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Press Release
MILAN DESIGN WEEK 2026

Italgraniti Group: The kitchen becomes architecture

To mark Milan Design Week 2026, the via Statuto showroom hosts two new installations designed by art directors Andrea Parisio and Giuseppe Pezzano. Furnishings covered in large ceramic slabs will take centre stage both inside and outside the exhibition space.

The Milan flagship store of Italgraniti Group will once again be a key port of call for visitors during the forthcoming **Milan Design Week**. Shining a spotlight on the Group's most recent products, the two new installations were developed according to a very precise design concept, forming a **fertile ground for experimentation on materials, architecture and contemporary styles**. The new-look exhibition spaces play a frontline role in an evolutionary journey which interprets the showroom as a creative and dynamic space that communicates the company's aesthetic research while offering new perspectives on contemporary living.

The kitchen becomes architecture: functionality meets the poetry of nature

The **kitchen island covered with large stone-effect White ceramic slabs** from the **Natural collection**, launched at the last Cersaie, will be visible from the window. The collection is inspired by white limestone and translates its tactile and visual richness in a resistant, functional and versatile ceramic material that can be used for indoor and outdoor floors and coverings but also for furnishings. For this MDW, the poetry of nature becomes tangible in ***The kitchen becomes architecture***, delicately vibrating in the **ultra contemporary lines and sculptural volumes**. With its expert alternation of solids and voids, the volumetric complexity of the island contrasts with the purity of the office area, notable for its streamlined and minimalist profiles.

This project represents the next step in the aesthetic journey of the **Penthouse** in via Statuto. In fact, the big Italgraniti Group apartment set up in the showroom finds a new balance in the living room. Here, the eye-catching textural nature of the **double wall-hung bookcase covered in Calacatta Viola** acts as an architectural backdrop and a colour counterpoint. The result is a profound dialogue between surfaces, colours and proportions that defines the entire setting, celebrating the harmonious meeting of **formal rigour and quality materials**.

Urban Line

The installation outside the showroom highlights **the role of street furniture** in defining the aesthetic and functionality of metropolitan spaces. Continuing a journey that began last year, Urban Line is an urban redevelopment project consisting of a modular system of street furniture. The installation is based on simple designs which are embellished with a series of functional elements (seats, flower holders and bicycle racks) to give tangible form to some of the values that shape the choices of Italgraniti Group: **sustainability** and the **aesthetics of products and inhabited spaces**. More specifically, the project aims to redefine urban areas through the use of durable materials and versatile design solutions.

Urban Line has a dual objective: to create a visually peaceful environment that promotes the wellbeing of users; and to act as an **oasis or filter between the dynamism of the urban space and the exhibition area**. The items of furniture are made with the large slabs of the **Origins** collection, a quartzite-effect porcelain stoneware. This choice is in line with the sustainability and durability criteria adopted by the Italgraniti Group, which has recently had its **B Corp certification** renewed. In fact, stoneware is weather-resistant and has low environmental impact; and every module is designed to be regenerated and upgraded, guaranteeing its long useful life and its ability to adapt to the changing needs of the city.

Ceramica Cielo chooses Italgraniti

Also during MDW 2026, Italgraniti's products will be present in the **showroom of Ceramica Cielo** in via Pontaccio, specially redesigned for the occasion, and at its **exhibition stand**. To present its new design products, the prestigious bathroom furniture brand has chosen some of the most popular ceramic looks with architects and interior designers: **Travertine**, **Calacatta** and the **Nuances** collection. Occupying centre stage, the plain colours and seductive purity of ceramic marble, which from large slabs to mosaic tiles encapsulate the **aesthetic power and design versatility** of the Italgraniti surfaces, dialoguing with the furnishings that Ceramica Cielo will present as part of a special double header comprising the Salone del Mobile and Milan Design Week 2026.

ITALGRANITI GROUP FLAGSHIP STORE

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CERAMICA CIELO STAND

Salone del Mobile 2026 - Fiera Milano, Rho

Hall 10 - Stand A14-A18

CIELO SPACE

Via Pontaccio 4/6, Milan

ITALGRANITI GROUP

Established in 1994, Italgraniti Group is among the leading Italian manufacturers of porcelain stoneware surfaces for use in architecture and interior design, which combine innovation, aesthetics and sustainability. This family-run company is now in its third generation of entrepreneurs and has been a B Corp certified Benefit company since 2022, authoritative confirmation that the company pursues a business model that combines innovation with economic, social and environmental sustainability across the board. Italgraniti Group provides designers and architects with some of the finest indoor and outdoor ceramic solutions, surfaces distinguished by innovation and versatility, with a multitude of applications in the world of architecture and interiors. The Group's collections are a prime example of Italian excellence, the result of impeccable research in the world of architecture and design and increasingly sustainable processes, and with some of the highest aesthetic and technical standards in the industry.

For further information, please contact
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