



## AGAPE MILANO PRESENTS BEING WITHIN THE PROJECT FOR MILAN DESIGN WEEK 2026

The project is an idea whose meaning emerges through our presence. Its existence is defined when we are within, and it is through this structure that Agape Milano reinterprets its context during Milan Design Week 2026, with partners Agape, Agapecasa, Caleido, Cesare Roversi, Effe, Grassi Pietre, Key Cucine and Zenucchi Design Code. Conceived as a spatial composition activated by movement, encounter and inhabitation, the showroom becomes a place whose identity is revealed through the way it is entered, crossed and experienced.

Each setting is built around a precise atmosphere and a particular way of reading the collection: objects in dialogue with materials, materials in dialogue with space, space in dialogue with the body that moves through it.

What connects the works on show is a shared line of inquiry among contributing brands: that each element establishes its presence within the project. Across furnishings, surfaces, objects and architectural structures, the presentation unfolds as a continuous design thought extending across different scales and different brands. More than a simple juxtaposition of presences, *Being Within the Project* proposes the showroom as a field of relations, where each contribution strengthens a broader reflection on inhabitation, material presence and the ways in which design takes form in space.

Throughout the week, Agape Milano will also host a program of conversations and meetings, setting the space as a site of exchange — a place where the collection, its contexts and its authors can be encountered directly.

### NOVELTIES

#### Agape and Agapecasa

Among the Agape novelties is **Fuente**, the new washbasin designed by Patricia Urquiola for the Bloque system, which for the first time extends to include a washbasin. Also presented is **Tambre**, designed by David Chipperfield Architects, a new bathtub in okumé plywood that rethinks bathing through amore compact use of space and water, accompanied by a washbasin developed either as a separate element or integrated within the same system. Other new additions include the updated **OLC** accessories by Giampaolo Benedini, now re-edited with a larger diameter, a new support for **Massicci** by Marco Zito, and a new washbasin within the **Memory Classic** series in Pietra del Mare. Agapecasa presents the **Schwob** table, designed in 1959 by Angelo Mangiarotti and Bruno Morassutti for their renovation of Villa Schwob — Le Corbusier's last work in his native La Chaux-de-Fonds. The commission placed the two architects in dialogue with one of the defining buildings of early twentieth-century architecture, and the table carries that context: a precisely machined aluminium cross with expressed mechanical joints supports a marble top that rests in place through its own weight. Agapecasa also shows how a simple geometric rule can generate endless formal differences with its Variazioni vases.



### Key Cucine

Key Cucine presents two new projects: **METHIS**, developed in collaboration with Tellatin and Brotto, and **ECHOES**, conceived from an idea by architect Camilla Benedini. Distinct yet complementary, the two kitchens share a common drive: to move beyond the expected, construct new balances and give form to the unexpected. Their presence within the showroom extends the domestic narrative of the project, presenting the kitchen as a living system in direct dialogue with architecture and space.

### Effe

**Baluar**, the new modular sauna and hammam system designed by Patricia Urquiola, inaugurates a new collaboration with the designer. Inspired by the idea of the bastion as a compact and protective structure, Baluar reinterprets this architectural figure as a space of shelter, pause and regeneration. Defined by essential forms and a vertical rhythm created by thermally treated linden wood, the system integrates sauna and hammam within a single configurable volume that can adapt to different scales and settings, from a standalone unit to a more articulated wellness area. Within the showroom, Baluar introduces a strong and recognisable architectural presence, expanding the project through a richer vision of wellbeing.

### Cesare Roversi

Cesare Roversi presents **6x6 with David Chipperfield**, a new furnishing system for hospitality developed around the 6x6 principle. Designed to bring multiple functions into a single structure, the project is conceived as a minimal living unit that can be introduced with ease into different contexts. With its clean, essential lines and freestanding presence, it brings a strong architectural dimension to the showroom.

### Grassi Pietre

Grassi Pietre brings its material expertise to the project through **White Palladio**, a natural stone distinguished by its luminous light tone and timeless character. Combining a refined, contemporary presence with notable resistance, it is suited to a wide range of applications across both interiors and exteriors, from flooring to wall cladding. Its presence within the showroom reinforces one of the project's underlying themes: the role of material as both surface and architectural element, capable of shaping the atmosphere and identity of a space.

### Caleido

Caleido is an Italian company specialising in the production of design radiators and towel warmers, distinguished by its ability to unite thermal function with formal research. Caleido contributes to the showroom with **Infinito**, the modular heating system designed by Marco Piva. Conceived as a flexible composition of elements capable of defining a new stylistic code, the project brings together the elegance of minimal design and functional efficiency. Through its play of verticality and horizontality, heat and matter, Infinito reinforces Caleido's distinctive approach to heating as an integral part of the architectural space.

### Zenucchi Design Code

Zenucchi Design Code is an Italian company rooted in the world of furniture and interior design, with a strong presence in Lombardy and a longstanding focus on curated domestic environments. Through its approach to interiors as complete and lived spaces, the brand contributes to the showroom's broader vision of the home as a layered and experiential setting. In *Being Within the Project*, Zenucchi Design Code helps strengthen the sense of the showroom as an interior shaped by atmosphere, use and design continuity.



## **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.

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