

“FROM SPACE TO TASTE

Designing New Dimensions of Sensory Experience”

Tricolore Design Hub Milano | Fuorisalone 2025

At Fuorisalone 2025, design meets the five senses: a sensory journey through materials, sounds, scents, and flavors to explore the potential of space as a sensory experience at the design hub in Piazza del Tricolore in Milan.

Milan, April 7, 2025 – On the occasion of **Design Week 2025**, **Tricolore Design Hub**, in collaboration with **Divisione Contract** and **Reframe**, specialized media in the contract and real estate sectors, presents **“FROM SPACE TO TASTE: Designing New Dimensions of Sensory Experience”**, an exhibition inviting the public to discover how multisensory design can transform the perception of spaces.

Inspired by this year's Fuorisalone theme, **“Connected Worlds”**, the initiative, which was previewed at an inaugural evening on **Wednesday, March 26**, will take place at **Piazza del Tricolore** in **Milan** from **April 7 to April 12, 2025**.

“FROM SPACE TO TASTE” is a journey exploring the potential of space as an activator of sensory perceptions. Through a sensory path made of materials, sounds, scents, and flavors, visitors will be able to “taste” environments in a unique connection between the five senses.

The exhibition targets both design professionals and a general audience, offering an engaging experience that includes **products, images, and multisensory projects**, along with the winning works of the **FoodInSpace international competition**, a web magazine that, in 2024, awarded the best concepts in the field of food & beverage design.

During the **inaugural evening on March 26**, a **talk on sensory and experiential themes** was held, featuring key representatives from the world of architecture, design, and contract, including:

- **Arch. Marco Beolchi** (Founder, FoodInSpace)
- **Arch. Giovanni Franceschelli** (Founder, Rizoma Architetture)
- **Arch. Paolo Lettieri** (Co-founder, Urbanism Planning Architecture Italia)
- **Arch. Luca Romagnoli** (Co-founder, ModoUrbano – Studio Archea Associati)
- **Arch. Walter Vallini** (Co-founder, Reframe)
- **Manuela Colombini** (Co-founder, M2 Consultancy)
- **Lucia Riva** (Leasing Country Manager, Sonae Sierra Real Estate Services)
- **Angela Maria Scullica** (Journalist and Director, ILI Editore)

Moderated by architect **Silvio De Ponte**, founder of De Ponte Studio Architects.

This initiative represents a unique opportunity for professionals and design and architecture enthusiasts, aiming to go beyond the traditional boundaries of design.

“FROM SPACE TO TASTE” offers an occasion to discover projects and gather new ideas that can open new perspectives in the field of experiential design and sensory well-being.

When: April 7-12, 2025

Where: Tricolore Design Hub, Piazza del Tricolore, entrance from Viale Majno 2, Milan

For further information and event details, contact: info@tricoloredesignhub.it

TDH TRICOLORE DESIGN HUB

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TDH PARTNERS:

Gritti Venetia

Gritti Venetia is a research-driven perfume brand that blends tradition and innovation, creating bold and sophisticated fragrances. Founded in 2009 by Luca Gritti, the brand has deep roots in the Venetian history of his family, who were spice traders and diplomats. This heritage is transformed into a drive for the future, with each creation born from meticulous research and a passion for luxury, redefining the niche perfumery landscape.

Lops Arredi

Lops Arredi is an Italian company specializing in the production and sale of high-quality furnishings for homes, offices, and stores. Founded by Nicola Lops, CEO of Lops Holding Spa, the company has become a benchmark in Milan thanks to its Made in Italy design products addressed to private clients, home staggers, interior designers, and real estate agencies. With over 12 years of experience, Lops Arredi provides custom furnishing solutions, collaborating with top Italian manufacturers to ensure outstanding design and quality. The company is part of Lops Holding, a solid reality active in different business sectors, present in Lombardy and beyond, born from the initiative of the entrepreneur Luigi Lops.

Martex

Martex is an Italian company that combines tradition, craftsmanship, and innovation to create functional, reconfigurable furniture designed to last over time, ideal for new ways of working and contract projects. Our space layouts are inspired by the concept of the Italian Piazza, promoting well-being and positive relationships. With a holistic approach and Biophilic Design, we design sustainable environments that enhance the work experience while reducing environmental impact.

Nautys

Nautys is an innovative brand in the nautical and outdoor furnishing sector, born from the synergy between Lucchesedesign (product design expertise) and Summit X (advanced materials distributor). They offer exclusive, sophisticated furniture solutions that combine elegance, technology, and high-quality materials, creating refined spaces for yachts, terraces, villas, and gardens. Their modern, customizable collections feature HIMACS, a solid, weather-resistant material with seamless surfaces, integrating electromechanical technologies and smart accessories for versatile, functional designs.

With a contemporary vision and the artistic direction of Lucchesedesign, Nautys redefines the concept of luxury in outdoor and nautical furnishings, combining aesthetics and performance in every detail.

Maarmo

Founded in 2017, MAARMO Srl is an Italian company that repurposes marble processing waste to create eco-friendly designer radiators. Based between Vittorio Veneto (TV) and Pordenone, MAARMO blends recycled marble powder with other waste materials to craft innovative and sustainable heating solutions. Their product range merges contemporary aesthetics with functionality, offering heating solutions that respect the environment.

Ozzio Italia

Ozzio Italia's history began in 1961 in the heart of Italian design: Brianza, north of Milan. This is where the Pozzoli family established their first artisan workshop, founding a company driven by an unceasing pursuit of quality and a deep connection to the local territory. This passion, combined with an innovative vision, has enabled Ozzio Italia to evolve into an international brand, now present across five continents. The Ozzio collection embodies a unique interpretation of contemporary living, blending global inspirations and transforming them into creations with an unmistakably Italian character. The brand laid the foundation for its international sales network in the 1990s and has since strengthened its presence in markets across Europe, America, Asia, Oceania, and Africa. Today, Ozzio Italia is a benchmark in the multifunctional furniture sector, with flagship showrooms in the world's most prestigious cities, representing timeless elegance and revolutionary functionality.

TECHNICAL PARTNERS:

FoodInSpace

FoodInSpace, founded and directed by Marco Beolchi, is the first e-magazine exclusively dedicated to showcasing Food & Beverage spaces. Its mission is to connect the best projects and professionals from around the world with an ever-growing audience, providing knowledge, tools, and inspiration, making beauty and creativity accessible to all. The platform also organizes the annual FoodInSpace Awards, a prestigious design competition that recognizes and celebrates excellence and originality in Food & Beverage space design on a global scale.

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Impronta

Impronta is a premier brand in high-end home dining, born from the passion and expertise of Gabriel Cinque and Valeria Loi. Specializing in personal chef services, refined catering, private dinners, and exclusive corporate events, its chefs transform every occasion into a memorable culinary experience, directly within the client's space. The offering is further enriched with at-home cooking classes for all skill levels and consulting services for the restaurant industry. Impronta's philosophy blends culinary creativity with meticulous attention to detail, emphasizing high-quality ingredients and innovative techniques. The brand's vision celebrates authenticity and excellence in every creation.

Itascan

ITASCAN specializes in surveying and monitoring buildings and territories, utilizing drones, laser scanners, and innovative technologies to ensure precise and reliable data. Its services include aerial photogrammetric surveys of facades and roofs, detailed 3D models, construction site monitoring, technical due diligence, and real estate valuations, supporting professionals in real estate, architecture, and engineering. The goal is to optimize time and costs while providing effective, tailor-made solutions.

TDH – Tricolore Design Hub

In the heart of the ultimate design district, at Piazza del Tricolore 1, TRICOLORE DESIGN HUB is a new multidisciplinary space born from the meeting of ideas between Gabriella Del Signore, founder of Ghénos Communication, and Ezio Ramera, a Brescia-based entrepreneur who has been offering the finest Italian and international design to a discerning clientele for over 40 years. A hub for relationships and networking in the design world, TDH also serves as the new operational headquarters of Ghénos Communication, the PR & Press Office agency that has been working internationally with major brands in the sector since 1997. Throughout the year, TDH comes to life with events, meetings, exhibitions, and presentations, making it a dynamic 300 sqm space where professionals can connect, share ideas, discuss, and develop new projects.

Media Partner

Divisione Contract

Divisione Contract is a magazine dedicated to the world of contract design, targeting architects, designers, general contractors, hoteliers, and industry professionals. It showcases architectural projects, as well as products, materials, and components for contract furnishings, along with updates from key trade fairs and interviews with industry leaders, covering a wide range of sectors—from hospitality to residential, yachting to retail, offices to public spaces.

ReFRAME

The reFRAME Series is a cultural dissemination project that explores the world of real estate and design, offering high-quality content on industry trends, projects, and innovations. It is aimed at professionals and companies interested in sharing solutions, strategies, and ethical visions for enhancing real estate assets and urban regeneration. The volumes, published by Altralinea Edizioni, are available in major bookstores and cultural venues, including the ADI Design Museum and La Triennale di Milano.

For more information:

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