

Tortona Design Week 2026

THINKING BETTER, il futuro del design nasce dalla memoria

Guardare indietro per progettare meglio: alla Tortona Design Week 2026 si analizzerà il futuro del design con uno sguardo al passato, la reinterpretazione dell'artigianalità con tecnologie sostenibili, la trasformazione della memoria in innovazione, con le persone, e non gli oggetti, al centro del progetto

Milan, March 25, 2026.

From **April 20 to 26, 2026**, the Tortona district once again takes center stage during Milan Design Week, unveiling a new chapter in its international evolution. This year's theme, **"THINKING BETTER: Look Back to Shape the Future"**, introduces a timely and thought-provoking reflection: the future is not only ahead of us, it is everywhere. And building it requires a more conscious perspective on the past.

Tortona Design Week reaffirms its role as a key reference point in the international design calendar, attracting both industry professionals and enthusiasts. This year's invitation is to look at the past of design not with nostalgia, but as a deliberate act of design thinking: revisiting gestures, forms, and relationships that have proven effective; reinterpreting craftsmanship through sustainable technologies; and placing people, rather than objects, at the center of projects. Because the future does not emerge from a vacuum, but from the ability to make better choices and design more thoughtfully.

At the core of this design-driven reflection, numerous projects will interpret the **THINKING BETTER** theme, exploring the relationship between memory, technological innovation, and new ways of living.

Among the featured installations, **Corpografia – Paesaggio di Donna** stands out, a project by **Sara Ricciardi Studio** conceived at the invitation of **Torneria Tortona**, an event venue with which the designer has collaborated for years—not only to create objects, but to envision scenarios. Born from a desire to question the role of the feminine in the present, the installation takes shape as an urban island—an archipelago of organic forms designed as a space for pause and hospitality. Amid botanical elements and sinuous backdrops, the space opens up to interaction and the possibility of community, becoming a pink oasis dedicated to connection. The landscape becomes intimate and inhabitable: a sequence of lines evoking a feminine horizon to be traversed. The body emerges as both an urban and symbolic geography, rendered in a striking shocking pink that recalls the revolutionary force of Elsa Schiaparelli. A threshold and a passage, the body is no longer a limit, but a hospitable architecture, a public gesture, a shared space.

The new **Geberit Experience Center at Via Tortona 31** will be a central highlight of the 2026 edition. Within the space, the event Flow. Form. Function. will unfold, featuring the installation RÖS, designed by Swiss studio atelier oï. Hundreds of slender steel springs guide the movement of water droplets in a dynamic composition, making visible Geberit's deep expertise in managing water flow and revealing the hidden beauty of systems typically concealed behind walls.

The dialogue between design and mobility will take center stage with **Konzepthaus**, returning to the district with **Haus of Automotive**, an international platform dedicated to bringing together the automotive industry, design, and innovation. Key events include the CMF Conference on April 20 and the Lighting, UX & Brand Conference on April 21, exploring the future of mobility design. From April 22 to 26, the Partner Days will showcase tailored exhibitions and cutting-edge projects. With "IN PROGRESS," main partner Lotus invites visitors into an evolving creative journey, revealing how the brand continuously shapes design and innovation. In addition, in collaboration with C-LAB, the four-day workshop "Automotive Design Experience" is dedicated to students and young professionals. **Via Tortona, 31.**

With **Urban Jungle**, a project developed within the Green Master Lab through the collaboration between D.Green and the European School of Economics, artistic design becomes an educational tool to engage a broad audience in sustainable creativity. The installation recreates **an urban jungle through a fantastical lens**, featuring oversized leaves and flowers that emphasize nature's magnificence as the driving force of life, with the individual at its core. A synesthetic environment where art and design coexist, encouraging the expression of sustainable well-being. **Via Tortona, 35.**

Barton Pereira, part of Thélios, LVMH Eyewear Excellence, makes its debut at Tortona Design Week with an exclusive installation in collaboration with Laurent Badier Studio Art & Industry. The pop-up presents a curated selection of Barton Pereira eyewear within a sculptural environment made of Plexiglas and recycled PVC, reinterpreted by the design studio. The installation celebrates craftsmanship and material innovation, where eyewear and contemporary design meet in a compelling visual dialogue. **Via Tortona, 20.**

Toyota Material Handling Europe presents It's Just Forklifts, an exhibition that reinterprets forklifts through the lens of design and innovation. On display are Toyota Material Handling's heritage, concepts on sustainability and AI-driven intralogistics, finalists of the Toyota Logistic Design Competition, and the new electric Traigo_i. **Via Voghera, 8.**

The automotive presence is further enriched by **Hyundai**, unveiling the world premiere of **IONIQ 3** and presenting "Unfold Stories – From Paper to Steel," an experiential narrative inspired by the creative process that transforms a sheet of paper into the sculptural form of an automobile. **Via Tortona, 32.**

Zeekr Design also returns to TDW with The Art of Connection, an immersive installation exploring the creative process behind the Zeekr 7GT. The project reflects on the relationship between design, technology, and materials, shaping a narrative that engages visitors in a multisensory experience. Hosted at **Opificio 31**.

MEISDEL, a Japanese residential kitchen brand, has chosen TDW for the European debut of Anima 01: a kitchen island crafted in stainless steel and shaped by master artisans like a grand piano. A sculptural piece defined by both curved and straight lines, the result of a design that explores the expressive power of material. Location: Tortona Square, **Via Tortona 36**.

Color Design Lechler, with The Way of Sportin' Life, presents a collection that translates the world of sports into a living language, showing how color and finishes can accompany different ways of experiencing sport. **Via Tortona, 14**.

A key hub for artists and designers is the **nhow Milano hotel**, a creative laboratory where design, art, and events converge, hosting exhibitions, installations, and formats dedicated to contemporary culture. **Via Tortona, 35**.

Completing the exhibition landscape are **Lexus; Switzerland Global Enterprise; Hisense; MEDUM; Rafa Lanfranco Concept Store; DUXIANA; Plenitude and IN BETWEEN**, with projects ranging from technological innovation to living design, from sustainable energy to contemporary artistic research.

Tortona Design Week is organized in collaboration with **Double Malt**, an integrated communication agency that, for the fourth consecutive year, is responsible for its communication strategy—translating the concept into narrative and identity.

Design is not only technological innovation or aesthetic experimentation: it is choice, responsibility, and cultural vision. In 2026, Tortona Design Week invites an international audience to embrace a simple yet radical gesture: **look back to choose better. Design less, but design better.**

Discover more: www.tortonadesignweek.com

Press office

Dora Renzulli – +39 338 910 6275

Luca Celeghin – +39 339 657 0113

press@doublemalt.it

info@tortonadesignweek.com

TDW 2026
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