

AGAPE MILANO INVITES YOU TO “SEPARATE TO RECONNECT” FOR MILAN DESIGN WEEK 2025

For Milan Design Week 2025, Agape Milano introduces an immersive store concept that reimagines the retail experience, transforming the space into a dynamic and evolving showcase of design possibilities. Embracing the theme of “Separating to Reconnect,” the store layout is conceived as a journey through distinct atmospheres, each highlighting the dynamics of materials, finishes, and forms.

Upon entering, visitors are met with a striking composition by Benedini Associati, where materiality and proportion take centre stage. A full-height installation, crafted from a combination of boiserie panels and a newly introduced wood material, creates an impactful visual identity. The design recalls the structured elegance of the 1960s and 70s, with warm wood tones lending a sense of refinement and nostalgia.

This entrance also serves as a stage for Agape’s latest product innovations, including a new wood essence—Palissandro Indiano—for the Craft system, a collection by Benedini Associati, bringing a rich, warm tone to the collection. Used for both boiserie panels and cabinetry, this new finish enhances Agape’s ability to create multilayered material compositions within architectural spaces. Novelties also include the Settecento bathtub, designed by Benedini Associati, is the latest addition to Agape’s Memory collection. The Settecento features a freestanding structure with gracefully rounded edges and will be introduced in Cristalplant® biobased, while the Memory Classic taps range unveils the new natural non-treated brass finish.

Deeper into the store, the Agapecasa section presents a contemporary reinterpretation of classic living spaces. This area introduces new variations of the Eros collection, including an expanded 2.6-metre table presented in a two-tone version, with Black Marquina marble legs and a Carrara marble top in glossy finish.

Complementing this, a selection of low tables in Rosso Levanto marble showcases a distinctive double-square form, a design drawn from Angelo Mangiarotti’s original explorations of geometric balance and structural integrity. The space is styled as a complete living and dining environment with Cavalletto elements, conceived by Angelo Mangiarotti and Bruno Morassutti, completing Agapecasa’s approach to furniture as both functional and architecturally expressive. The use of rich marble tones, combined with warm wooden elements, creates a subtle dialogue between mid-century inspirations and modernist principles.

Visible from the exterior, the storefront display introduces Agape’s ongoing exploration of form and materiality. Marco Zito’s new Massicci washbasins introduce a sculptural presence to the space in both freestanding and over countertop versions. Made from solid cast glass, these monolithic forms play with transparency and light, with their textured surfaces subtly shaped by the cooling process, presented in transparent and yellow ochre variations.

Agape’s innovative vision takes centre stage in four additional sections of the showroom, located along the ramp leading to the raised ground floor. Flanking this transitional path, the Marble and Stone Collection is reintroduced, creating a refined architectural frame.

These curated spaces, thoughtfully designed to offer a more intimate and immersive experience, strike a dialogue between tradition and innovation—reflecting Agape’s ongoing exploration of diverse bathroom layouts and interpretations.

In the first setting, the Rigo structure and Sen collection are enhanced by the presence of the Lariana bathtub and matching basin, both presented in a new glossy Cristalplant finish. The second space centres around the Ottocento bathtub, an iconic piece from the Agape catalogue that continues to captivate with its enduring elegance. The third area explores the expressive potential of solid-colour Cristalplant, seen at its best in the Spoon XL bathtub by Benedini Associati—a sculptural centrepiece that transforms the bathroom into a tranquil retreat. The final space reveals a striking contrast between the soft, sculpted lines of the DR bathtub, designed by Marcio Kogan, and the sharper geometry of the basin, creating a harmonious interplay of control and fluidity, precision and comfort.

Throughout these environments, Agape's partners interact with the brand's collection to craft bathroom interiors that seamlessly unite functionality, material excellence, and aesthetic coherence—transforming everyday routines into meaningful expressions of personal wellbeing and design culture. Grassi Pietre features prominently in two areas, introducing refined stone finishes that enhance the elegance and sophistication of the displays. Gypsum, known for its signature surfaces, contributes its unique textures to two additional areas, adding depth and character to the presentation while the introduction of Caleido towel warmers further enriches the experience.

The store's mezzanine, distinguished by its dramatic double-height ceiling, introduces Sei, a concept for a wellness pavilion in collaboration with Cesare Roversi and Effe. The store's mezzanine, distinguished by its dramatic double-height ceiling, introduces Sei, a concept for a wellness pavilion in collaboration with Cesare Roversi and Effe. Agape's Immersion bathtub and sink, Ascension accessories, Cooper showers and shower trays are integrated into this space, arranged to create the ambience of an intimate garden retreat. The addition of a relaxation area evokes a spa-like atmosphere, demonstrating how Agape's designs are made for a borderless perception between interior and exterior environments.

Ascending to the first floor, the store shifts towards a material-driven narrative. This level functions as a materials library and a showcase of Agape Objects, a curated collection of refined, functional accessories designed to enhance everyday rituals. The materials section features Grassi Pietre's new stone boiserie in Grigio Alpi, along with an expanded selection of finishes from Gypsum. A newly introduced tile collection brings an additional layer of texture and colour to the space. The Agape Objects presentation follows a minimalist, gallery-like format, displaying pieces on light wood cubes with satin-finish Dibond bases, ensuring that each object is presented with clarity and focus. A dedicated area for Caleido, a new partner specialising in designer heating solutions, emerges within the bathroom displays on the ground floor and in a technical presentation upstairs.

On the lower level, the section includes a kitchen area where Key Cucine presents TAI_O Evolution: a kitchen project "evolved" in form and materials, the culmination of a research process and the result of deep connections between past and future, aesthetics and functionality, nature and technology. Enhancing this space, Agape introduces a new version of Ell washbasin distinguished by its sleek design with invisible brackets—and the Alto shower head, which offers a refined minimalist appeal. A new backlit version of the Revolving Moon mirror enhances the overall visual experience.

Unlike traditional stores that communicate a singular aesthetic identity, Agape Milano's space is conceived as an environment of exploration and experimentation, brought to life with the help of technical partners DCW éditions, Frassinago, Paola Lenti and KN Industrie. Each section presents a different interpretation of Agape's design philosophy, demonstrating the brand's ability to adapt its collections across multiple stylistic and architectural contexts. During Milan Design Week, this concept takes on an even more experimental approach, reinforcing the store's role as a platform for creative dialogue and material innovation.

Through a curated yet adaptable approach, the store offers visitors a compelling insight into the endless possibilities of Agape's collections. By presenting different material combinations, spatial configurations, and thematic explorations, the brand reaffirms its belief that *design is not about fixed aesthetics, but about adaptability, creativity, and the continual push towards innovation.*

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