

AGAPE UNVEILS NEW PRODUCT INNOVATIONS FOR MILAN DESIGN WEEK 2025

For Milan Design Week 2025, Agape presents a continuous design innovation of iterative enhancements, expanding its vision of contemporary living with a refined selection of products that blend material experimentation, sculptural form, and functional elegance. From advancements in Cristalplant® technology to the introduction of solid cast glass washbasins, these novelties reinforce Agape's commitment to pushing the boundaries of bathroom and furniture design.

Exploring Material Innovation: New Finishes and Surfaces

Among the key introductions is the Cristalplant® biobased color-in-mass, a breakthrough material exclusive to Agape. Unlike traditional colour applications that rely on surface coatings, this technology ensures full-depth colour saturation, making it uniform, durable, and repairable. Initially available in a light grey tone, with darker shades in development, this innovation represents a new era in surface refinement, offering both technical performance and aesthetic versatility.

Further expanding its material offerings, Agape introduces a new wood essence—Palissandro Indiano—for the Craft system, 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. Craft continues Agape's commitment to customized compositions, providing solutions that cater to unique specifications. It is a tailor-made experience that invites clients to continue exploring compositional possibilities, whether free-standing configurations or expansive wall-mounted installations.

Settecento

The Settecento bathtub, designed by Benedini Associati, is the latest addition to Agape's Memory collection, joining the iconic Ottocento bathtub. Both models share a design language rooted in timeless elegance, reinterpreting classical forms with a contemporary sensibility. The Settecento, first introduced in Cristalplant® biobased, features a freestanding structure with gracefully rounded edges, evoking the charm of traditional bathtubs while embodying Agape's dedication to refined and timeless simplicity. Its fluid lines and balanced proportions offer a serene visual experience that feels both familiar and modern.

Immersion

The Immersion collection expands with the introduction of a new round version of the bathtub, offering a fresh take on the collection's minimalist elegance. Inspired by oriental bathing rituals and traditional timber bathing vessels, this round version maintains the compact footprint and serene aesthetic that defines the Immersion line, making it a perfect addition to both residential and high-end hospitality environments.

The original Immersion bathtub, known for its deep, vertical design, offers two distinct bathing experiences: full-body immersion, reminiscent of thermal baths, or an upright position supported by a comfortable seat crafted from either the same material as the bathtub or iroko wood slats. An iroko wood step, which can also be used as a practical side table, enhances accessibility and functionality. The new round version of the Immersion bathtub continues this philosophy, enhancing the ritual of bathing through thoughtful design and versatile integration.

Introducing the Massicci washbasins by Marco Zito

One of the most striking novelties this year is the Massicci washbasin collection, designed by Marco Zito. These washbasins are not crafted from blown glass but from solid cast glass, created by pouring molten glass into a mould, forming a monolithic structure with a distinctly tactile surface. The texture is the result of the cooling process, which creates a softly faceted finish, playing with light refraction and density. Available in transparent and ochre yellow, Massicci is an exercise in both material experimentation and sculptural design, adding a dramatic yet refined presence to the bathroom environment.

Evolving Classics: The Expanded Eros Collection and Variazioni

Agapecasa introduces new variations of the Eros collection, originally conceived by Angelo Mangiarotti, bringing fresh interpretations of his structural and geometric explorations. Presented in a two-tone version, Eros features a four-legged base in Black Marquina marble in glossy finish, supporting a 260cm Carrara marble top, refining its balance of material weight and visual lightness. Further expanding the collection, new low tables in Rosso Levanto marble reinterpret Mangiarotti's distinctive double-square form, enhancing the interplay between monolithic mass and architectural precision.

These new additions strengthen the sculptural identity of the Eros collection, demonstrating its continued relevance in contemporary interiors.

Agapecasa also presents Variazioni vases by Angelo Mangiarotti, a tribute to the freedom of form within the solidity of marble. Designed between 1966 and 1971, the series reflects Mangiarotti's unique approach to design, where the concept of variation takes precedence over fixed repetition. Instead of producing a single, definitive piece, Mangiarotti established a process where skilled artisans interpreted the same irregular, wave-like contour, resulting in pieces that are all related but never identical.

The vases are carved from Carrara marble, using a precise milling process that brings out the natural veins and creates a fluid, organic silhouette. The result is a series of 99 numbered pieces per variant, each unique yet part of a cohesive vision, embodying the intersection between architecture, art, and design. Inspired by the artistic movements of the 1960s and 70s, particularly Arte Programmata, Mangiarotti's approach allows for a controlled randomness where craftsmanship plays a key role in determining the final form. The vases evoke influences from Hans Arp, Constantin Brancusi, and Max Bill, merging their sculptural purity with Mangiarotti's own architectural rigor.

New Editions of the Cenote Collection

Handcrafted through a slow, deliberate process, the Cenote bathtub embodies a dialogue between material, gesture, and time. Initially shaped in fireclay, then in volcanic stone, it now comes in Cristalplant® Biobased, here presented with a glossy interior and opaque-finish exterior. Generous and sculptural, Cenote offers a deeply sensorial bathing experience. The collection is now complemented by a series of accessories—a stool, a small table, and a tray—conceived as quiet companions that reflect the same attention to form and detail.



AGAPE CASA

Refining Functionality:

Bloque System

A renewed take on the Bloque system by Patricia Urquiola brings a more structured approach to modularity. Originally conceived as an open framework, the updated Bloque system now incorporates storage compartments within its vertical elements, creating a seamless balance between geometric purity and functional adaptability. The front panels feature a bass-relief texture, adding a new dimension of depth and tactility to the design. Hanging containers that can work independently outside the Bloque system have also been added.

Nudo XL

Further developing the Nudo XL system, designed by Benedini Associati, Agape introduces a wall-mounted storage unit, maintaining its signature lightweight aesthetic while enhancing its functional capacity. In Palissandro Indiano and mirrored finishes, the Nudo XL setup underscores Agape's ability to merge reflection, depth, and material warmth within a cohesive architectural language.

Sei

Sei redefines the relationship between architecture, nature, and wellness. In a world where outdoor wellness and home spas are on the rise, Sei offers a refined approach to modular design that integrates with its surroundings. Inspired by the Japanese word "Sei," which means life, the pavilion embodies a philosophy of balance between nature and built space. Its structure is built around a modular wooden framework of 6x6 cm, creating an adaptable system that bridges indoor and outdoor environments with elegance and fluidity. Designed by Nicholas Bewick in collaboration with Agape, Effe, and Cesare Roversi, Padiglione Sei combines expertise in bathroom rituals, sauna experiences, and architectural frameworks.

The pavilion's modularity allows for different configurations, tailored to various environments. Basic modules include a sauna space, an open-air or hybrid bathtub, a sculptural washbasin, and a relaxation zone. The flexibility of the design ensures that each installation feels like a natural extension of its surroundings, enhancing rather than overpowering the landscape. Customisation is a core feature, with options for brise-soleil, integrated benches, and a curated selection of woods, stones, and metals to match the specific context.

Rendez-vous

The Rendez-vous screen by Marco Carini extends the language of the namesake collection into the vertical plane, offering a refined solution for dividing space with lightness and rhythm. Composed of a series of modular panels connected by upper and lower joints, it can fold, expand, or articulate to define different areas with flexibility. Fixed cotton cords create a subtle interplay of transparency and texture, filtering light while preserving a sense of openness. Available in brown and orange, it echoes the material warmth and tactile harmony of the original series.

Alto

The Alto showerhead marks the brand's first integrated ceiling-mounted shower head. Made from stainless steel with a thickness of 2 to 3 mm, the Alto showerhead is designed for a sleek, minimalist aesthetic, perfect for architectural spaces. The shower head is available in three square sizes (30x30 cm, 40x40 cm, and 50x50 cm), as well as two round shapes, providing versatile options to suit different bathroom designs. Available with full customization, clients can choose from various finishes, including Satin Stainless Steel, White, Black, and Brushed finishes. Additional finishes, such as Brunito, are also available to match Agape's signature tapware, ensuring a cohesive, polished look throughout the bathroom.

Div

The Div system by Castiglia Associati is a sophisticated partitioning solution that introduces a new approach to dividing spaces through sleek aluminium frames. Designed to reach heights of up to 3 metres, this system offers remarkable versatility, making it suitable for both wet and dry areas. Unlike traditional shower enclosures, Div is not limited to bathroom use; it serves as an adaptable architectural element for wellness spaces, living areas, and hospitality environments. The Div system's structure is built with a custom-developed aluminium frame, providing superior rigidity and durability, even at considerable heights. While it can be fitted with gaskets to function as a waterproof shower enclosure—creating an almost aquarium-like effect in wet zones—it also works seamlessly as a refined room divider that elegantly sections off spaces without disrupting visual continuity. Available in a variety of finishes, including Satin Stainless Steel, White, Black, and Brushed options, Div offers a high degree of personalisation, allowing it to integrate beautifully within diverse interior styles.



ABOUT AGAPE

Agape has been synonymous with design culture for 50 years. The brand, founded by the Benedini family, offers hundreds of products that meet every functional need in the bathroom. Washbasins, faucets, furniture, bathtubs, lights, and accessories designed by masters of contemporary design and architecture. Timeless objects that naturally develop an intense dialogue with any space, becoming elements of Agape's architectural vocabulary. International by nature, Agape also has deep ties to Mantua, the Renaissance city and extraordinary architectural workshop where its headquarters are located.

ABOUT AGAPECASA

Agapecasa is the result of Agape's passion for design culture and longstanding collaboration with Angelo Mangiarotti. The brand was created to reissue timeless, original pieces by one of the 20th century's most multifaceted and interesting masters of Italian design and architecture. The Agapecasa collection includes tables, chairs, bookcases, and vases. Like all Angelo Mangiarotti's works, these pieces are the quintessence of good design: in his timeless furnishings, matter, form, technology and thought merge into a coherent and inseparable whole.

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