

Milan Design Week 2025

## **dOT-design Outdoor Texture**

The 8th edition transforms Piazza San Marco and its cloisters into a space for research and design experimentation.

8/13 April 2025

Piazza and Via San Marco 2, Milan - **Brera Design District**

Hours: Tuesday-Saturday 10 a.m. - 11 a.m., by appointment

Tuesday-Saturday 11 a.m. - 10 p.m., open to the public

Sunday 11 a.m. - 7 p.m.

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2 April 2025 - Between the majestic architectural complex of San Marco, in the heart of the Brera Design District, dOT-design Outdoor Texture returns from 8 to 13 April, now in its 8th edition with a new look. The event, organised by VG crea in cooperation with EN Space network, transforms this historic place into a space for research and design experimentation.

The event dedicated to living design, featuring an exhibition area of over 1,000 square metres - spanning the square, two inner cloisters and the garden - and hosting numerous exhibitors and designers, offers an in-depth look at the material and technological research behind contemporary design.

"We have sought to be the 'square' of relationships for companies and professionals working in design, bringing together all aspects of the involved supply chains, from products to cultural offerings," explain the organisers.

The 2025 edition revolves around the theme of 'matter', understood as the generative principle of design: from the essence of the material that defines its form, to the experiments that expand its expressive and applicative potential, to its concretisation in the finished product. Matter understood both as a structural element and as a covering, valued for its expressive and sensory qualities derived from textures and surface finishes.

Special attention is given to the evolutionary potential of the artisanal traditions, reinterpreted in a contemporary way or fused with the languages of cutting-edge technologies. A dialogue between ancient knowledge and innovation, where traditional techniques interact with new production processes, revealing how the hybridisation of craftsmanship and technology can open up unprecedented design possibilities. A deep exploration of the relationship between natural and artificial, tradition and experimentation, offering a critical and curatorial interpretation of current design trends.

A significant contribution to the debate comes with dOT MATERICA, the new exhibition format curated by Sabina Antonini and Alessandra Coppa. It involves four leading design firms - ATI Project, Lombardini22, Progetto CMR and Studio Marco Piva - who develop concepts for the creation of a micro-architecture supporting tourism and hospitality structures in close contact with nature, designed with the support of artificial intelligence. The work addresses the theme of 'grey matter', understood also as the generative thought of architecture, from the essence of the material that implies form, to experiments that expand its expressive and applicative possibilities.

AI also takes centre stage in **METANOIA**, a video projection performance inspired by the city, its forms, and materials, created for dOT by the R&D team of ATI Project with ORION musicians. In this performance, generative art, artificial intelligence, and electronic music merge and interact with the visitors. On **Wednesday 9 April - from 7 p.m. to 11 p.m.** - in the Chioistro Grande, the public will be guided on a sensory journey where interaction with technology generates fantastic digital worlds.

Also worth mentioning is dOT Experience, which offers an immersive setting dedicated to socialising in open spaces, inspired by Cohabitare, an installation by Formafantasma for Maison Perrier-Jouët. The installation was created within the vineyards of the Maison to celebrate the biodiversity of the Champagne region.

The dOT interview format returns, curated by Alessandra Coppa, EN Space network, with a rich programme of meetings and video interviews with designers and architects on the theme of the complex design relationship in the use of natural and artificial materials. On Wednesday 9, Thursday 10 and Friday 11, some key figures in design will be present, including: LAND, Park Associati; Piuarch; Nou Group; RIOS; Migliore e Servetto; Vudafieri Saverino Partner; MAB Arquitectura; Baldessari e Baldessari; Giulio Ceppi Total Tool. The interviews will be immediately available on EN Space network's social media channels.

## **The Piazza, the Cloisters and the protagonists of the 8th edition**

### **Piazza San Marco - A Journey through Matter, Design and Innovation**

Upon entering the square, one is immersed in an experience that combines materials, forms and innovation. You meet **Daniel Rubinetterie**, who presents a space made entirely of brass and steel, where the materials used for its iconic faucets become an expression of a space itself. Here, metal is expressed at different scales, showcasing its aesthetic and design strength. Further ahead, the installation by **Bottegaventisei**: a fluid and organic structure made of parametric wood, crafted from MDF, created using production waste. Inside, lighting fixtures inspired by cinema, blending art and design. Marco Marin, Art Director of **Lyxo**, introduces the new collection of outdoor furniture made of 100% recyclable rotational plastic, which, through a shredding process, is transformed back into polyethylene powder to create new products. **Paoelli Outdoor** presents a selection of lightweight concrete planters: a mix of fibreglass and clay that makes the fiberclay pot lightweight, frost and UV resistant, and can be customised with any colour on the RAL scale. Next to it, a spectacular mini-pool by **Ideal Control** with a waterfall that creates an enchanting water mirror, harmoniously integrating into the environment. Then, the Mira bioclimatic pergola by **Sidera**, with ILE - Infinity Led Experience - modules integrated throughout the structure for an emotional and stunning effect. Designed by Matteo Ardohain, a young designer who blends creativity and engineering, it creates modules that make heavy structures appear light, almost ethereal, with an integrated system of mirrors and lights that deceive the eye, resulting in a high emotional impact effect. The light effects enhance the sculptural outdoor furniture by **Fluente**, made from recycled stoneware recovered from 3D-printed industrial production. The **Spolert** barbecue company presents an innovative steel griddle with different heat zones, allowing for the practical cooking of any dish, with captivating light effects created by the fire. The flooring is by **Ceramica Mediterranea**, featuring porcelain stoneware made exclusively from Sardinian raw materials, representing a perfect balance between territory, tradition, and technology. **Binari** presents an original interpretation of the outdoor kitchen, a composition of egg-shaped elements in mirrored stainless steel, where each element is transformed into a sculptural and functional standalone volume. The access to the cloisters is characterised by a powerful and evocative light sign: a sort of Ariadne's Thread shaped by the Anaconda lamp by **Egoluce**. A 20-metre long light line that guides visitors to continue their journey between innovation and matter.

## **Small Cloister: Matter in dialogue with AI and natural experience**

dOT MATERICA, in the small cloister, curated by Sabina Antonini and Alessandra Coppa, EN Space network, presents the projects of ATI Project, Lombardini22, Progetto CMR, and Studio Marco Piva. It is an exhibition path that highlights research and innovation in the design of a predominantly single-material micro-architecture for hospitality structures, created with the use of Artificial Intelligence. Supported by: Bluethesign, Egoluce, Eterno Ivica, FT Metalfiniture. **Opening 9 April at 5 p.m.**

### **ATI Project**

Mattia Giannetti, Luca Lanatà, Giacomo Marani, Luca Ofria, Erica Scribano, Edoardo Travagli  
M.I.R.A. - Modular Intelligent Responsive Architecture

Steel/aluminium microstructures redefine urban hospitality: modular, adaptive, blending function and emotion. Perforated sheets create light patterns in motion, transparencies and reflections interact with the sky, transforming surfaces into dynamic sculptures, where the envelope changes with the light, turning hospitality into an immersive experience.

### **Lombardini22**

Matteo Noto, Leonardo Ceccarelli  
CORAL DOME

The project is inspired by the marine environment, reinterpreted with AI to create scenes inspired by caves and corals, sculpted surfaces, light plays, and modular patterns, that evoke organic shapes. A design synthesis is found that connects nature, AI and computational design for a modular and replicable architecture.

### **Project CMR**

Massimo Roj, Matteo Colombo, Sergio D'Antonio, Maria Giletta  
CAMERA

A micro-architecture that harmoniously blends into the mountain landscape, inspired by the shape of a camera lens that frames and amplifies the surrounding natural beauty. In an era where reality is filtered through digital lenses, it is an essential refuge that brings back direct contact with the real experience, fostering reflection, pause and a connection with the surrounding environment.

### **Studio Marco Piva**

Armando Bruno  
H-ill

It is a formal and material investigation into the relationship between architecture and landscape, evoking the hill (hill) and its state of fragility (ill). The graphic "H" also becomes a visual and conceptual synthesis of the project: vertical partitions reinterpret the archetypal facades of hillside homes in an abstract way, while a horizontal element crosses them, acting both as a structural junction and a symbol of precarious balance between abstraction and concreteness, permanence and instability.

In the garden of the small cloister, dOT Experience offers an captivating setting designed to stimulate all five senses: a scenography of materials and surfaces to touch, evocative images, engaging sounds and refined flavours.

At the heart of this installation is Cohabitare, a work by the design studio **Formafantasma** for **Perrier-Jouët**, an ecological installation designed to evolve over time within the vineyards of the Maison, celebrating the biodiversity of the Champagne region. The aim is to promote dialogue between human and non-human species, seeking to translate the principles of regenerative viticulture into an accessible and engaging experience for the public.

The work is presented at dOT, design Outdoor Texture, bringing to Milan an installation that intertwines design, nature and sustainability. The flooring by Lea Ceramiche, outdoor furniture by Ethimo, Datron wine coolers and the pergola by Pratic enrich the setting with unique combinations.

And again in the arcade of the small cloister, **Lea Ceramiche** presents an installation that explores the concept of connection, drawing inspiration from natural sedimentation processes. Materials, textures and colours intertwine in a visual narrative that highlights material research and creative freedom. Egoluce illuminates the space with spectacular chandeliers that create a unique play of light and reflections.

Eterno Ivica highlights what lies beneath the flooring, showcasing its expertise with various structural solutions, essential for creating all the level of changes required by the complex design of dOT.

### **Grand Cloister: Reflections between Metal and Wood**

The Anaconda lamp by Egoluce creates a 20-metre long light signature that interacts with the vaulted architecture of the arcade, enhancing the pathway to the Grand Cloister.

Meanwhile, the outdoor showers by **Idral** become colourful vertical lines, demonstrating that alternatives to chrome-plated steel offer an additional customisation value.

Beyond the gate of the Grand Cloister, in a 4-metre cube, **FT Metalfiniture** presents Imago, a scenographic installation suspended between matter and perception, along with the Duo family of lamps. Both creations were designed by the Ellaquadro Studio, led by Laura Tardella and Matteo Squaiella, drawing inspiration from the range of textures that characterise the company, The interplay of reflection and transparency gives these pieces a strong visual impact.

Under the arcade, Wood takes centre stage.

**NewLife**, through its expertise, offers not only products but also reflections on sustainability. For example, in the Harlock Lounge chair, designed by Alan De La Coba, the backrest, seat and footrest are created from a single shape, while the four wooden mosaics created for the exhibition use waste from the company's production processes.

**Modesign** presents a panelling system with an innovative fastening system for the tiles, inspired by nautical design, and structural tubes for the partitions designed to accommodate wood, metal, wiring and lighting, in a project that blends aesthetics and engineering. There will also be upholstered furniture, seating, and furnishings for various areas of the home.

All the balustrades at the event are signed by In-lux, a leading company in the sector thanks to its consolidated experience and the care developed over time. With Green Design, nature interacts with art and design, thanks to botanical and agronomic expertise that shape solutions inspired by nature. Bluethesign presents at dOT a new way of interacting with AI, helping designers and companies create visual environments that evoke emotions.

There is also a corner dedicated to **InOut / The Hospitality Community**, the event entirely dedicated to hospitality, which will take place at the Rimini Trade Fair from 8 to 10 October 2025. The similarities between InOut and dOT are numerous, particularly the dOT MATERICA project; the concept will, in fact, be reintroduced at InOut in the Greenscape pavilion dedicated to outdoor for contract.

## Events: Thoughts, Images and Sounds

### **METANOIA performance projection**

**METANOIA**, from the Greek 'change of mind, of thought' is a 4-act video projection, created by the R&D team of ATI Project in collaboration with the musicians of ORION (Pale Product). It is produced with AI, art and music in dialogue with the visitors of dOT. For one evening, the audience will be the protagonist of an experiment that converts movements, sounds and narratives into unexplored scenarios, made of unique geometries and fluid architectures. Images of the urban landscape, materials, and forms will flow across a 20-metre high wall of the Grand Cloister, transformed into dreamlike parallel worlds that change to the rhythm of electronic music.

### **Organ concerts**

The Church of San Marco contains, in addition to its architectural and pictorial values, a mechanical pipe organ from the 16th century, which was later restored and modified until the 19th century and has recently been restored again. The organ was also played by Amadeus Mozart during his stay in 1770, and Giuseppe Verdi performed his *Messa da Requiem* in the church to commemorate the anniversary of the death of Alessandro Manzoni. On 8, 10, 11 and 12 April from 6 p.m. to 6:30 p.m., with admission by voluntary donation, organ concerts will be held, performed by maestro Riccardo di Sanseverino.

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Sunday 11 a.m. - 7 p.m.

Web: <https://vgcrea.com/dot-design-outdoor-texture>

FB: <https://www.facebook.com/vgcreaeventi>

IG: <https://www.instagram.com/vgcrea>

Organisation: VG crea - <https://vgcrea.com>

In collaboration with: EN Space network - <https://www.enspace.eu>

## Events

### **9 April**

5 p.m. **opening dOT Materica**

7 p.m. - 11 p.m. **Metanoia performance** by ATI Project

**8-10-11-12 April** 6 p.m. - 6:30 p.m., with admission by voluntary donation  
**organ concerts** Church of San Marco

**10-11 April** 4 p.m. - 5 p.m.

**Green Design** presents **workshops for creating earthenware sculpture vases** by Monica Bispo of La Terra Cruda.

To participate, you can register on the website or via the IG profile

<https://laterracruda.com/>

<https://www.instagram.com/laterracruda/>

**12 April** 11 a.m.

Auditorium Church of San Marco

Meeting **The Material Future: Aesthetic Contaminations from Design to Architecture** with Simone Riva, Claudio Multari, Nicoletta Romano, Leonardo De Franceschi.

## Partner

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## Hashtag

#dOT2025 #BreraDesignDistrict #BreraDesignWeek #Fuorisalone2025 #MDW #VGcrea #ENSpacenetWORK

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**VG crea**, a company made up of a skilled team of architects, designers and communication experts, has been operating for years in the field of event organisation and trade show exhibitions. It is active in the worlds of food, design, furniture, home accessories, and outdoor. Since 2017, VG crea has been organising dOT in the Piazza and Cloisters of the Church of San Marco.

**EN Space network**, founded by Sabina Antonini in 2005, is a network of professionals engaged in architecture, design, and landscape. Through an intense programme of events and design activities, it positions itself as an excellent interface between companies and designers. Among its interlocutors: companies, design studios, universities, foundations, associations, publishers. It has been collaborating in the organisation of dOT since the first edition.

