori*
- 02. *Modulnova*



02.



THE
DECORATION
OF THE SPACE
BRINGS THE
PERCEPTION OF
RUSTICITY AND
DURABILITY.

FUTURE OF THE PAST

Questioning a future without answers.
We find in yesterday some feelings
we would like for tomorrow,
but always uncertain.

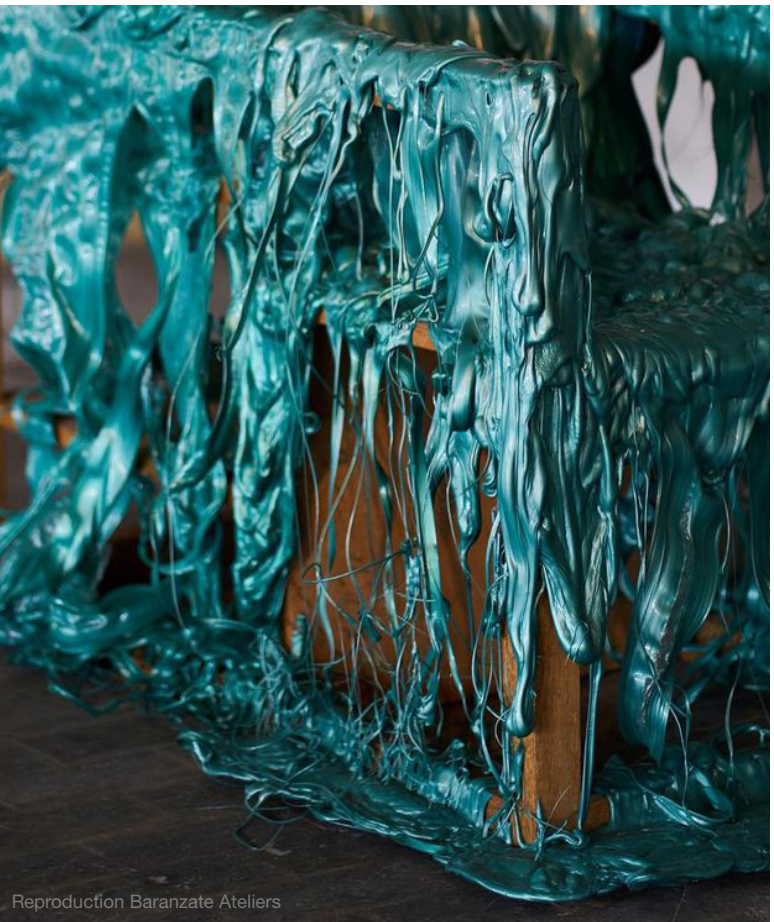


Reproduction | photo Federico Villa

01.



02.



Reproduction Baranzate Ateliers

03.

- 01. Artemide
- 02. Baranzate Ateliers
- 03. Baranzate Ateliers





NEXUS

EXPANDING CONCEPT

Exploring the synergy between different universes, the trend is about uniting creatives and brands in unique collaborations. Expanding this idea beyond the creative business and reaching environments, NEXUS merges natural with synthetic and internal with external, creates deep human connections, and revives classic products for a contemporary and meaningful interpretation.

MULTIPLY

The art of creating connections results in the best of both worlds in innovative designs integrating high-caliber creative talents. This synergy results in unique pieces that reflect the fusion of expertise, vision, and innovation.



Patricia Urquiola + Salvatori

The union of two powerful icons, 'The Small Hours' combines natural stone and steel, conveying a contemporary and lightweight approach to bathroom design.





Diesel + Moroso

Moroso, in partnership with Diesel, launched a collection with modern design and high quality, inspired by the duality between the underground world and nature.



Paola Lenti + Nendo

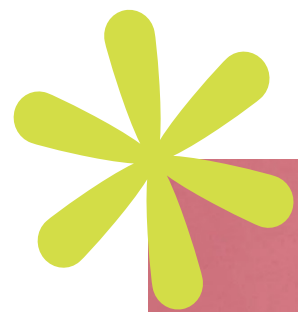
The sustainable Hana-arashi collection is inspired by nature and Japanese culture. Vibrant furniture made of recycled material celebrates cherry blossoms and values such as Komorebi and Mottainai.



▶▶ [CLICK HERE AND WATCH THE BRAND VIDEO](#)



Reproduction | Mattel e Kartell



Reproduction | Mattel e Kartell



Reproduction | Mattel e Kartell

Kartell + Mattel

The multifaceted collaboration presented the reproduction of five of Kartell's most iconic chairs (Al, Venice, Louis Ghost, Masters, and Ero/s), all inspired by Barbie. A series of entirely pink collectible chairs, both toy-sized and full-sized, made to add a touch of dreams to adult homes.

BETWEEN WORLDS

Natural or synthetic. Internal or external. Neither one, nor the other: both! Connections between natural and synthetic environments, between the external and internal world, promote harmony between nature and human production, as well as establish meaningful connections with different social and cultural aspects.



Reproduction Kartell

- 01. *Kartell*
- 02. *Missoni*
- 03. *Paola Lenti*

02.



Reproduction Missoni



01. 03.

[CLICK HERE AND WATCH THE BRAND VIDEO](#)

▶▶ [CLICK HERE AND WATCH THE BRAND VIDEO](#)



(IN)TER WOVEN

Engaging interaction, as a symbol of the texture of the exterior entering the residence. The wind, the breath, and the freshness permeate open weaves, creating a unique connection with the external environment.



01.

- 01. Kettal
- 02. Mutina
- 03. Poltrona Frau

02.



Reproduction Mutina



03.



Reproduction | photo Maurizio Natta



CLICK HERE AND WATCH THE BRAND VIDEO

#



Reproduction Paola Lenti



Reproduction | photo Maurizio Natta

- 01. Paola Lenti
- 02. Paola Lenti
- 03. Paola Lenti



OUR
RESEARCH
TEAM
ANALYSED
THE NEW
COLORS AND
TEXTURES IN
PAOLA LENTI'S
SHOWROOM.

NO MORE LONGING

Past and present united to bring iconic products back to life, instigating nostalgia and relevance to contemporaneity. This beyond time collaboration allows a reconnection with history and a comprehensive view of design for the future.



Reproduction Patricia Urquiola

Cassina - Dudet, by Patricia Urquiola

Dudet: a new sofa and armchair maintain the evocative and architectural design, preserving the unique style and comfort of the original piece from 2021.



Reproduction Patricia Urquiola



[CLICK HERE AND WATCH THE BRAND VIDEO](#)



Moroso + Patricia Urquiola

Patricia Urquiola reimagines Lowland and Lowseat from Moroso, launched in 2000, with a sustainable approach, transforming them into renewed eco-friendly pieces.

▶▶ [CLICK HERE AND WATCH THE BRAND VIDEO](#)



Boffi 90 years
Boffi exhibited its 90 years of history and innovation in a striking exhibition. Highlighting iconic products and launches like the Cove Kitchen, designed by Zaha Hadid Design, the exhibition celebrated the fusion of tradition and contemporary design, showcasing the brand's evolution over the years.

CLARITY

By unveiling behind-the-scenes elements, brands display their values, weaving genuine relationships with consumers and promoting ecological values.



Magis x Heatherwick Studio
The In-Side collection, resulting from the collaboration between Heatherwick Studio and Magis, stands out by harmonizing recycled materials, nature, and human interventions. With innovative recycled plastic technology, it challenges traditional standards, promoting sustainability and creativity.

[CLICK HERE AND WATCH THE BRAND VIDEO](#)



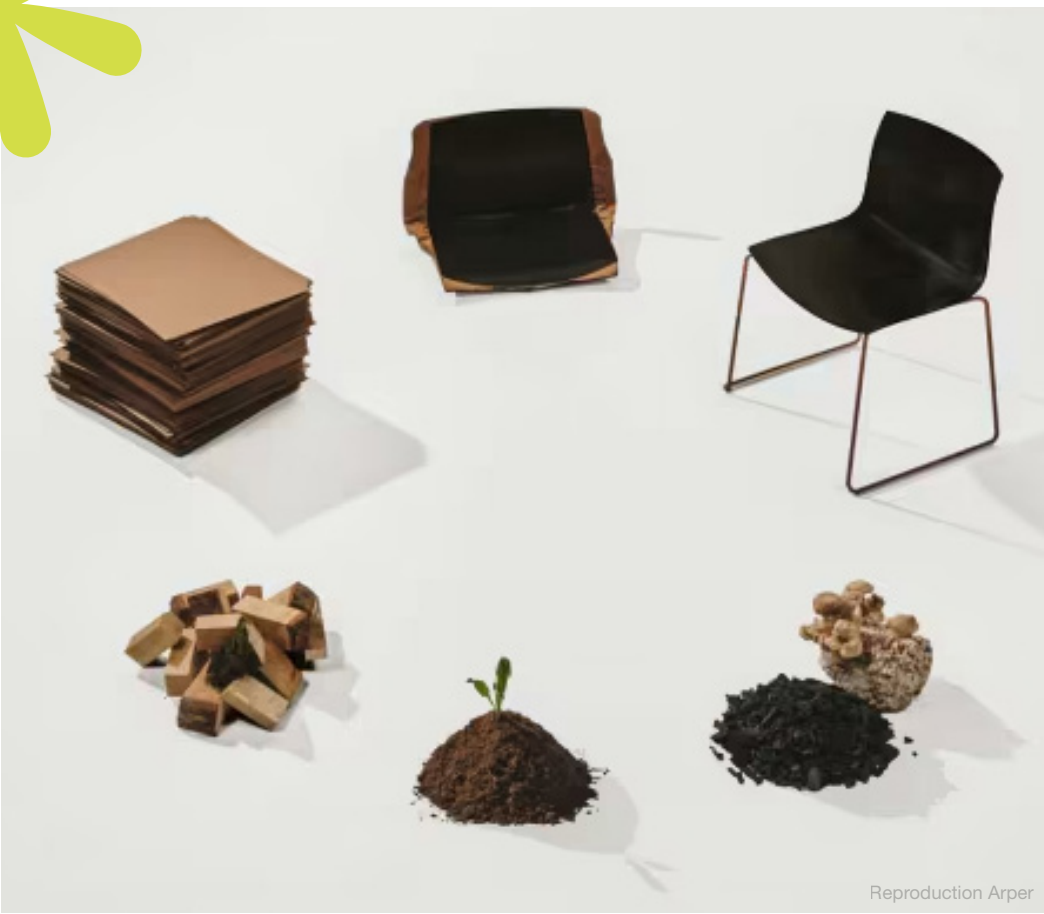
THE FURNITURE
STRUCTURE
EXPOSES
ITS INTERIOR,
REVEALING
ITS RAW
MATERIAL'S
ESSENCE.



Reproduction Arper



CLICK HERE AND WATCH THE BRAND VIDEO



Reproduction Arper

New Catifa Carta by Arper

In partnership with Papershell, Arper launches a renewed version of the iconic Catifa 53 chair. Catifa Carta incorporates revolutionary material from Papershell, significantly reducing its environmental footprint. In addition to being dismantlable and durable, the material sequesters CO2, promoting modern and environmentally responsible design.

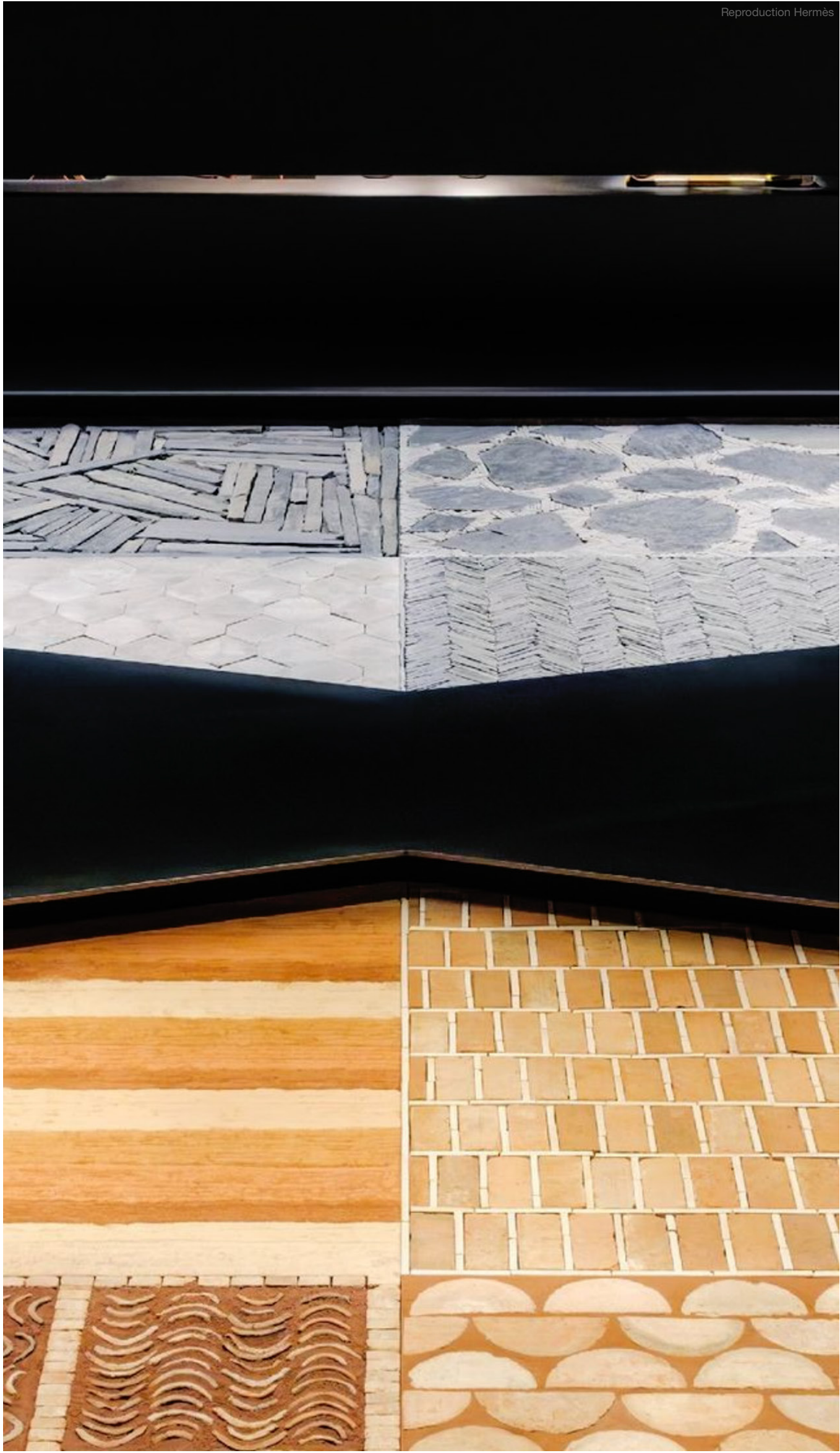
▶▶ [CLICK HERE AND WATCH THE BRAND VIDEO](#)



Nendo
Nendo exhibited "Whispers of Nature" at the Paola Lenti showroom. The exhibition explored natural nuances such as time and quick rains. Translucent shelves evoke cloud images, while other pieces translate the magical moments after the rain.

IN-HOUSE STYLE

Revisiting the historical archives of brands not only celebrates their heritage and identity but also offers inspiration to create new collections, which can be reinterpreted with a contemporary perspective, incorporating current trends and technologies.



*Hermès connects
past and present*

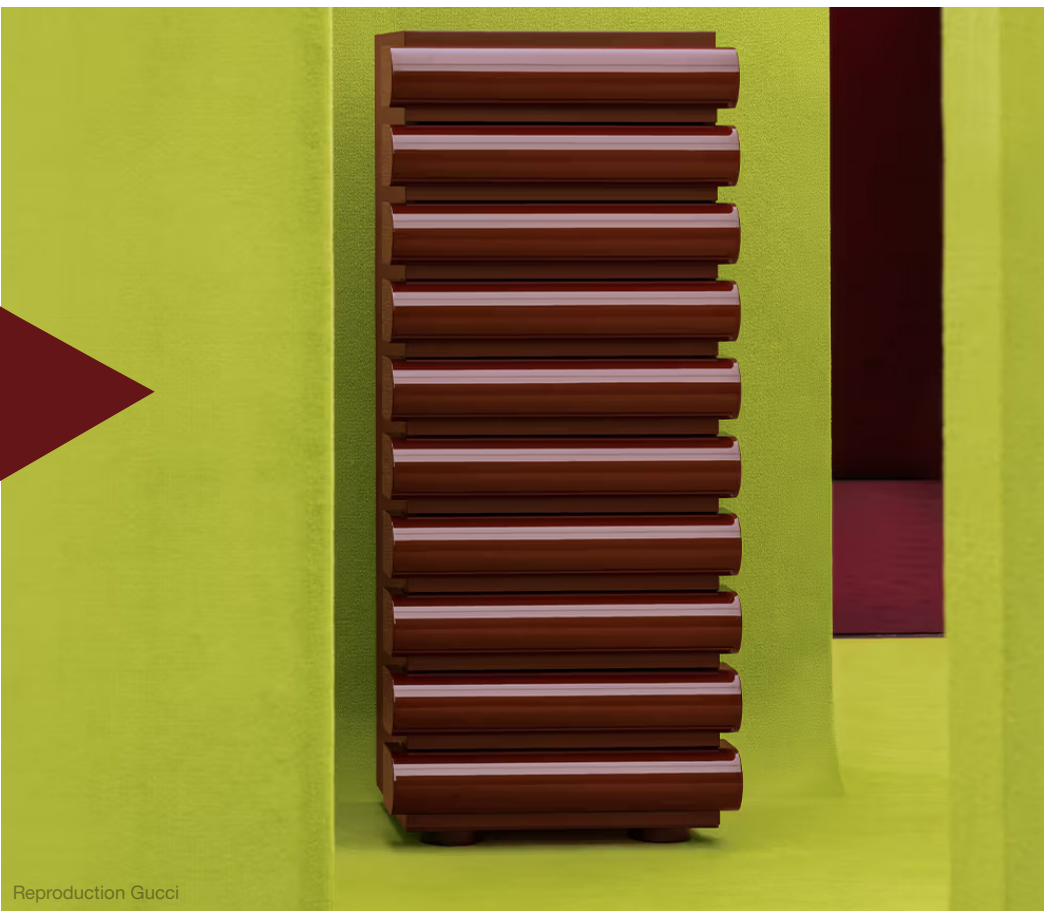
In the exhibition at La Pelota, the brand refers to the 20th century by using 20 different materials in shades of gray, brown, and red. The experience connects past and present, highlighting the brand's conscious evolution over the years.



[CLICK HERE AND WATCH THE INSTALLATION VIDEO](#)



Reproduction Gucci



Reproduction Gucci



Reproduction Gucci

***Gucci + Acerbis+
CC-Tapis +
FontanaArte +
Tacchini + Venini***

Gucci connected renowned brands - Acerbis, CC-Tapis, FontanaArte, Tacchini, Venini - for an exclusive collaboration presented at Salone del Mobile.

PURE MATTER

In a world where it's hard to escape the action of men, the natural state of matter, with its almost untouched imperfections, becomes desirable.



01.

- 01. *Baranzate Ateliers*
- 02. *Baranzate Ateliers*
- 03. *Atelier Vierkant*



02.



03.

CONNECT



01.

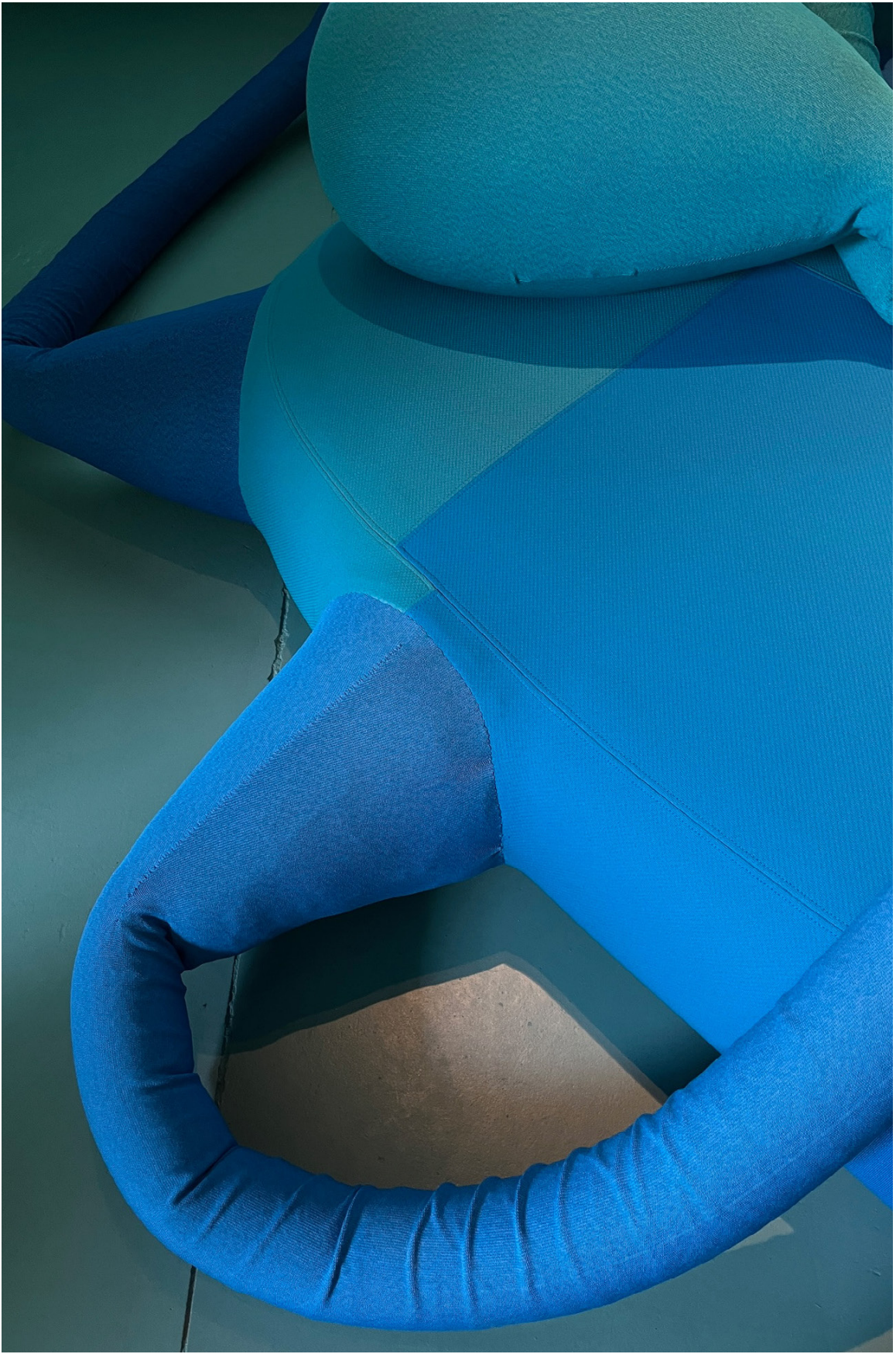


02.



03.

- 01. Paola Lenti
- 02. Kettal
- 03. Cassina
- 04. Paola Lenti



04.

Our presence at internationally renowned events, such as Milan Design Week, is essential in the **Portobello Innovation Cycle**.

We travel through different scenarios of architecture, design, fashion, art, and technology, transforming data into valuable insights for constant innovation. In 2024, we continue to update our products, materials, and information, inviting you to explore trends in the **TrendBook 2024** and beyond.

[CLICK HERE AND CHECK OUT THE TRENDBOOK 2024](#)



