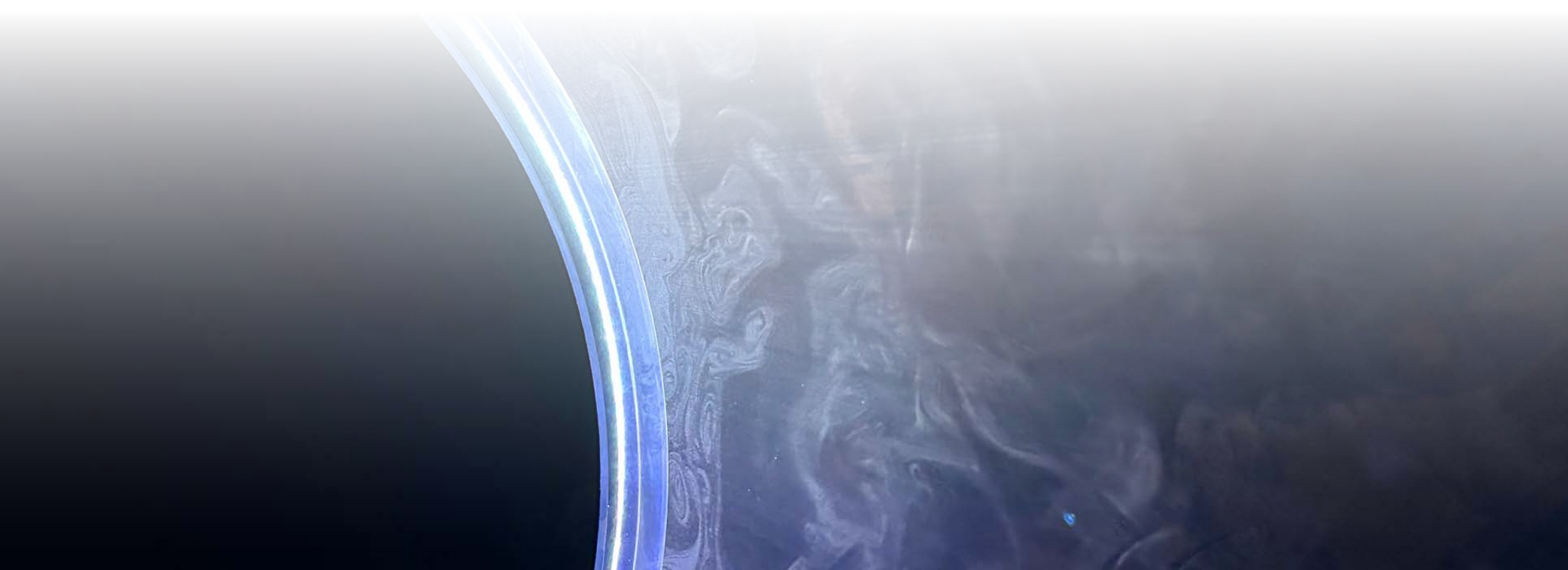




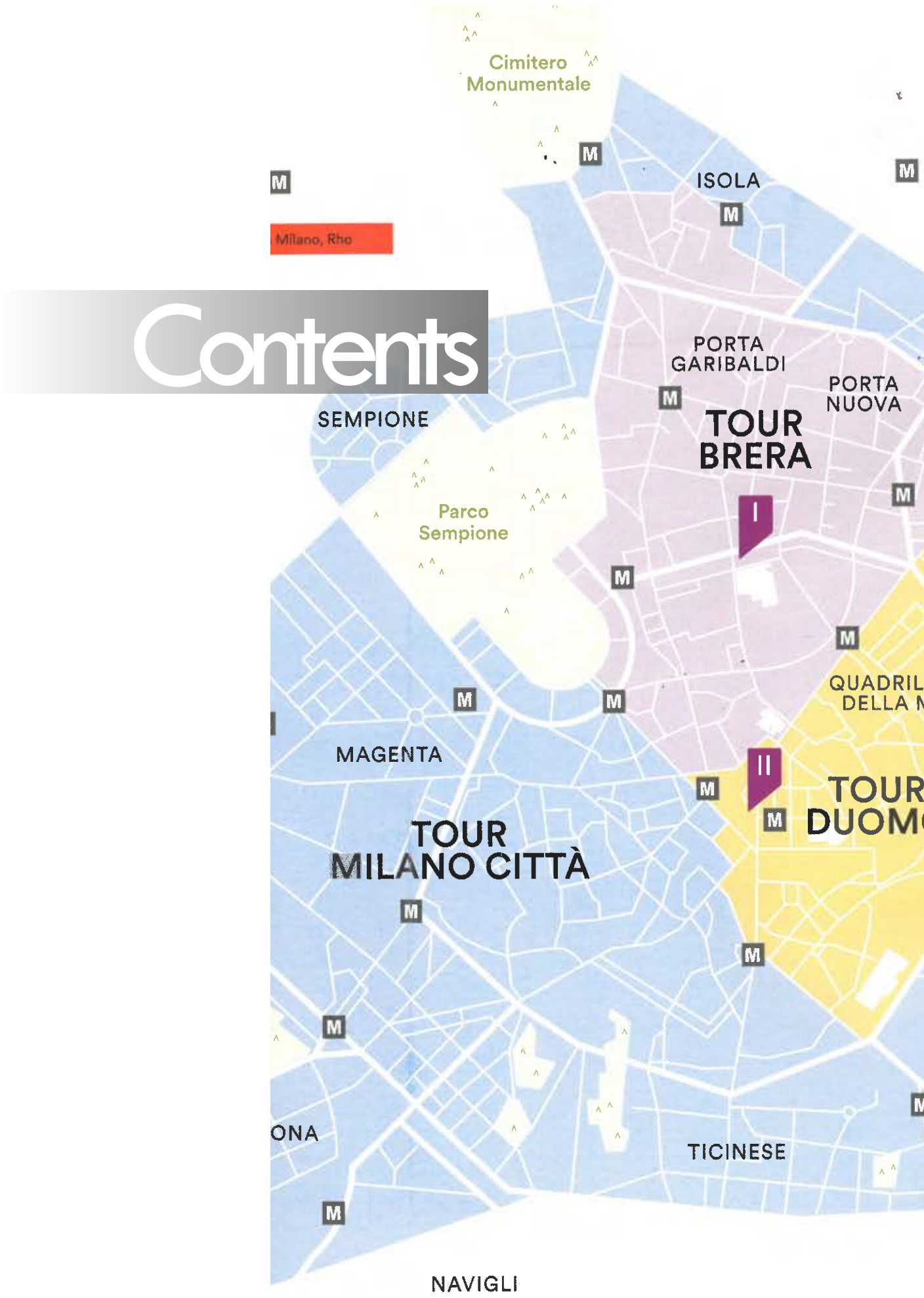
# Colour Materials Finish

Milan Design Week 2025

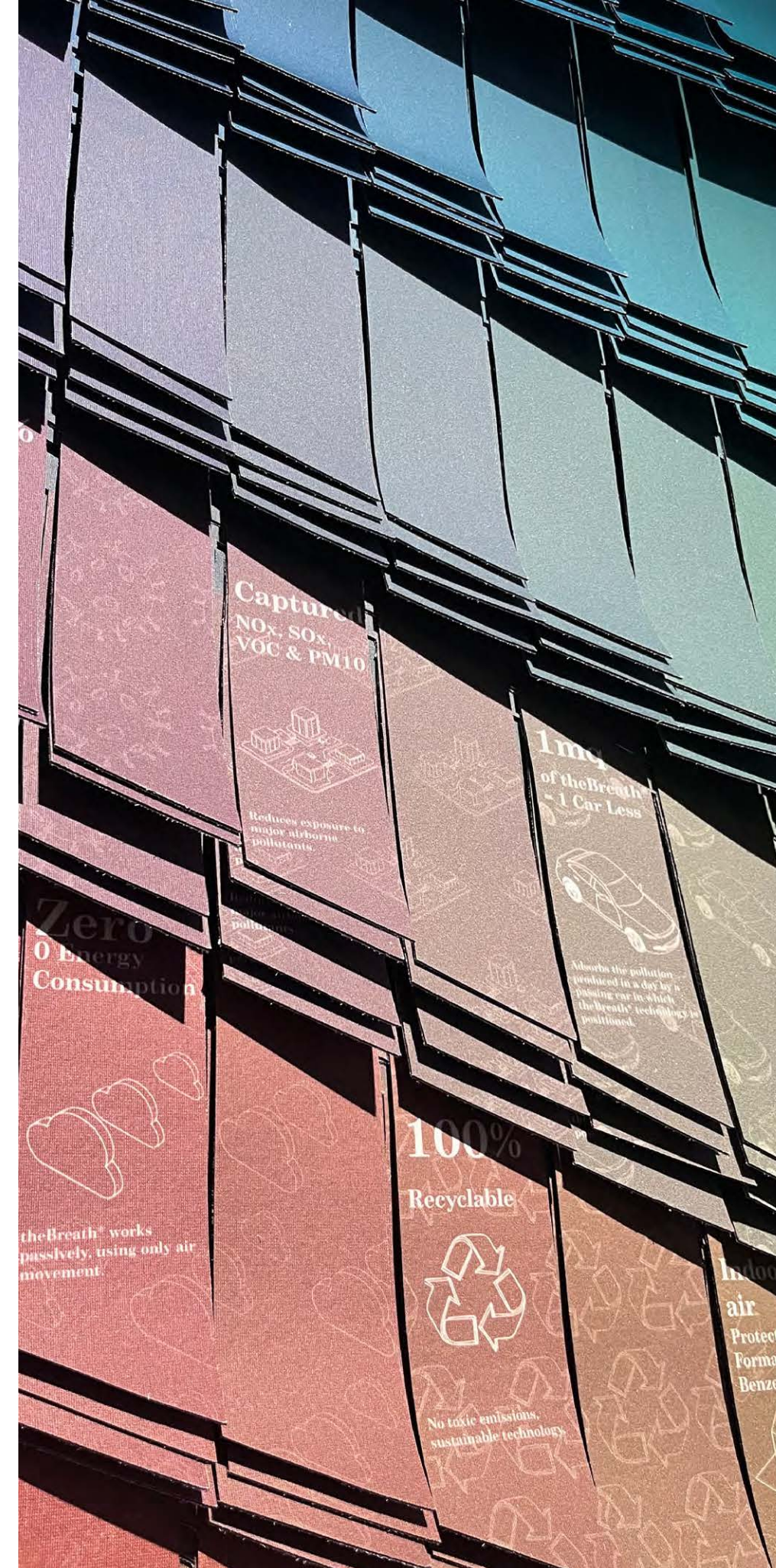


“Design is rooted in human anatomy and feeds  
on continuous interaction” - Bill Durgin on Thought for Humans.

Salone Del Mobile 2025



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# Districts

Rho  
Brera  
Via Tortona



# Materials

Bouclé  
A Touch of Glass  
Copper Patina Effects



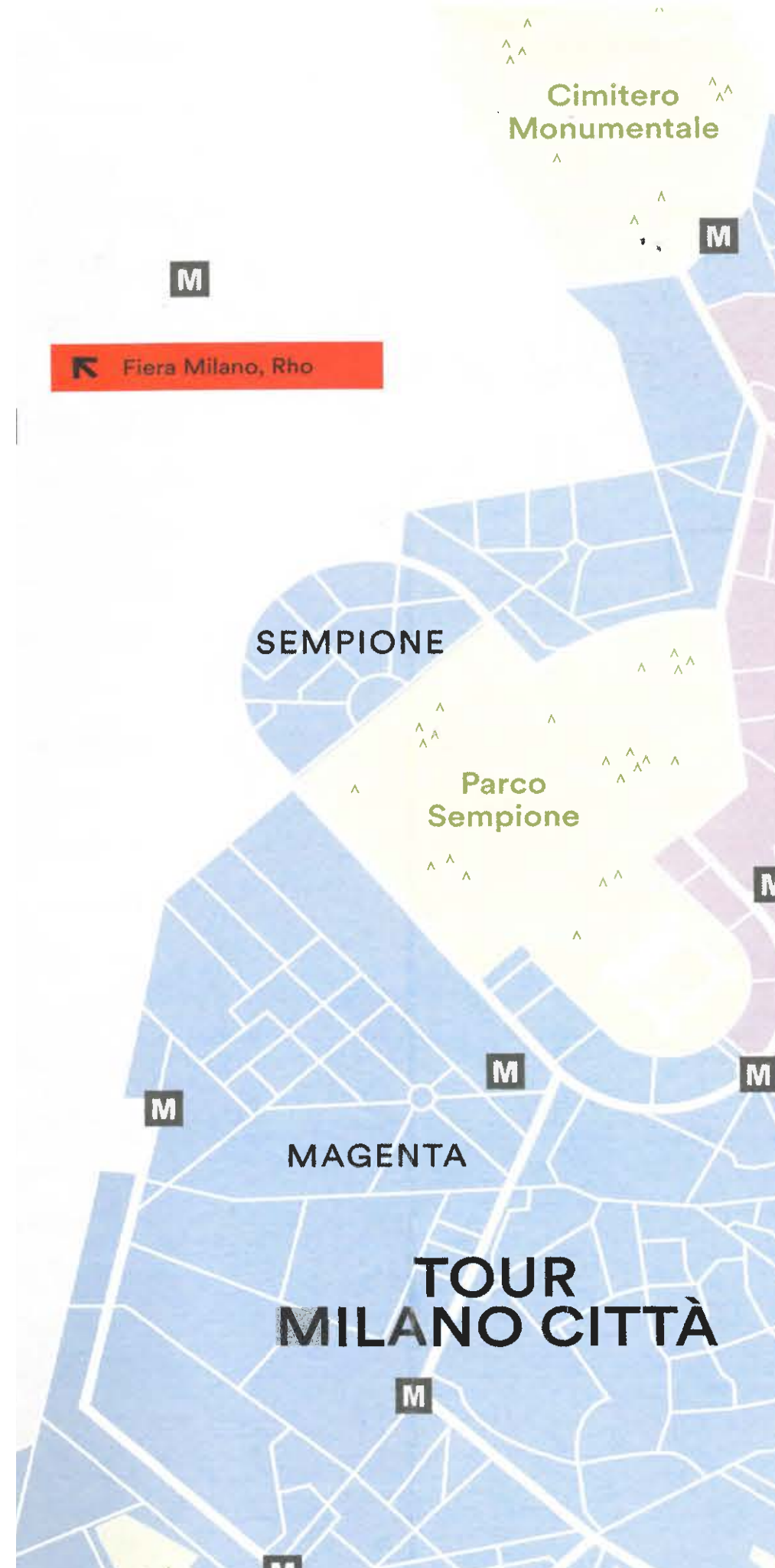
# Colour

Herbal Blanc  
Terracotta  
CMYK

# Trends

Bubbles  
Nature Fusion  
Magic





Salone Del Mobile is an expansive furniture fair within the Fiera Milano-Rho fairgrounds, showcasing creations by design houses from all over the world.

This year's theme was 'Thought for Humans', exploring the connection between humans and design, light and matter; the ultimate goal was to place people at the centre of the story, as a reminder that design is essential for improving everyday life. Material choices ranged from metals and bioplastics to woods and fabrics, bringing attention to the importance of touch, the source of the human - design connection.

# Districts

Rho

Brera

Via Tortona

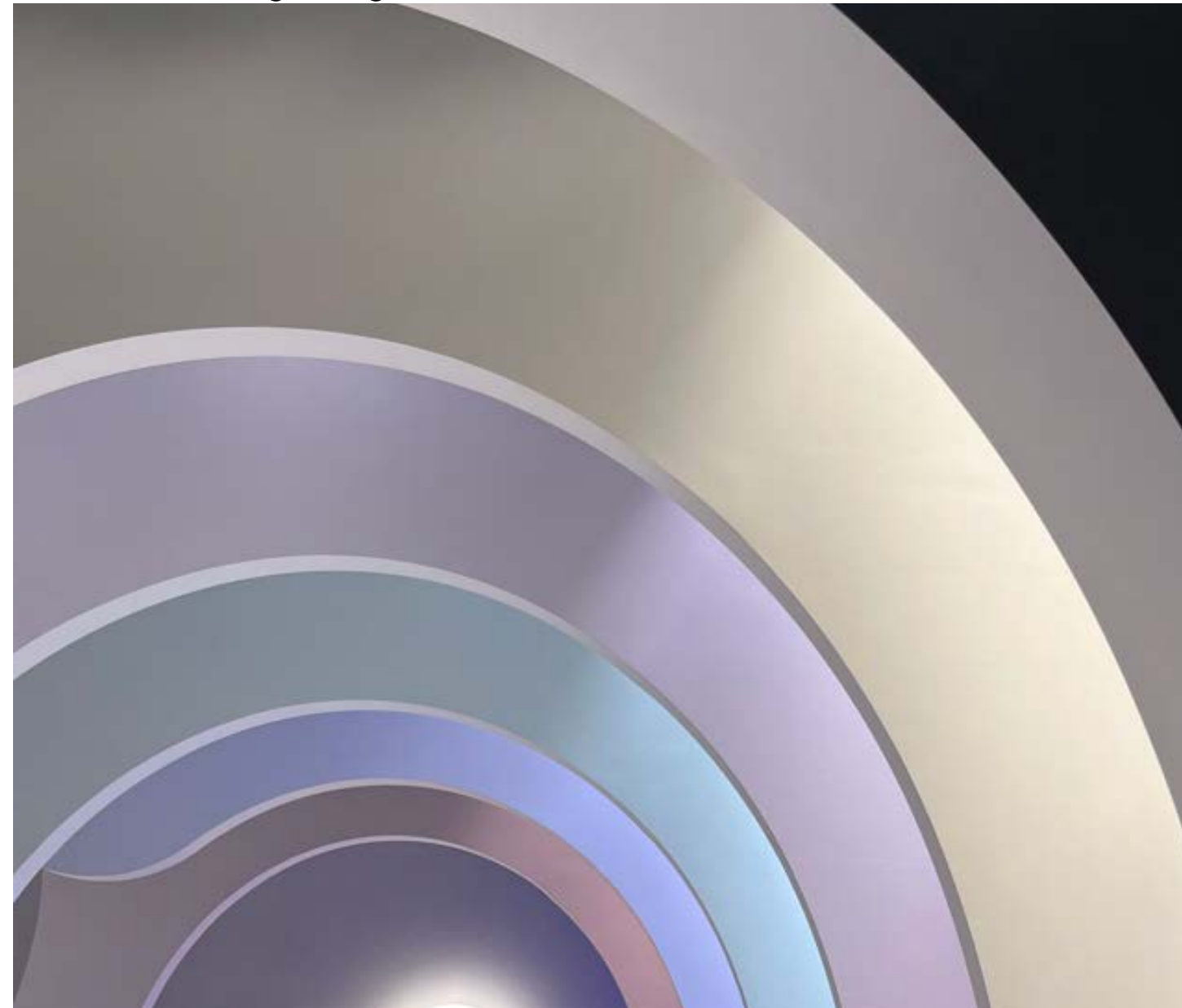


# Overview



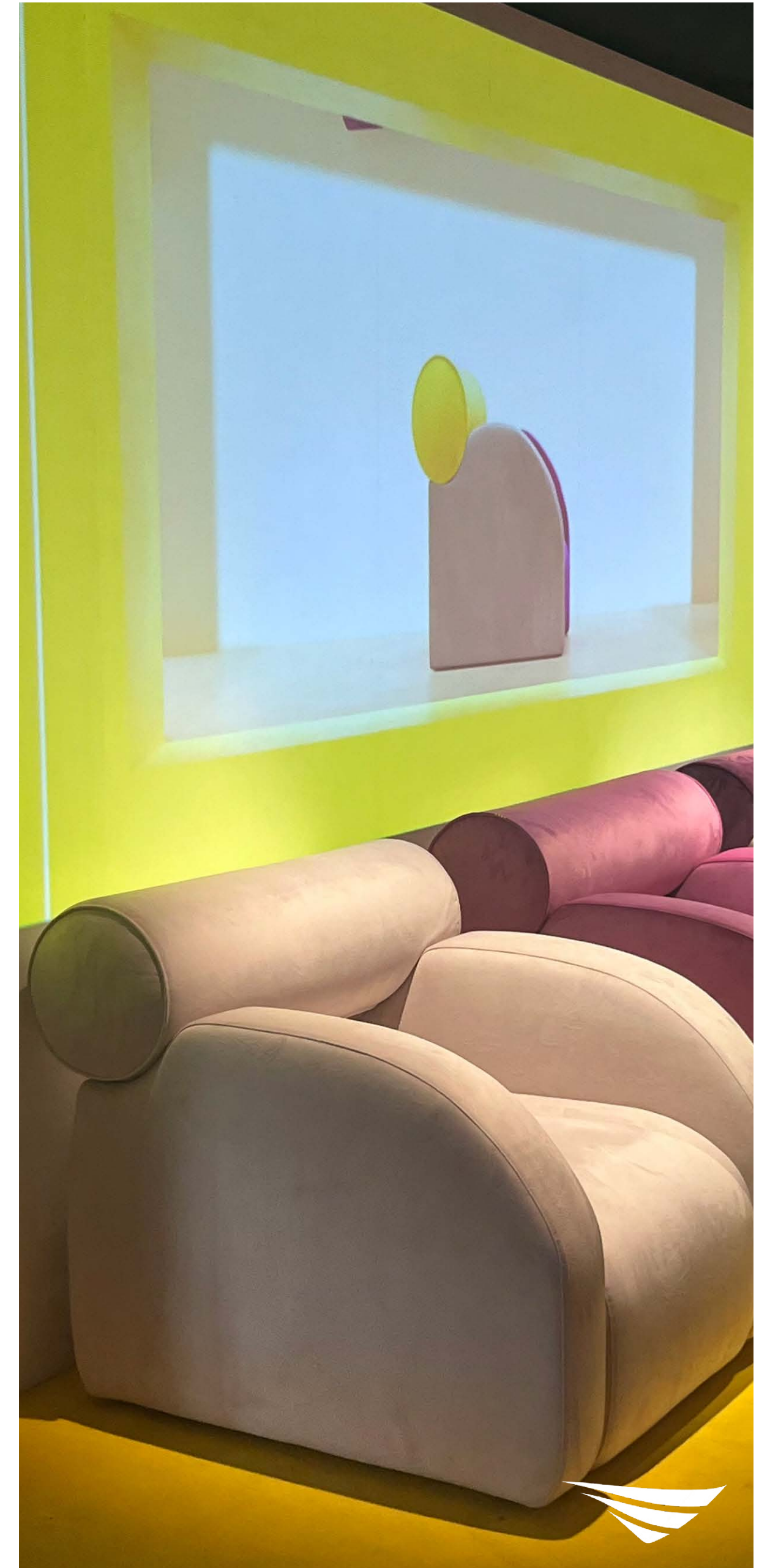
eForma - featuring Ninfa

imoon - Lighting



Louis de Poortere Rugs

Demonte Moi Armchair - Paolo Nesi





Brera design district was buzzing with high-end brands showcasing their collaborations with local artists. Every year the brands attract increasing visitors from across the globe to offer a glimpse into experiencing art, design, and culture. There is also a sense of rising brand tourism; with many visitors carrying goody bags that promote the brands and huge shouty posters standing outside entrance doors. It is indeed a matter of perspective, but it's clear that the district has evolved into a complex space that balances commercial interests with its cultural heritage.

**Districts**  
Salone Del Mobile  
**Brera**  
Via Tortona

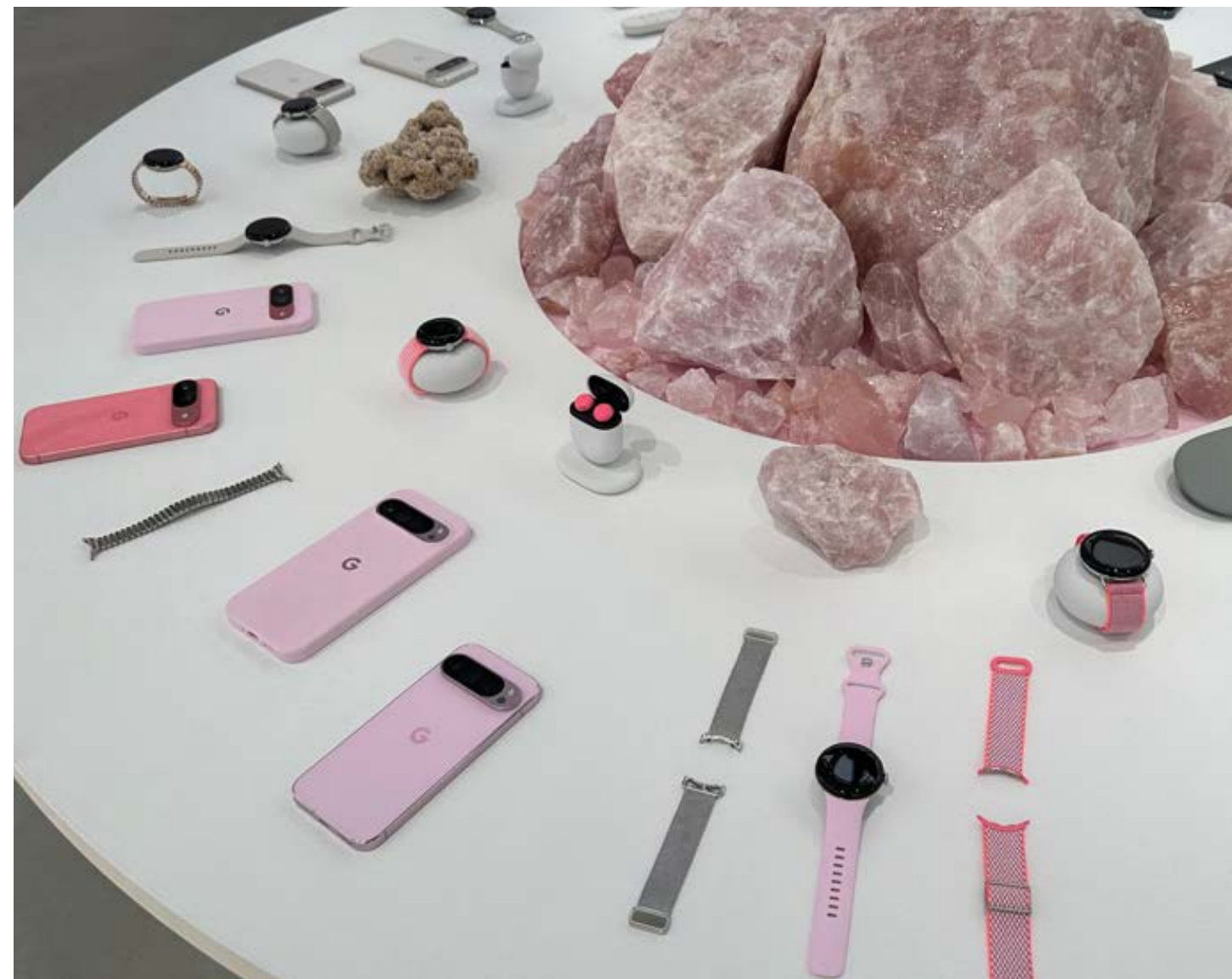


# Overview



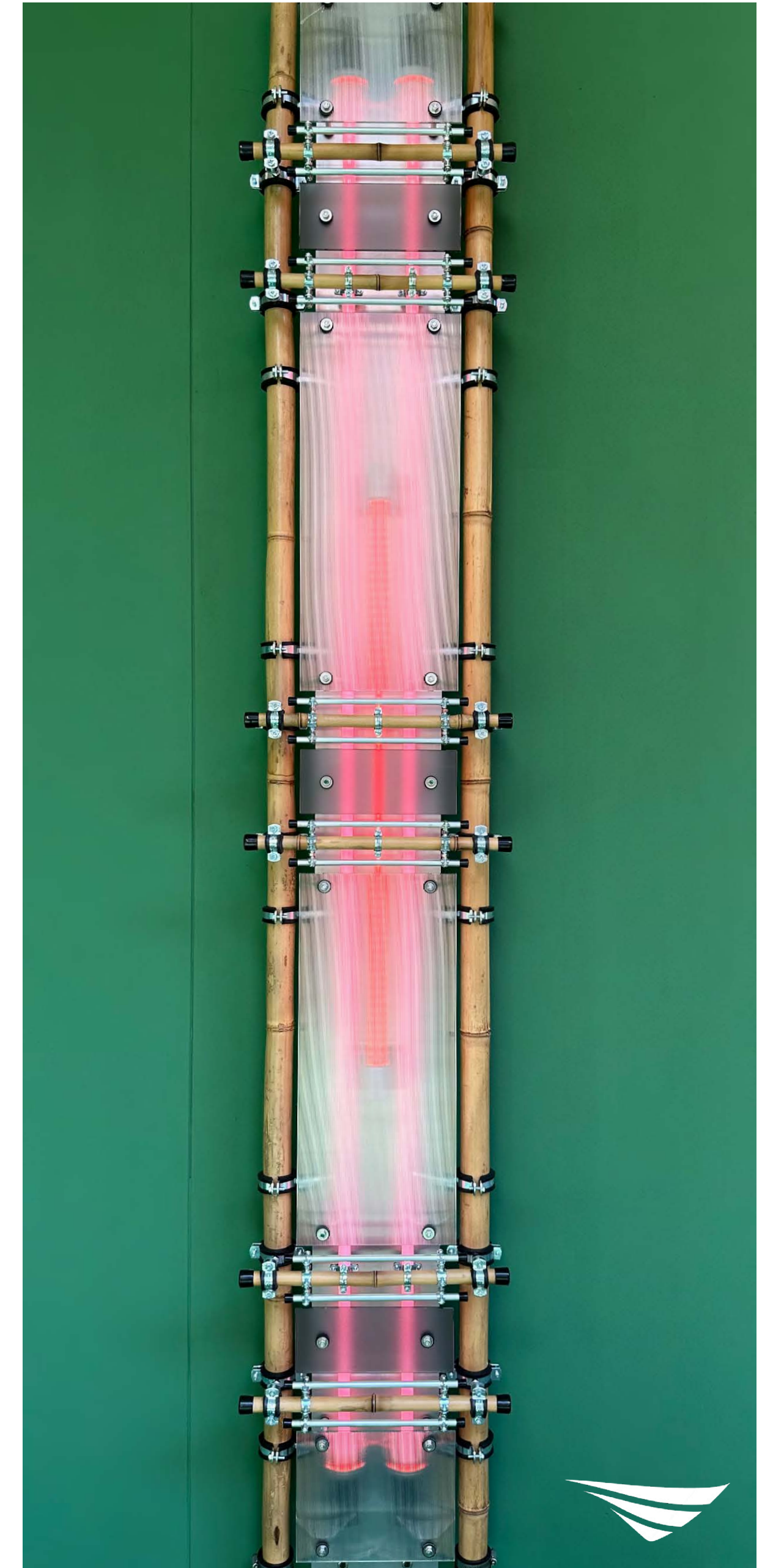
Es Devlin - Library of Light

Loewe - Teapots



Google - New products on display

Gucci - Bamboo Encounters





The Tortona district of Milan Design Week was a hub of creativity, looking to the future with modern innovative materials. One of the highlights was the Konzepthaus display, walking visitors through Lotus' story and the creation of Theory 1. Of particular interest was the steering wheel with a robotic textile which improves the driver's grip when in Sport Mode.

At Superstudio Più, a variety of exhibits were on show which explored unique and unusual materials to create art pieces - such as Flora Lisa - made up of natural waste materials such as rice straw and coffee shells. One of the exhibits was 'The Scale of Commitment', where theBreath was showcased: a fabric made up of three key layers, the core of which is designed to absorb, trap, and disaggregate pollutants and bad smells.

# Districts

Salone Del Mobile

Brera

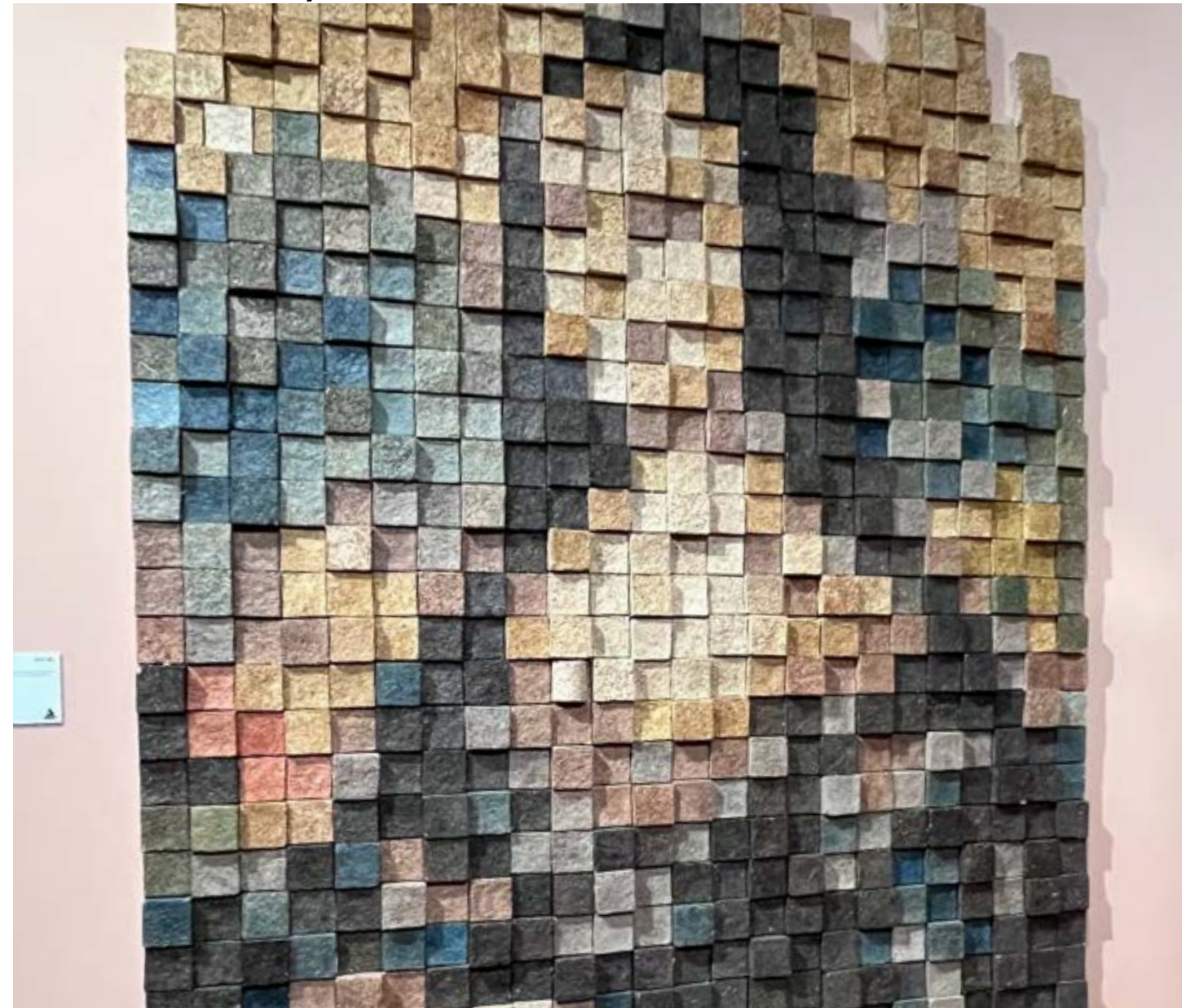
Tortona





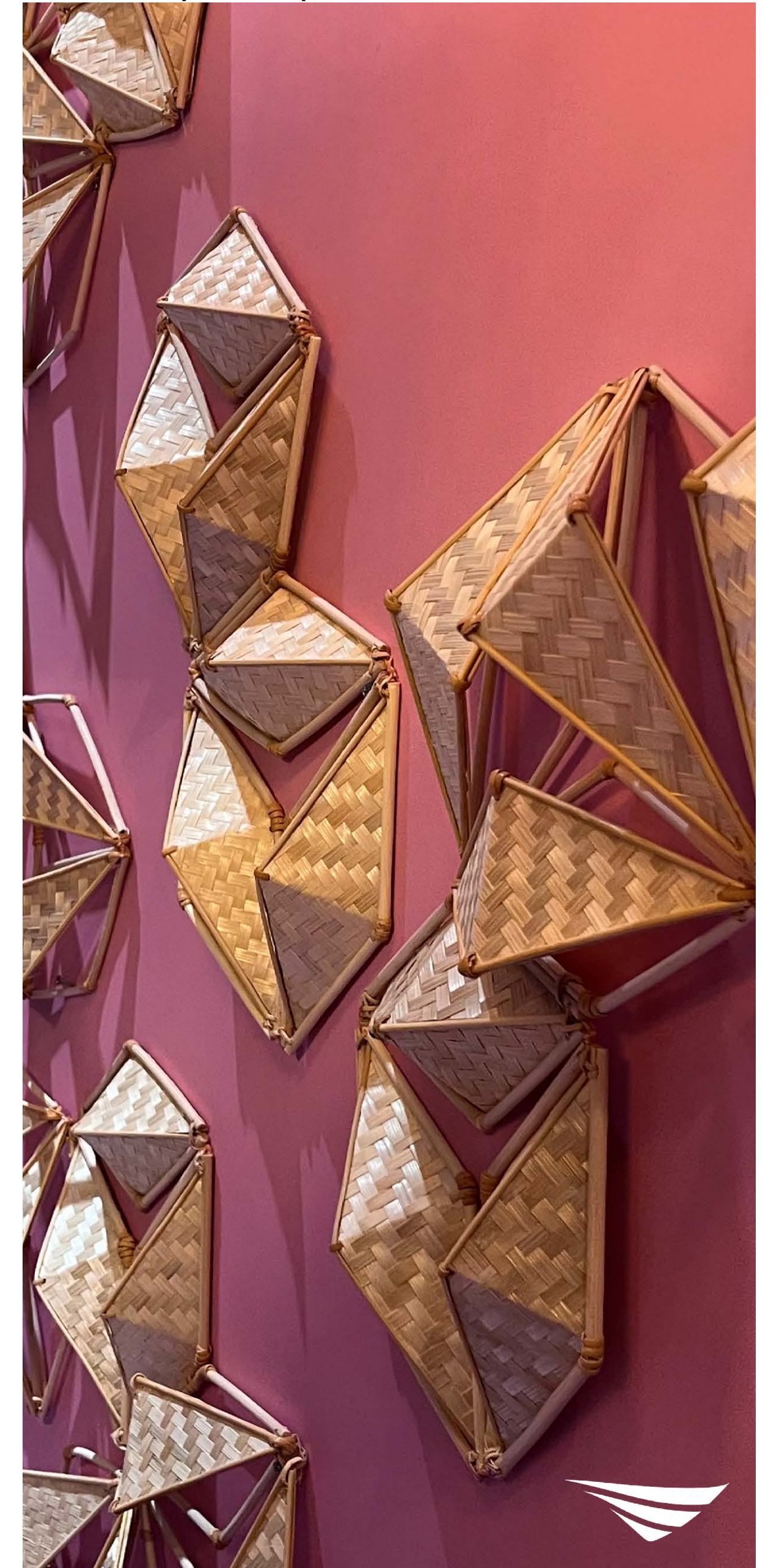
theBreath - innovative fabric

Flora Lisa by Wasoo



Lotus Theory 1 Steering Wheel Material

Pitak Style Lamp and Wall Art





Bouclé emerged as a standout fabric at Salone del Mobile 2025, aligning well with the fair's theme 'Thought for Humans', with its uplifted tactile experience due to gentle loops of yarn, inviting touch. A material long associated with luxury, yet imbued with a warm, inviting quality thanks to its soft, textured surface.

Showcased in a variety of neutral tones, particularly white, the fabric exudes luxury. Highly malleable, bouclé lends itself naturally to sculptural forms, allowing designers to emphasise both comfort and tactility, speaking to sensorial design.

# Materials

Bouclé

A Touch of Glass

Copper Patina





Bouclé

Evolution 21 - Bahamian Bliss

Dome Deco



llab.design

Tony Grilo Design Studio x Moorki sofa





Designers presented many forms made of glass or glass-like features that represent creativity using one of the natural elements of Earth - water.

Tokujiin Yoshioka presents his latest work - Aqua Chair, which resulted in years of experimentation to achieve the frozen ice look. The chair is made from crystalised water and will change it's shape as a result of light and wind.

The Spray Mirror, by Gordon Gu is a reminiscent of splashing water and it's use of clear crystal glass aims to transform everyday objects into luxury lifestyle products.

# Materials

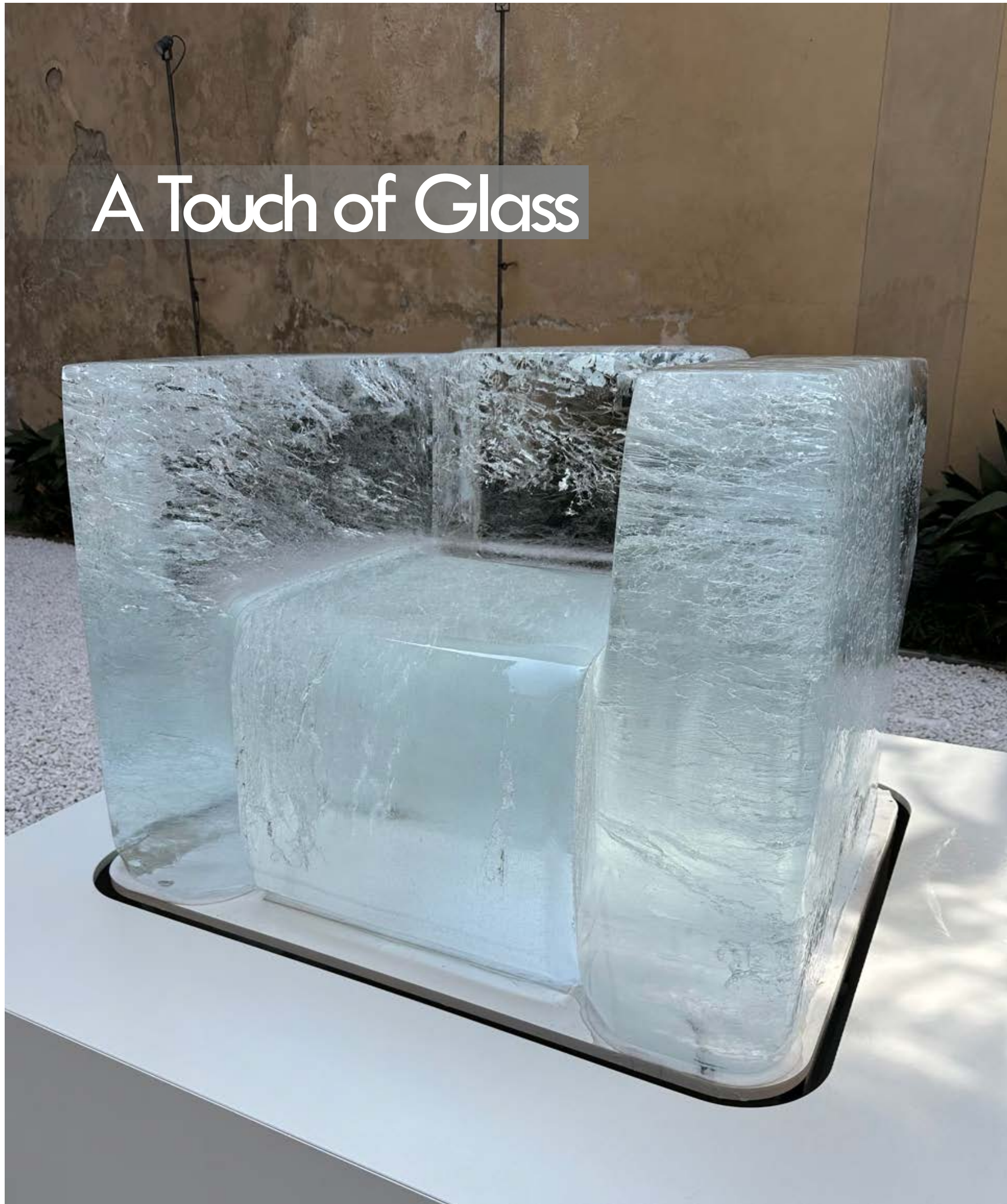
Bouclé

A Touch of Glass

Copper Patina

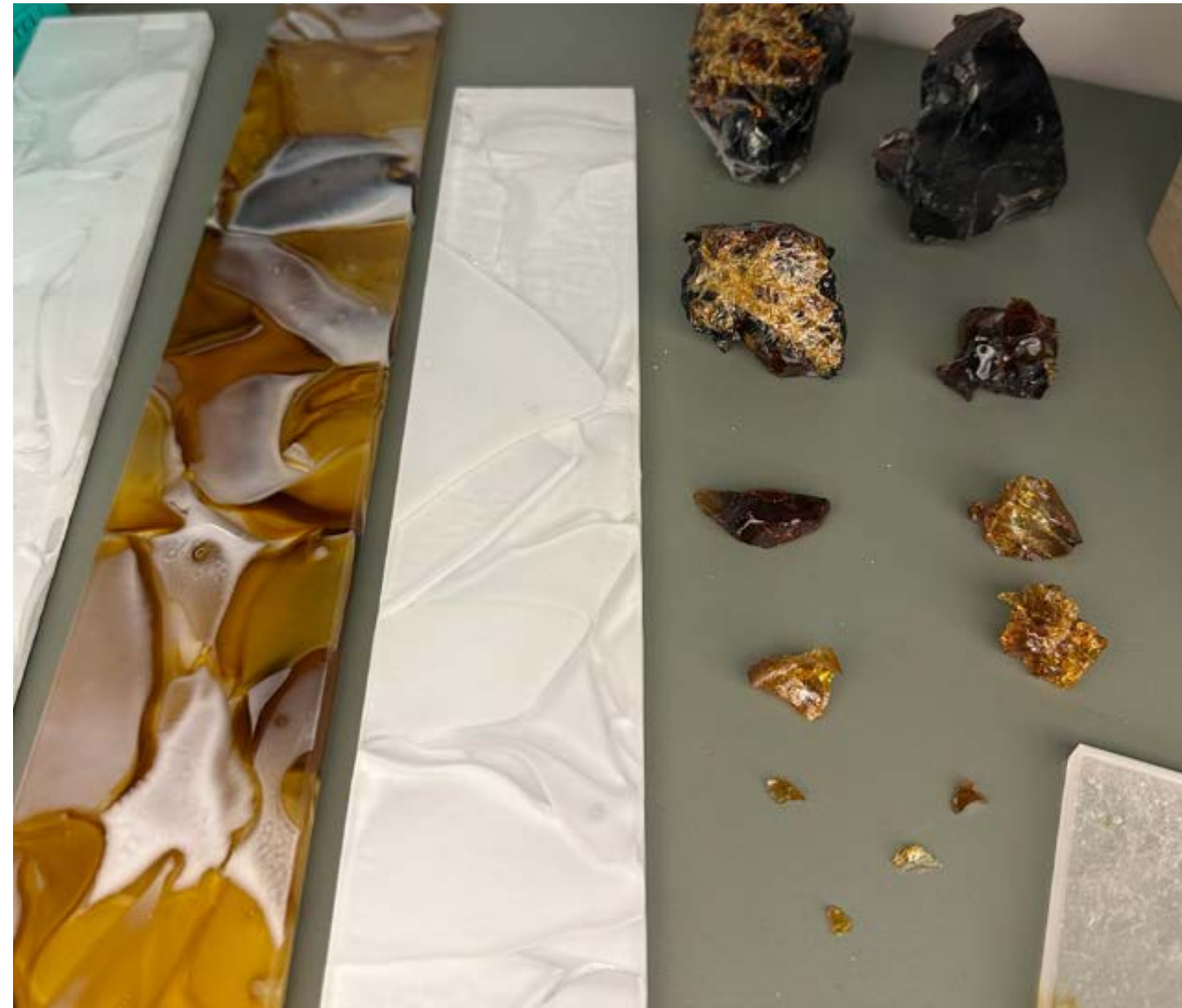


# A Touch of Glass



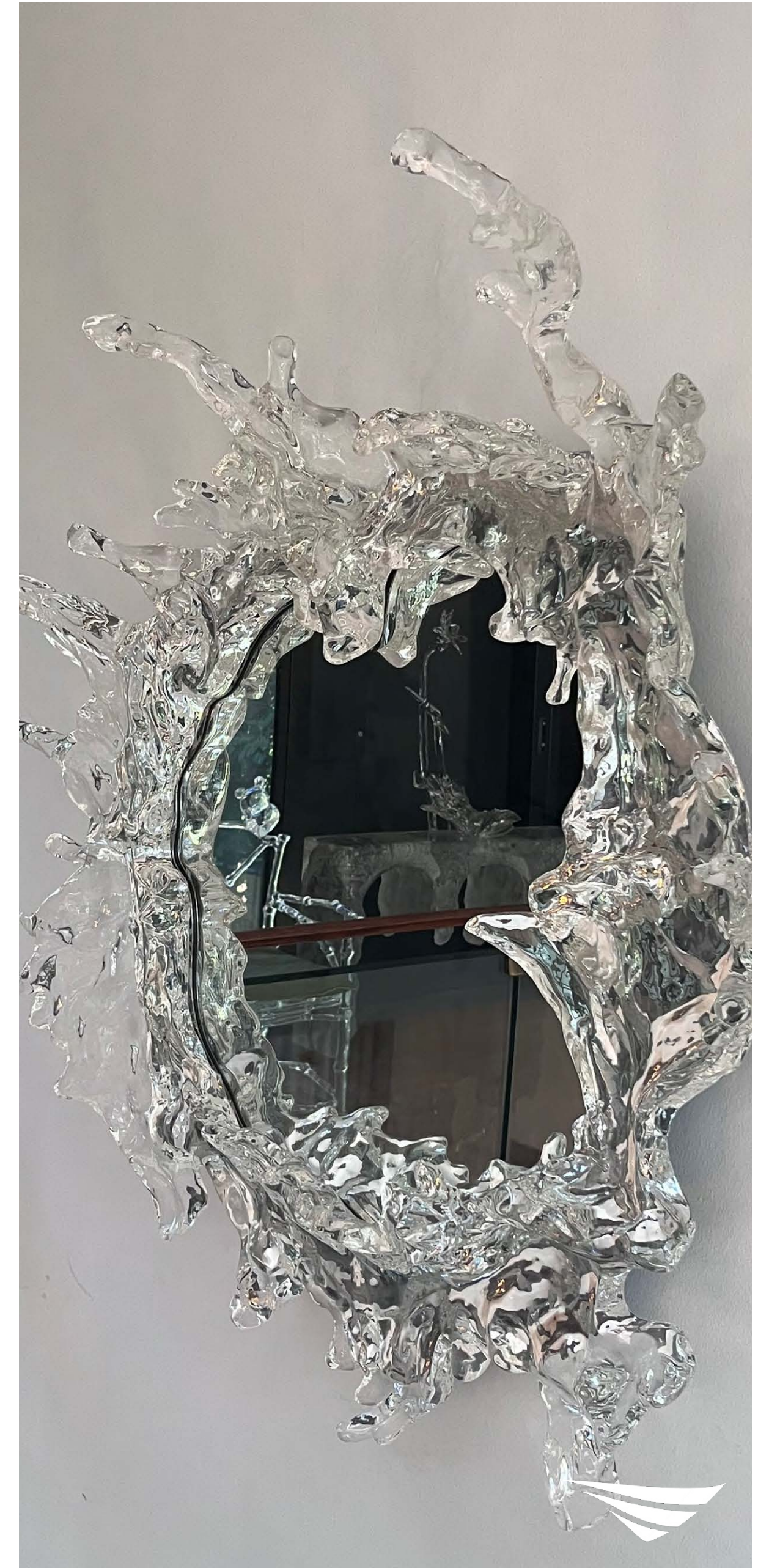
Tokujin Yoshioka - Frozen

BROKIS GLASS



Barovier&Toso x Nichetto Studio

Gordon GU





Copper patina is a natural process when exposed to air and moisture; the colours change to a green or brownish-green layer on it's surface. Chemically, it can be done to induce the process into achieving the intended colours and show different levels of iridescence.

There were many similar effects on display, for example, Shimber created a coating process made from wood that is bio-degradable, non-toxic, and ethically sourced avoiding petro-chemical use.

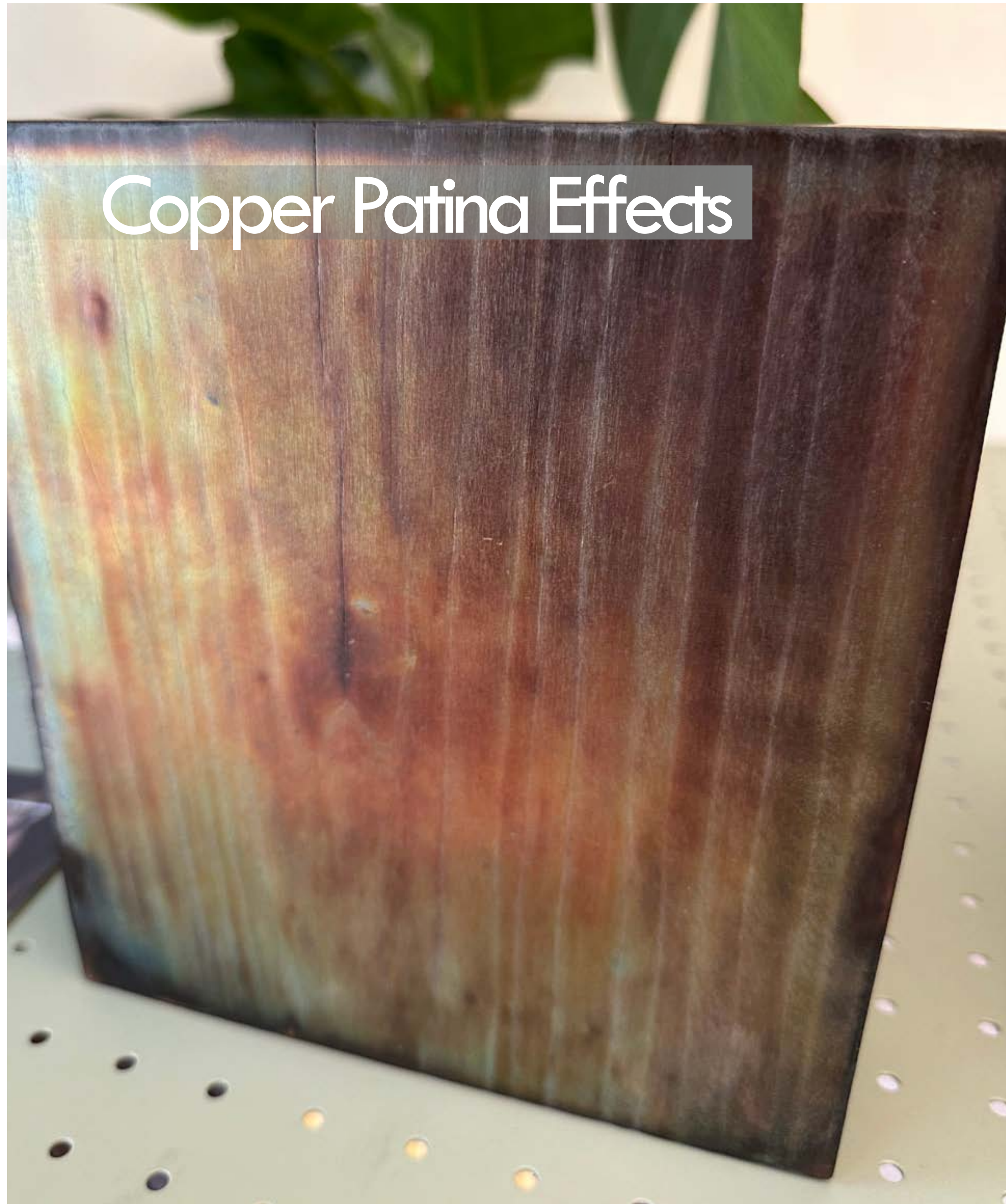
Incalmi showcased a collection of plates made with the technique of hot enamel on copper, a dis-used technique recovered exclusively by Incalmi.

# Materials

Bouclé  
A Touch of Glass  
Copper Patina Effects

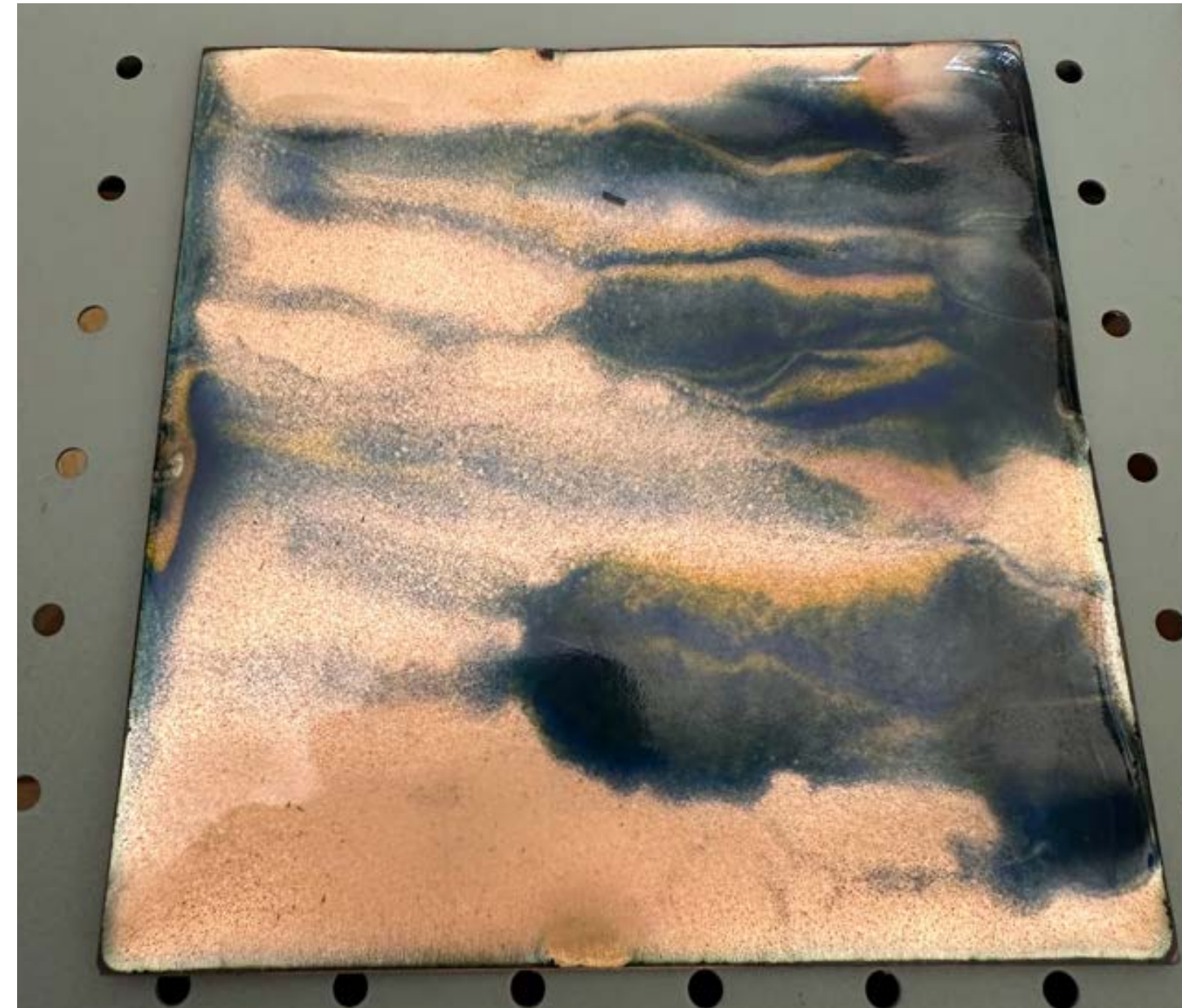


# Copper Patina Effects



Shimber

Incalmi



Nippon Steel

Marazzi Group





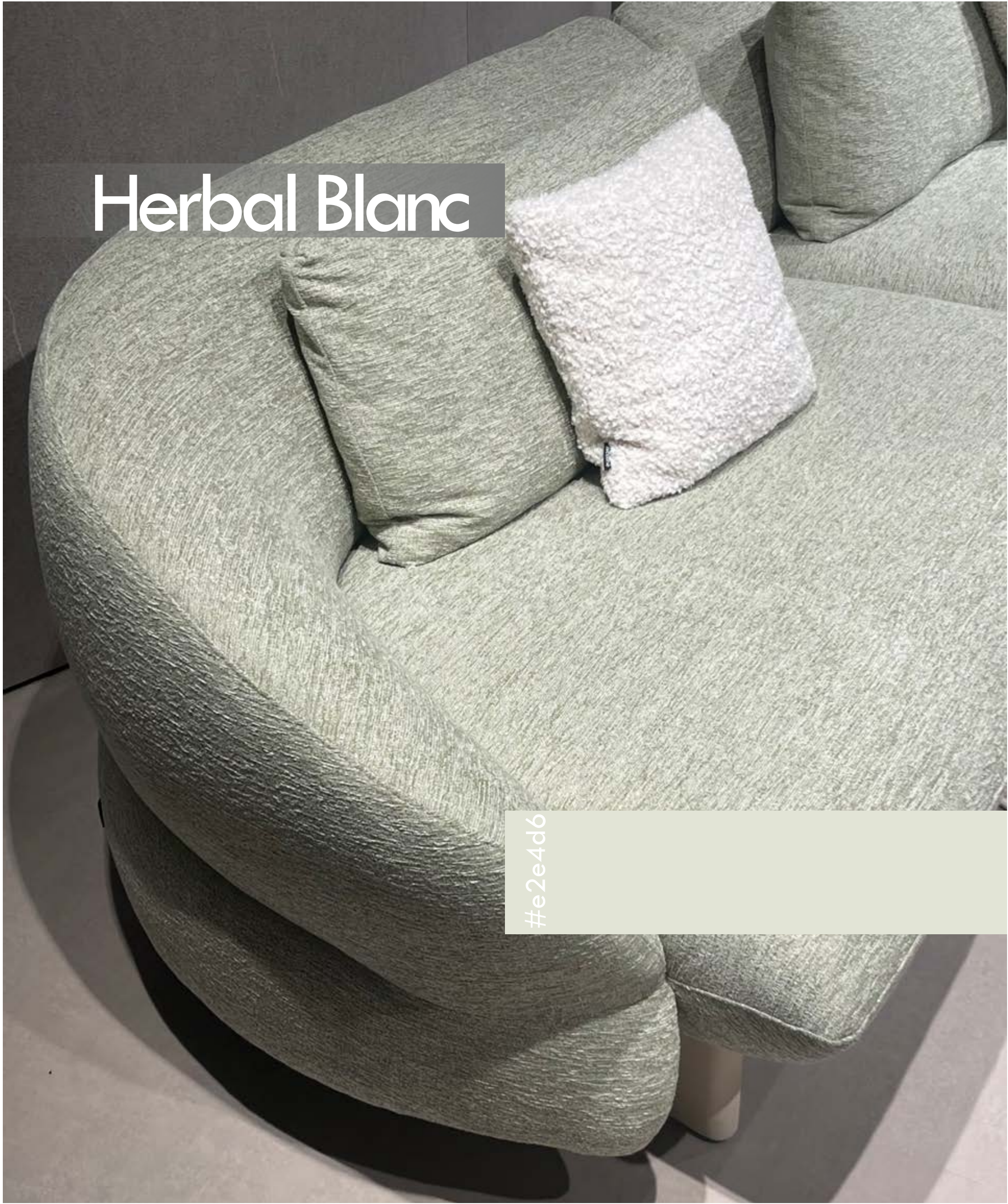
Natural hues were a defining presence at Salone del Mobile, with sage green and creamy off whites being a popular combination.

Nicoline Italia, took inspiration from ‘Mediterranean Elegance’, highlighting coastal regions and native flora with the colour combinations as well as patterns and textures of the fabrics.

Other brands, such as Richard Hutten’s collection for Jaipur Rugs fused traditional and contemporary aesthetics. A soft off-white was contrasted against a popular green, applied through a modern stripe pattern and classic floral motif.

Colour  
Herbal Blanc  
Terracotta  
CMYK





Herbal Blanc

#e2e4d6

Nicoline Italia x Stefano Spessotto Design Studio

Home Spirit France



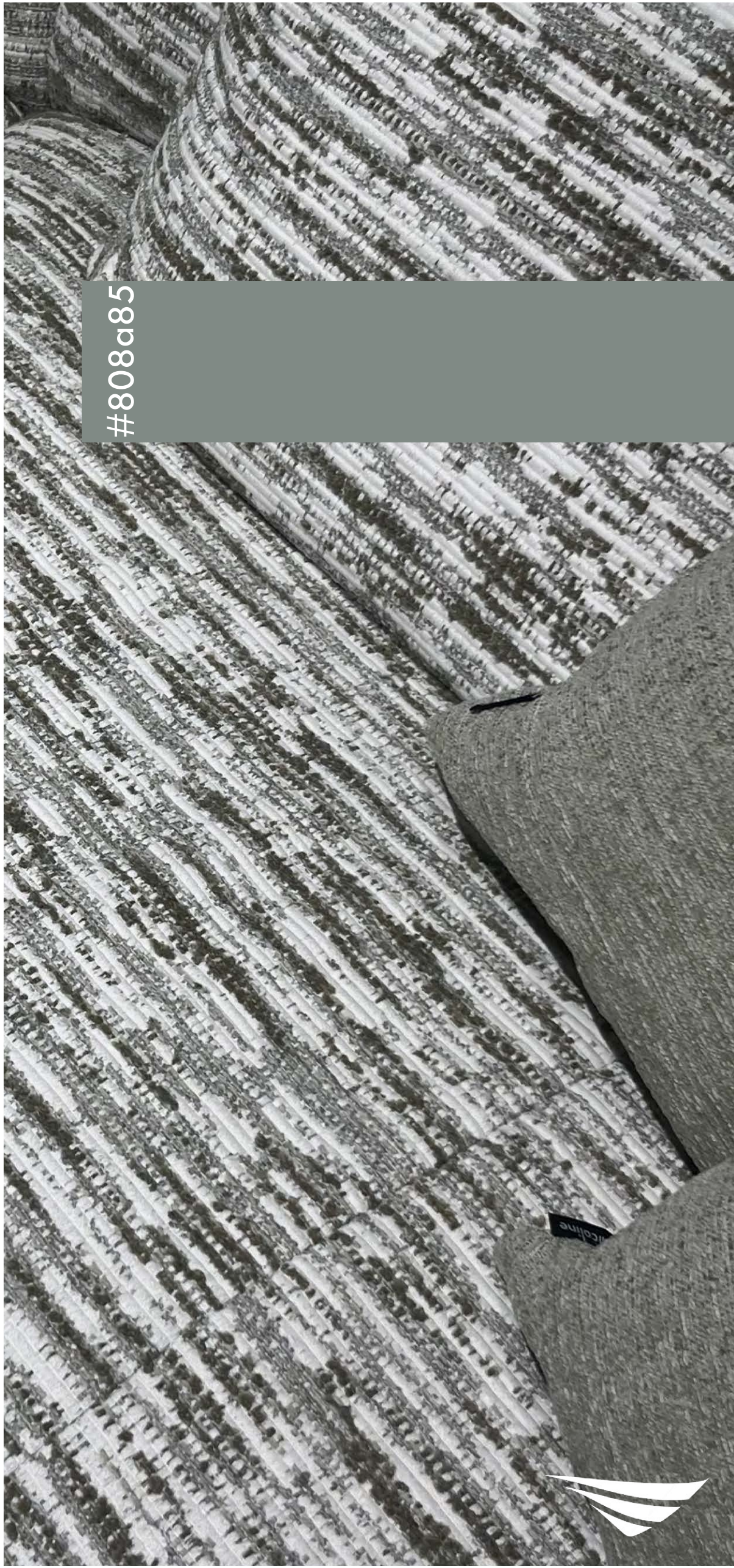
#747563



#e1ddde

Jaipur Rugs x Richard Hutten

Nicoline Italia



#808a85

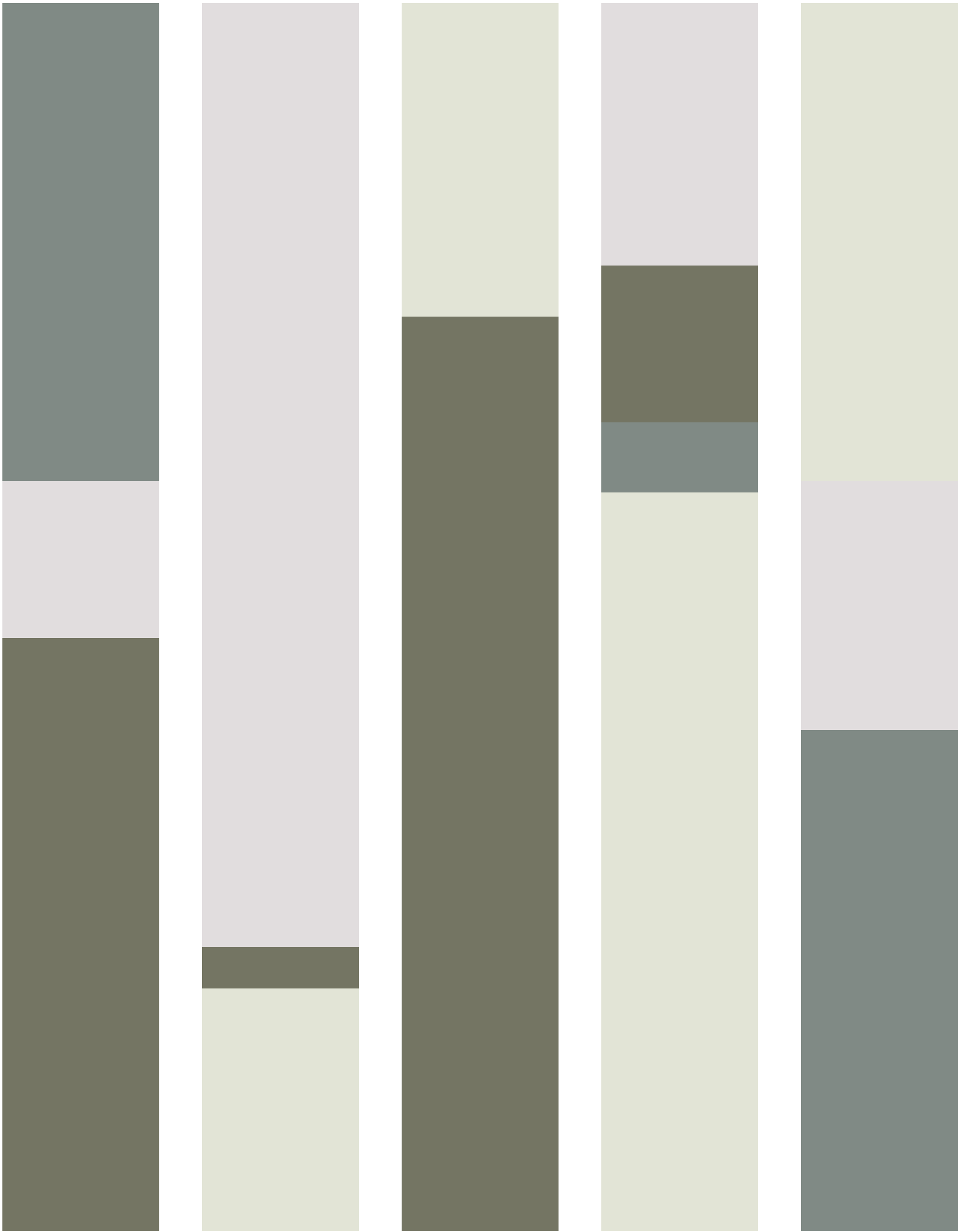


# Herbal Blanc

A very tonal palette, these shades of green work well with off whites to create a calm sophistication, echoing trends towards softness and nature inspired palettes. The aesthetic is refined, yet grounded as it draws colour from the natural world, creating an atmosphere of understated elegance.



Dogtas Exclusive





Across Milan Design Week, terracotta emerged as a dominant colour, particularly amongst furniture designers. As the design industry leans towards more nature inspired aesthetics (including the principles of biophilic design), terracotta remains a popular choice within colour palettes due to its connection to the natural world, evoking sun-baked clay and mineral earth tones. It also has a complementary nature with deep greens, creating inviting spaces that feel lived in and restorative.

# Colour

Herbal Blanc

Terracotta

CMYK



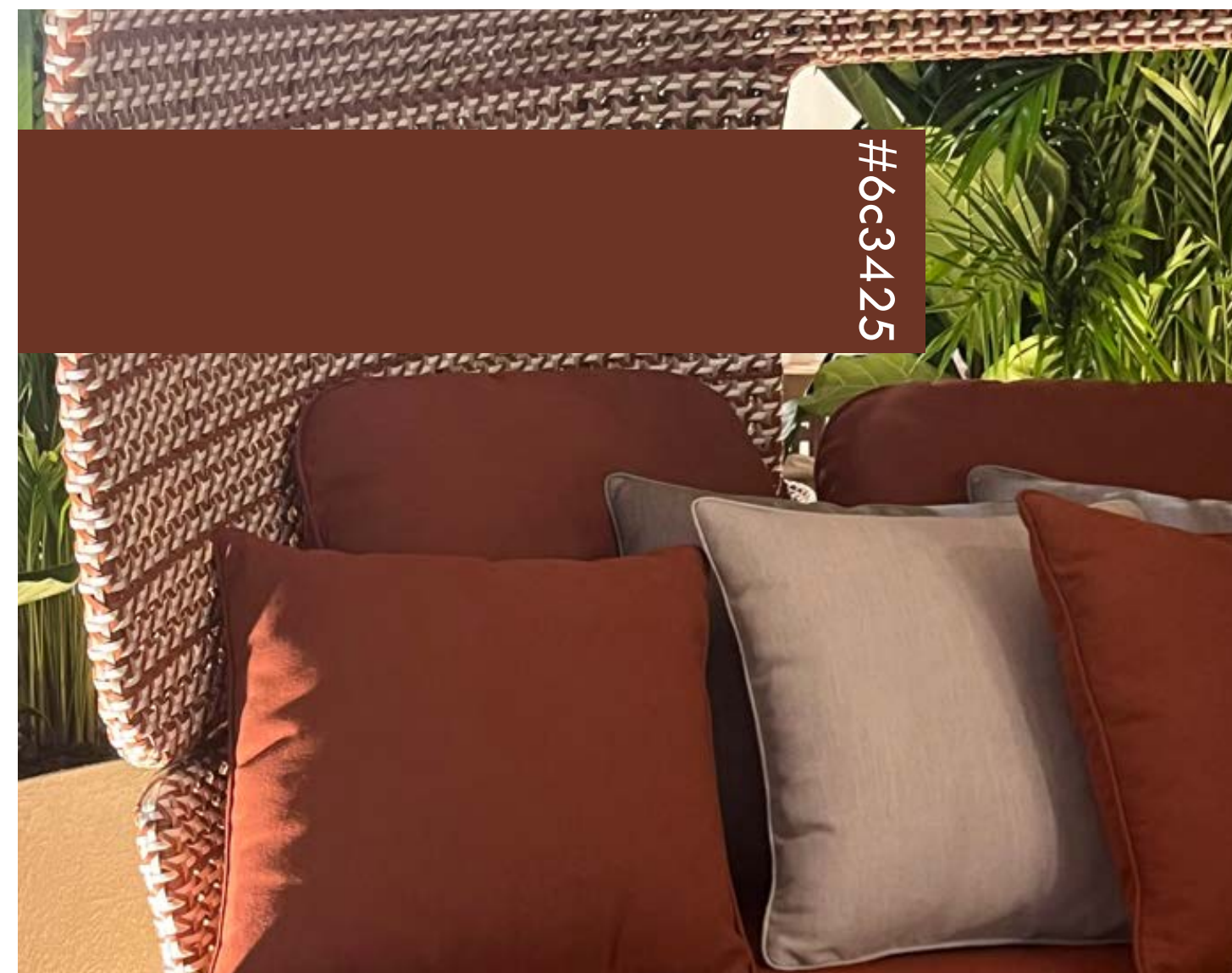
Terracotta

#e7875f

Moorki

Kneitz - Dark Over Night

#de824f



#6c3425

Jati Kebon - Signature Collection

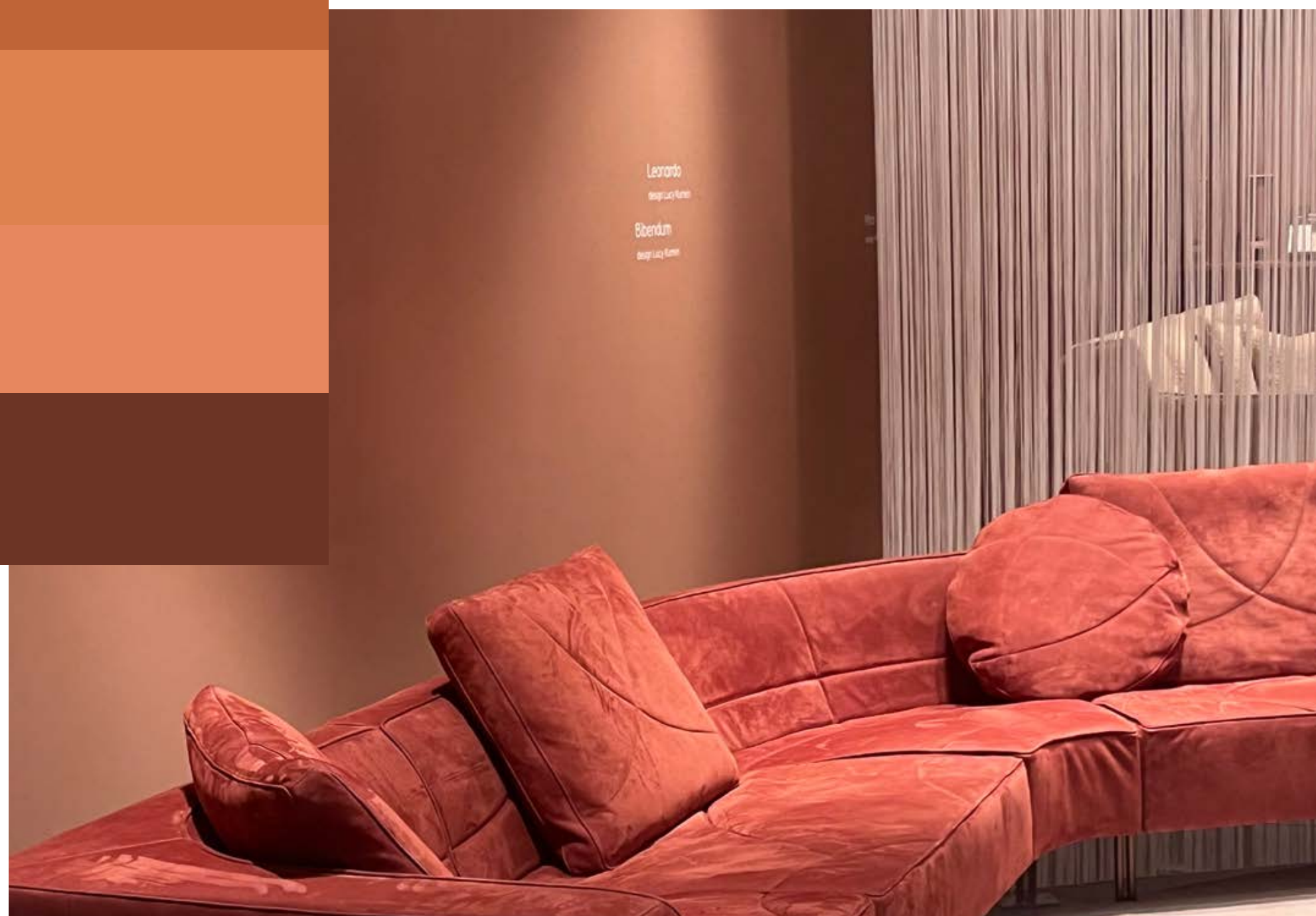
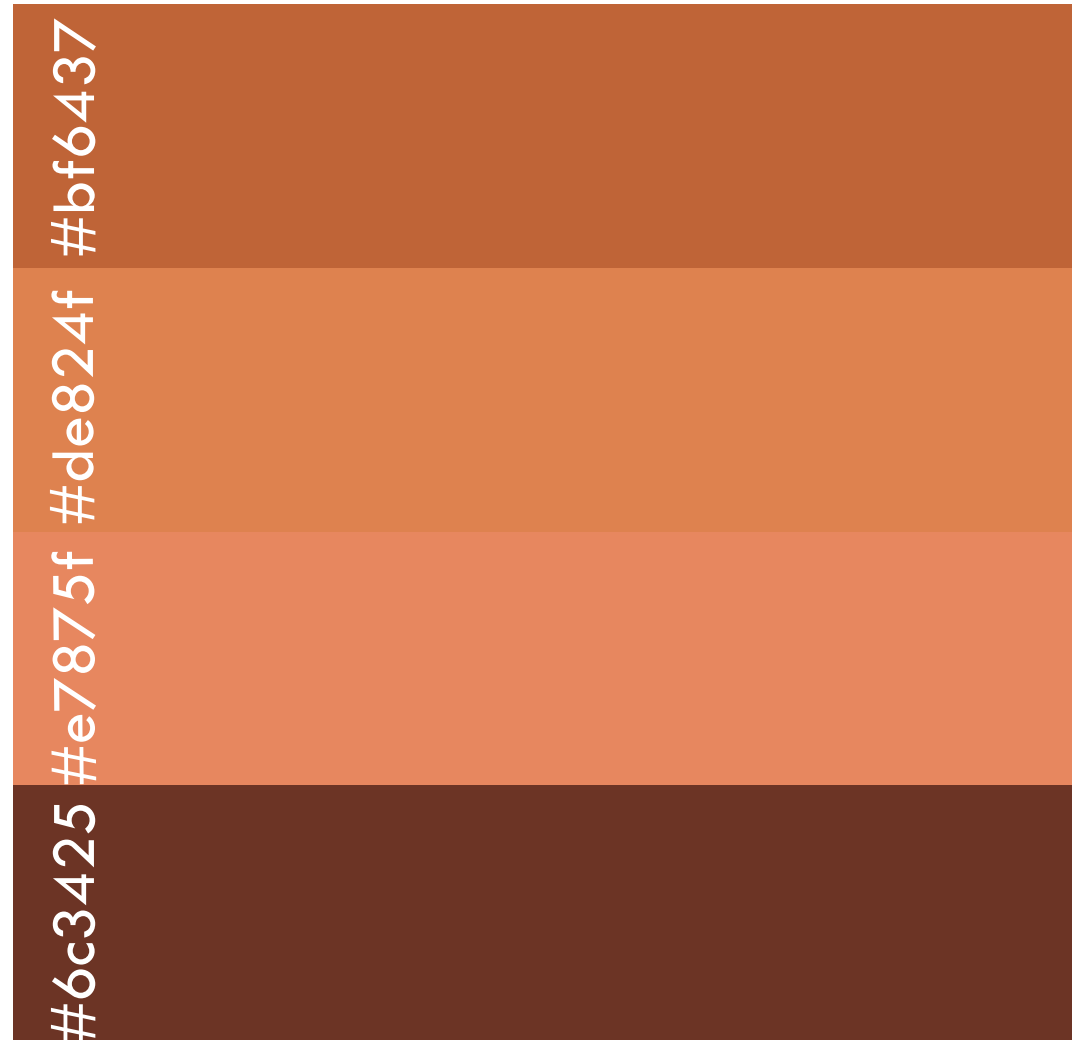
Lof's Interior Oasis Armchair

#bf6437

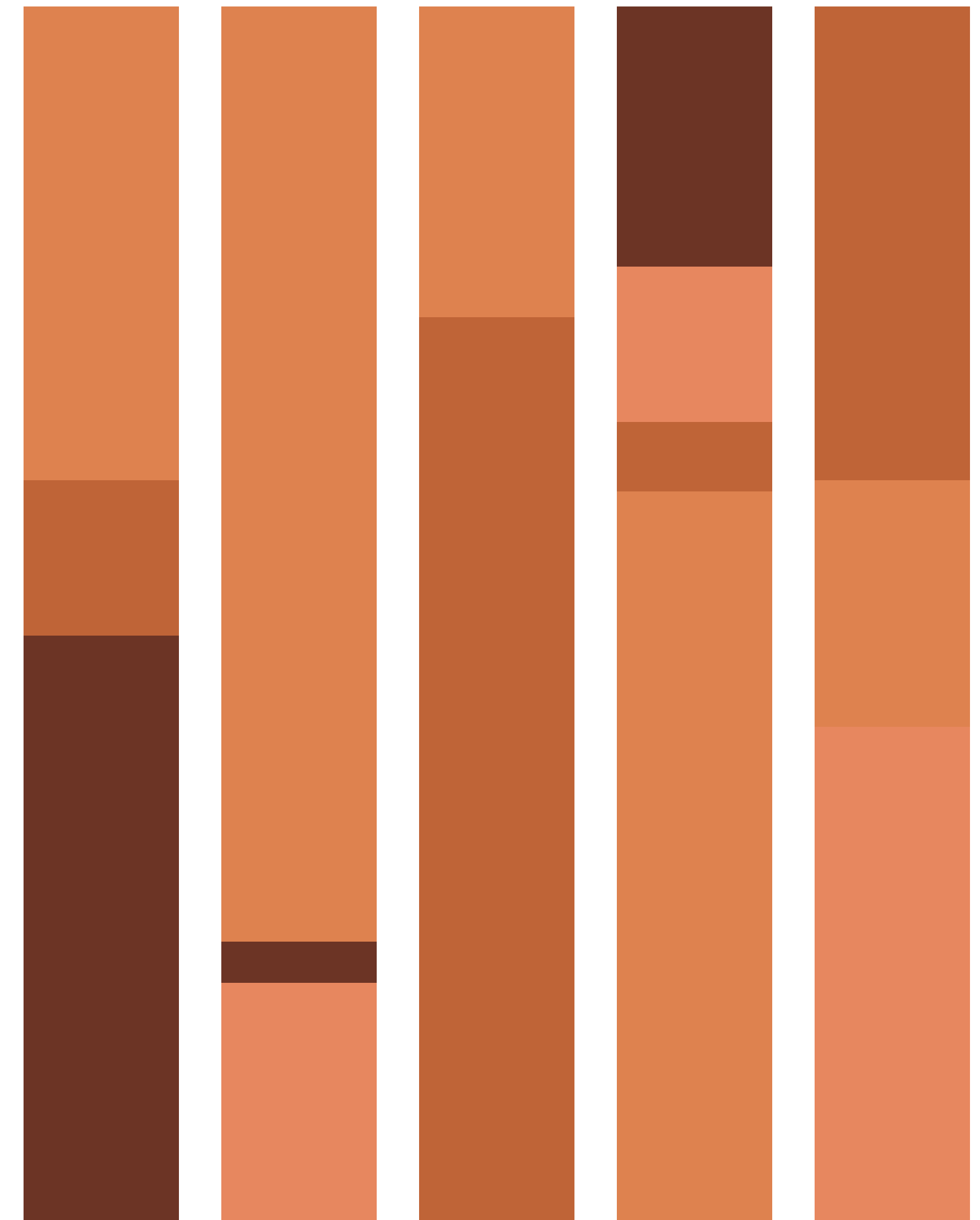


# Terracotta

Terracotta creates a bright and bold palette, with a cosy atmosphere due to its warmth, but remains rich thanks to its depth of colour. This allows it to soften otherwise stark spaces without overpowering the overall aesthetic.



Molinari Design





CMYK stands for the colours used in the printing process - Cyan, Magenta, Yellow and Key (Black). Many Designers recognise these colours as they are the foundation for all print design. Unlike neons, they do not scream vibrancy, but lean more towards a muted tone.

The MUJI MUJI x Studio 5.5 exhibition featured materials that were re-used again with a purpose. For example, the Une Lamps where the first colour calibration prints were salvaged from French printing house, Le Monde. This approach reflects the exhibition's philosophy of 'beautiful purpose'.

At Salone del Mobile, Kare x Karim Rashid offers furniture pieces in fluidity and organic shapes. Together with expressive colours of the CMYK trend gives off a nostalgic nineties feel.

# Colour

Herbal Blanc

Terracotta

CMYK





CMYK

#cfca4c

Claire Renard x Jean-Sebastien Blanc



Getzner Textil

#4da8ee



#1a000c

Kare x Karim Rashid



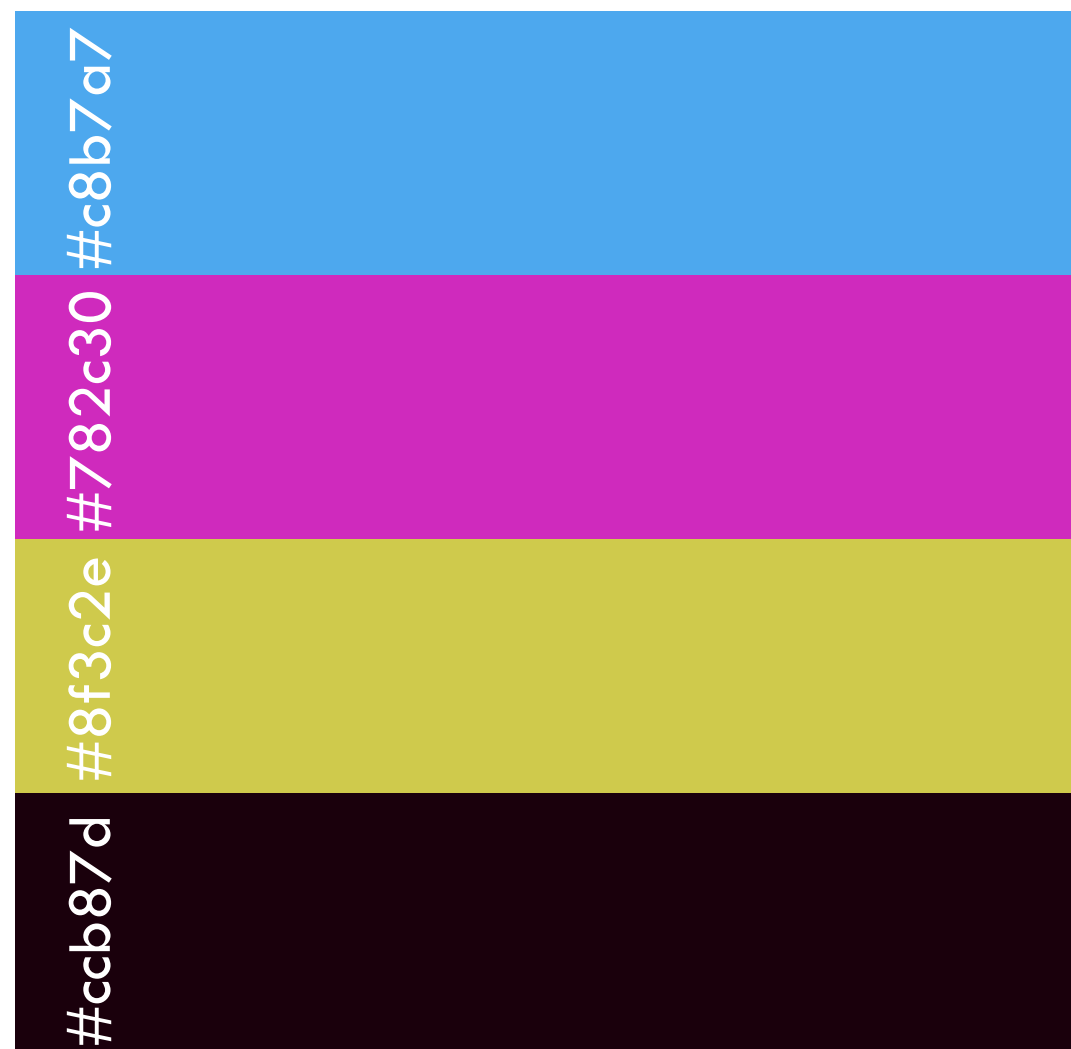
Kare x Karim Rashid

#cf2abd

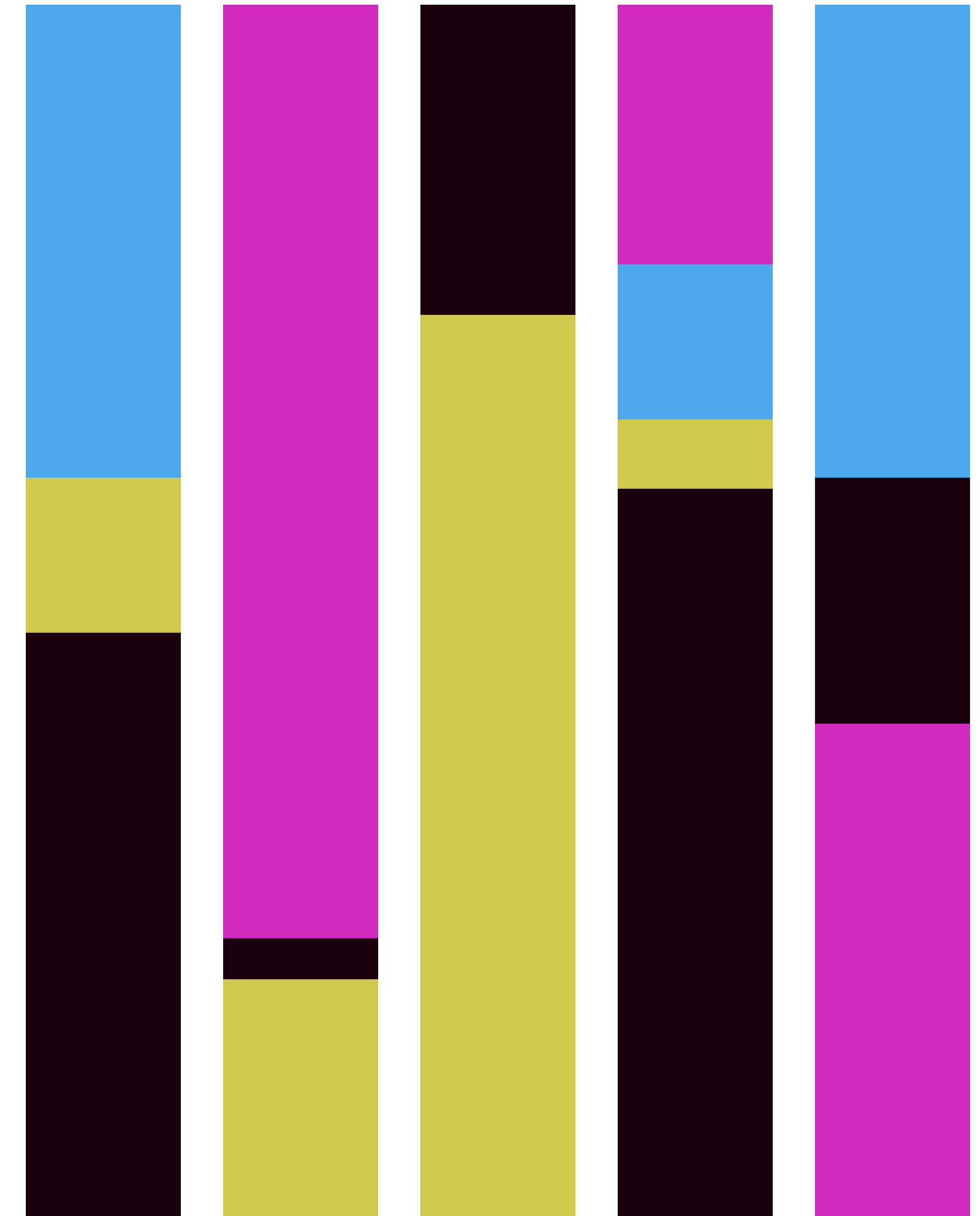


# CMYK

This colour palette analysis gives a nostalgic feel. It reminds us of a tv static pattern, nineties graphic design era, or old-school print shops with the distinct smell of ink and newspaper. They will always come back again in various forms. The warm comfort feeling and memories of the past; a kind of longing for something that shaped you, that still lives inside you in some quiet way.



HYPER PORTAL - Michela Picchi





Bubbles and clusters were an interesting motif at Milan Design Week. Whether they were used as a decorative accent feature, or a method to display a material, bubbles were everywhere.

ALF Italia's theme for their display, at Salone Del Mobile, was 'A Spark of Life', and their colourful textured bubbles helped convey the message of youthfulness and joyful living. In contrast, Scarabei explored organic transformation of form and light, and reflected through the shifting dynamic forms of their light features.

Sandhelden demonstrated the versatility of their 3D printed sand through clusters of bubbles, which were on display at AE Studios. Similarly, ST Powder Coatings easily showed off the various finishes possible with their bio-based and recycled powder coating solutions.

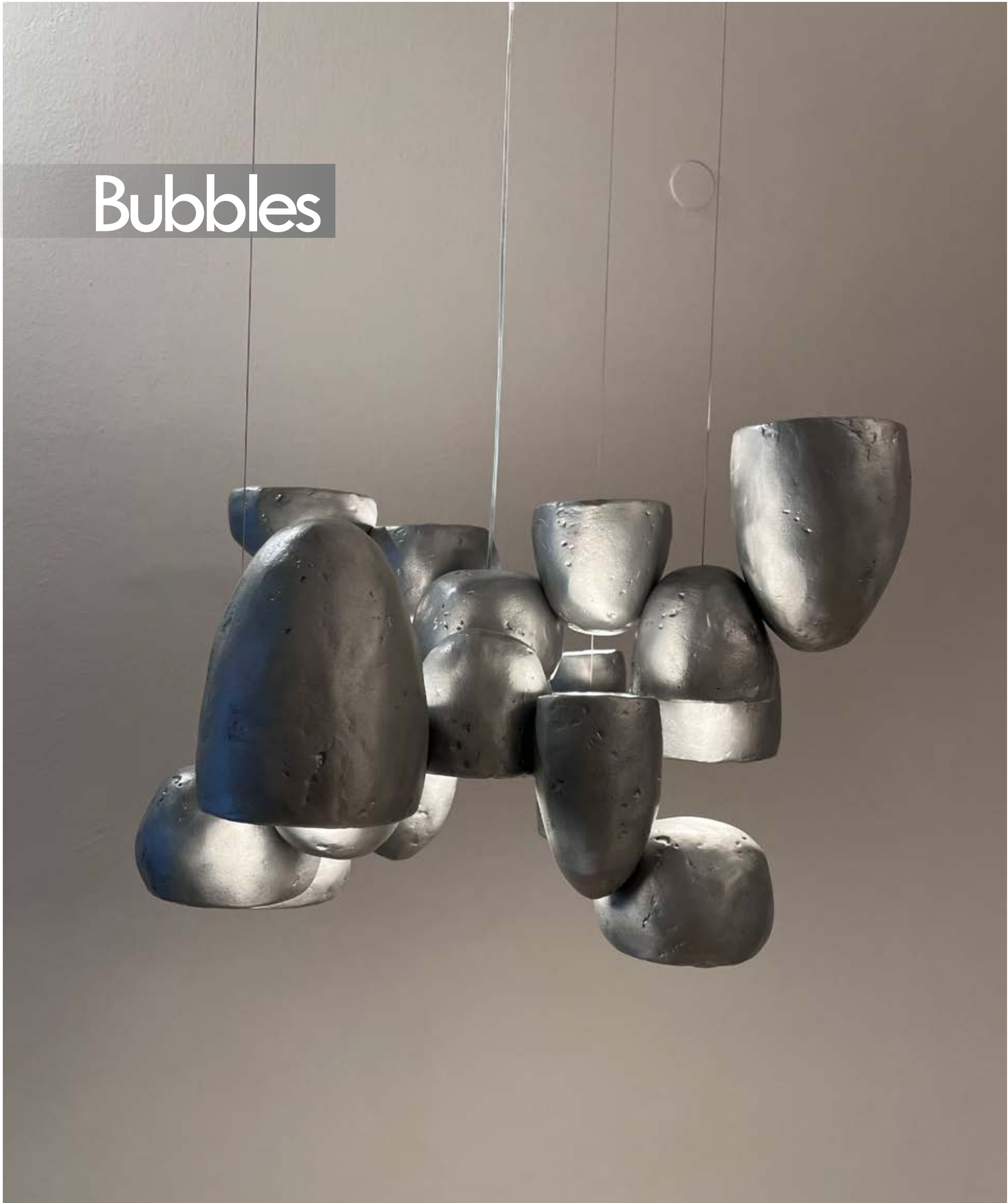
# Trends

Bubbles

Nature Fusion  
Magic

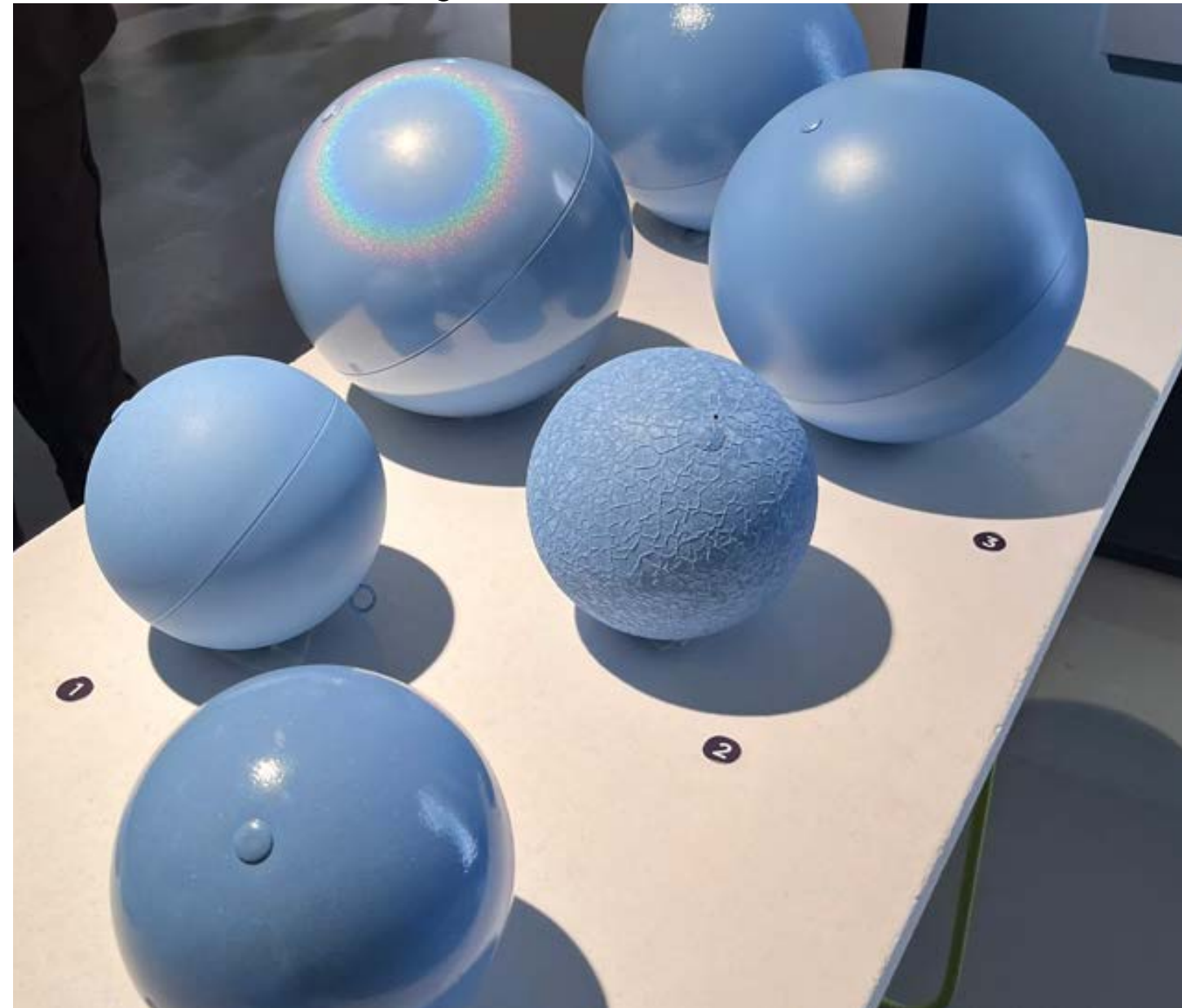


# Bubbles



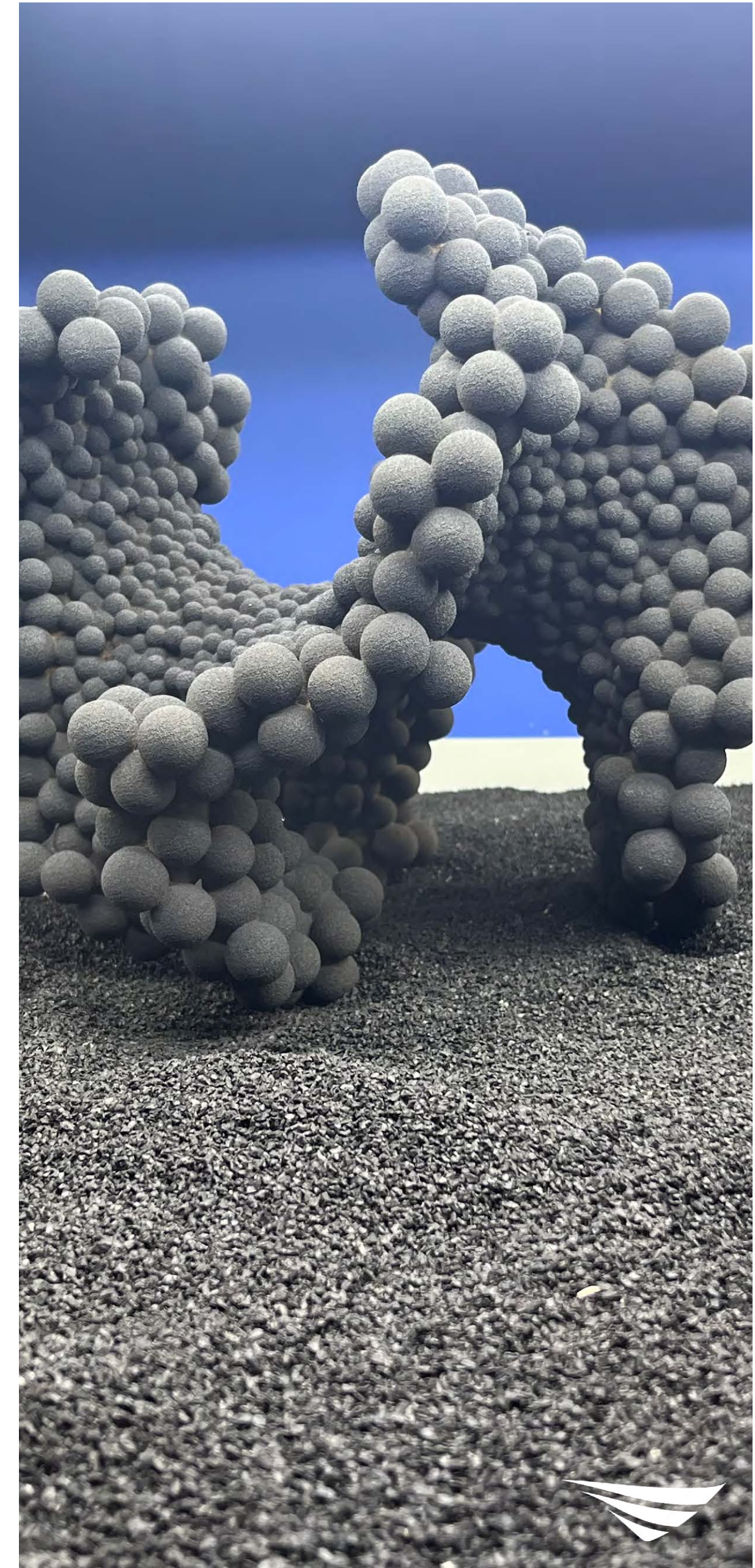
Scarabei - Giopato & Coombes

ST Powder Coatings



ALF Italia - A Spark of Life

Sandhelden - 3D Printed Sand





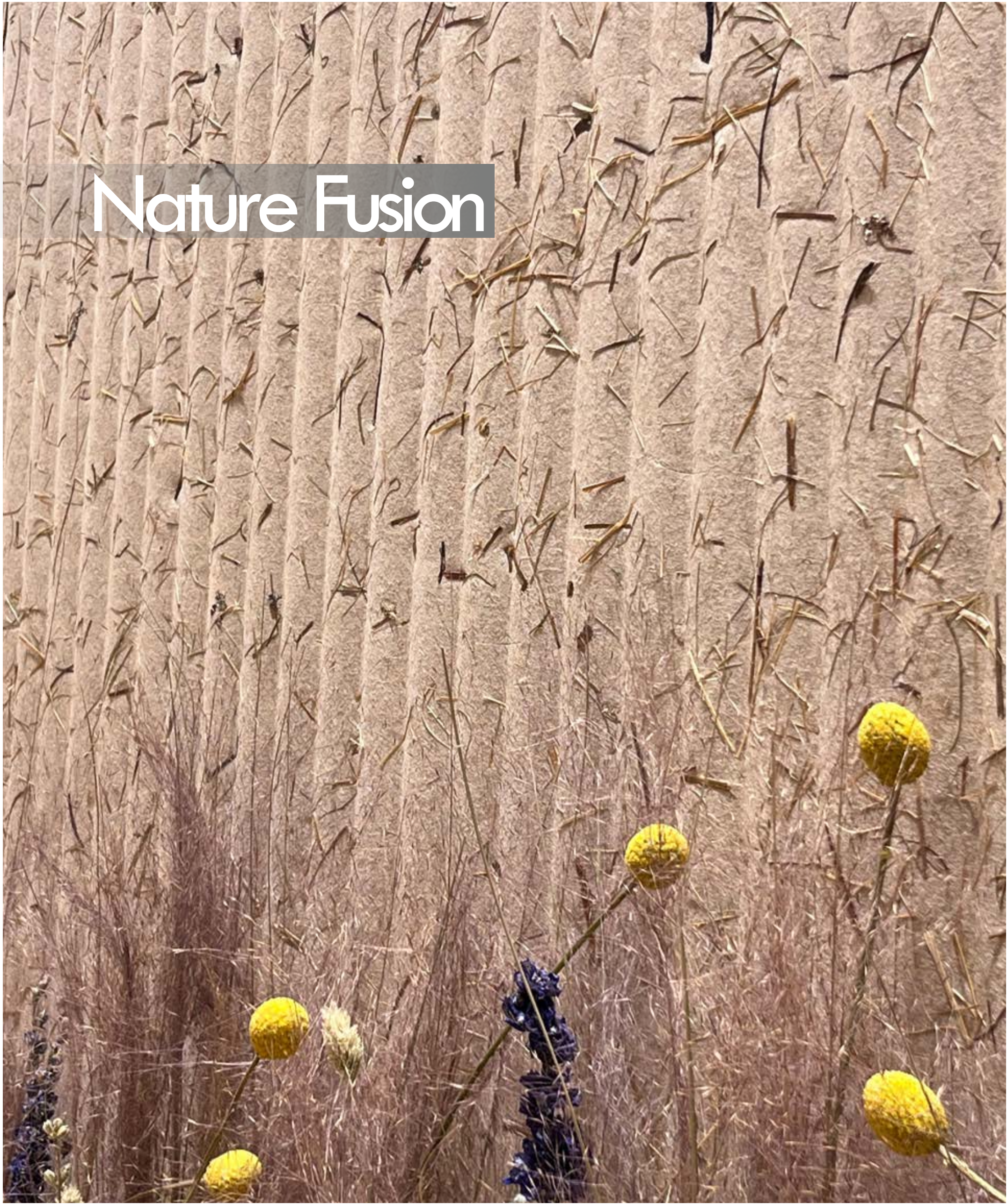
Taking inspiration from nature and applying it in various mediums was seen throughout the week. People have an innate connection to nature (biophilia). Designing with natural forms, materials, and patterns can make spaces and products feel calming, restorative, and more human-friendly.

American Express Digital Garden exhibition confirmed its commitment to promoting initiatives to support local culture and tourism. A mix of nature and technology suggests a creative and relaxing space.

# Trends

Bubbles  
Nature Fusion  
Magic





Slalom - Bio-based acoustics

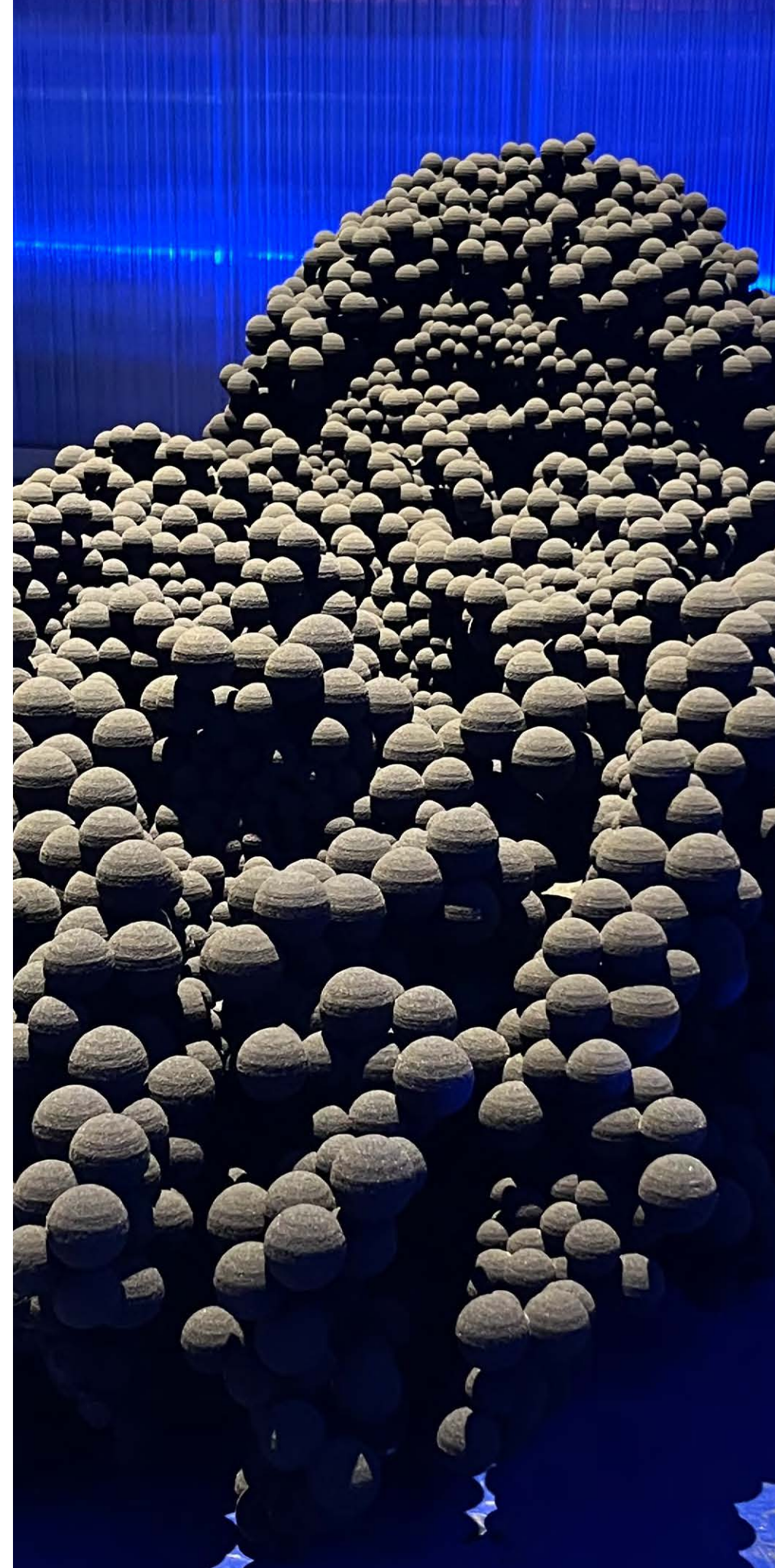
DecoDeco



Carla Tolomeo - The Tree of Life

American Express - Digital Garden





‘Magic’ best describes some of the installations we visited. This was possibly the most exciting and otherworldly event that we have come across. Combining technology with light and water, Lachlan Turczan collaborates with Google to create a future in which form is no longer in the presence of mass but based on on energy and perception. Upon arriving at the stage, you step through the cyclinder of light that you can inhabit, touch and feel.

Elsewhere, Lexus A-un at Superstudio Più measures visitor’s heartbeats and the pixels move accordingly. This captures the spirit of a mutual understanding through perfectly synchronised interactions.

# Trends

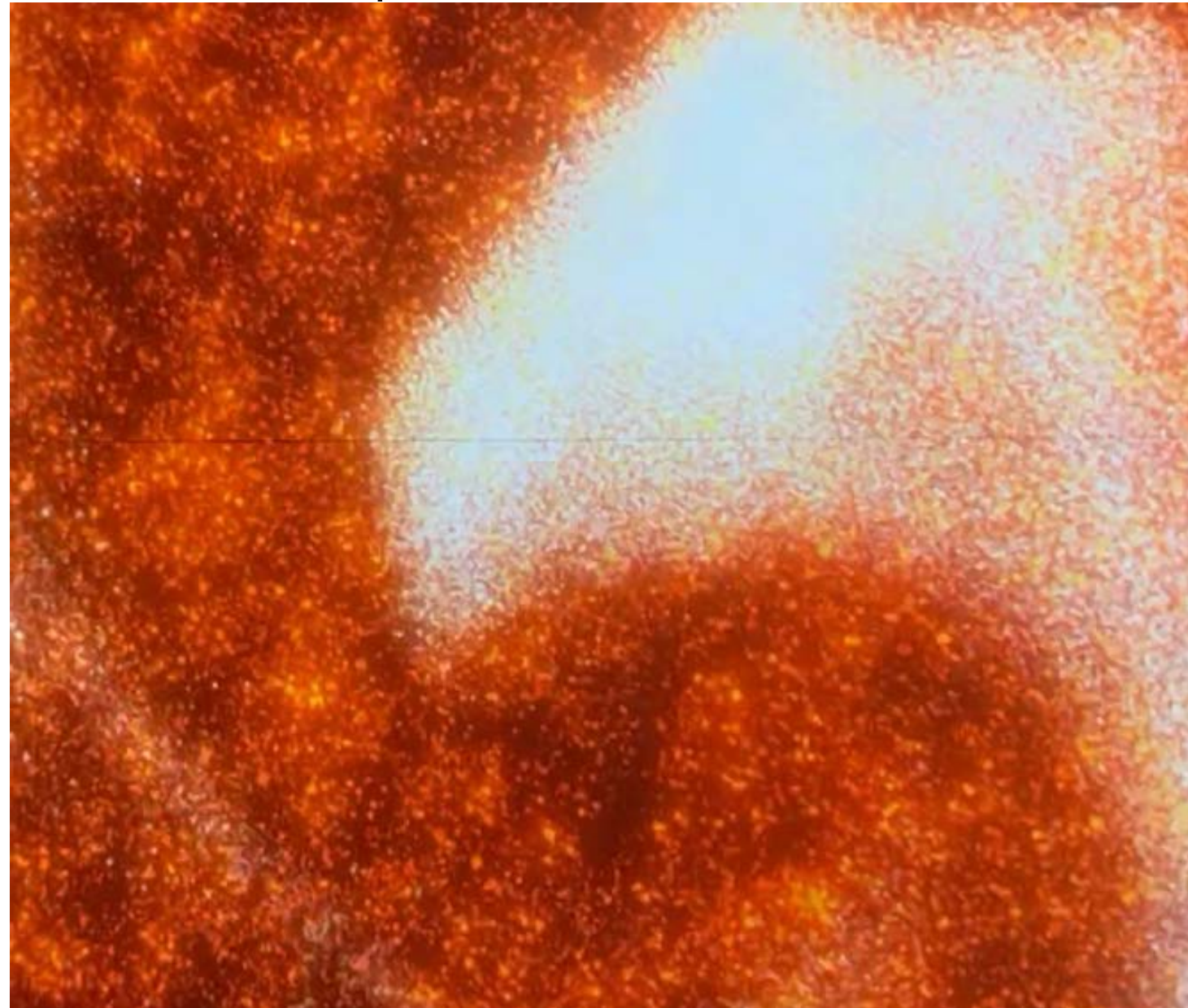
Bubbles  
Nature Fusion  
Magic





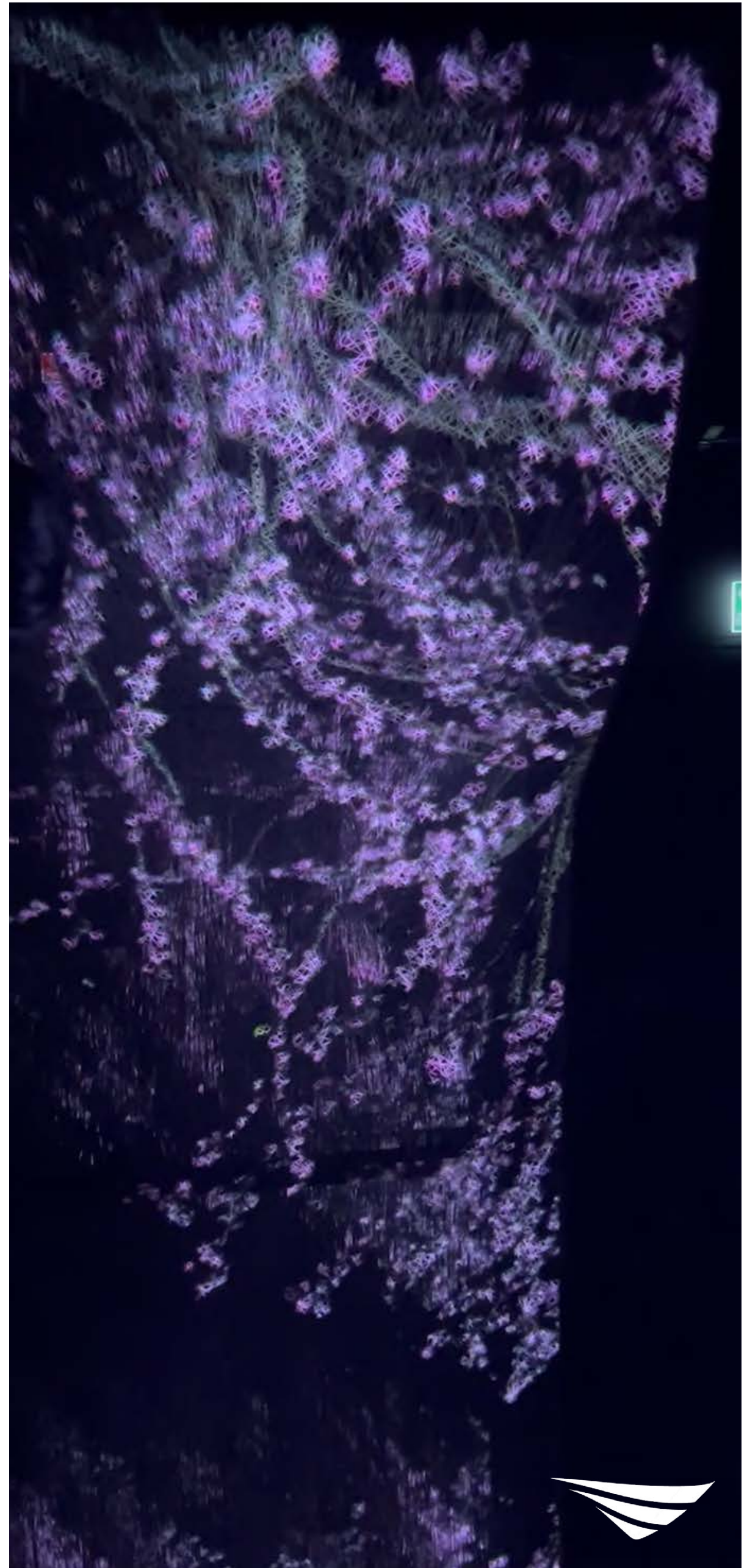
Google - Making the Invisible Visible

Zeekr at Konzepthaus



Google - Making the Invisible Visible

Lexus | A-un



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