



AGAPE MILANO PRESENTS ITS RENEWED SPACE

Agape Milano introduces a new chapter for its Milan showroom. The space, a long-standing point of encounter since 2012 for architects and designers, has been carefully reconfigured to respond to new ways of presenting and experiencing design.

Designed by Arch. Camilla Benedini with exhibition layout and product selection curated by **Agape Studio**, the interior now opens with two extended displays dedicated to Agape and Agapecasa with interventions in the exhibition layout and external signage bringing greater clarity and visibility. The new arrangement introduces a dialogue between the two collections, presenting a continuous reading of spaces that move from the bathroom to the broader home environment. The raised section now hosts a selection of small objects, extending Agape's perspective beyond the bathroom to include elements that enrich the domestic environment.

The layout has been conceived to encourage movement and flexibility, reflecting Agape's holistic approach to interiors—spaces understood not as isolated pieces, but as connected systems. Products first presented during the last Salone del Mobile return here in revised configurations, anticipating further updates in view of the next edition.

Technical improvements underpin the entire intervention. Lighting, hydraulic, and climate systems have been overhauled while the technical zone, dedicated to washbasins, showers, and working fixtures, has been completely renewed and is now fully functional, offering a direct and tangible experience of each product.

A new chromatic palette defines the atmosphere: dark ceilings, light floors, and a measured transition of greys create a calm, balanced environment that frames and enhances materials and forms with precision. The reorganization has also introduced a new spatial hierarchy: the reception and the project work area have been repositioned and elevated, making the latter visible to visitors and underlining the central role that project development holds within Agape's philosophy.

The space also brings together Agape's long-standing network of partners — Caleido, Cesare Roversi, Effe, Grassi Pietre, Gypsum, Key Cucine, and Zenucchi — whose complementary expertise contributes to a shared vision of design and material culture. The result is a space that feels both renewed and familiar—an evolution of Agape's Milan home, where architecture continues to serve as a living reflection of the brand's thinking.