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Thinking
1977-1986
LOOK BACK TO SHAPE THE FUTURE

PRESS CONFERENCE 2026

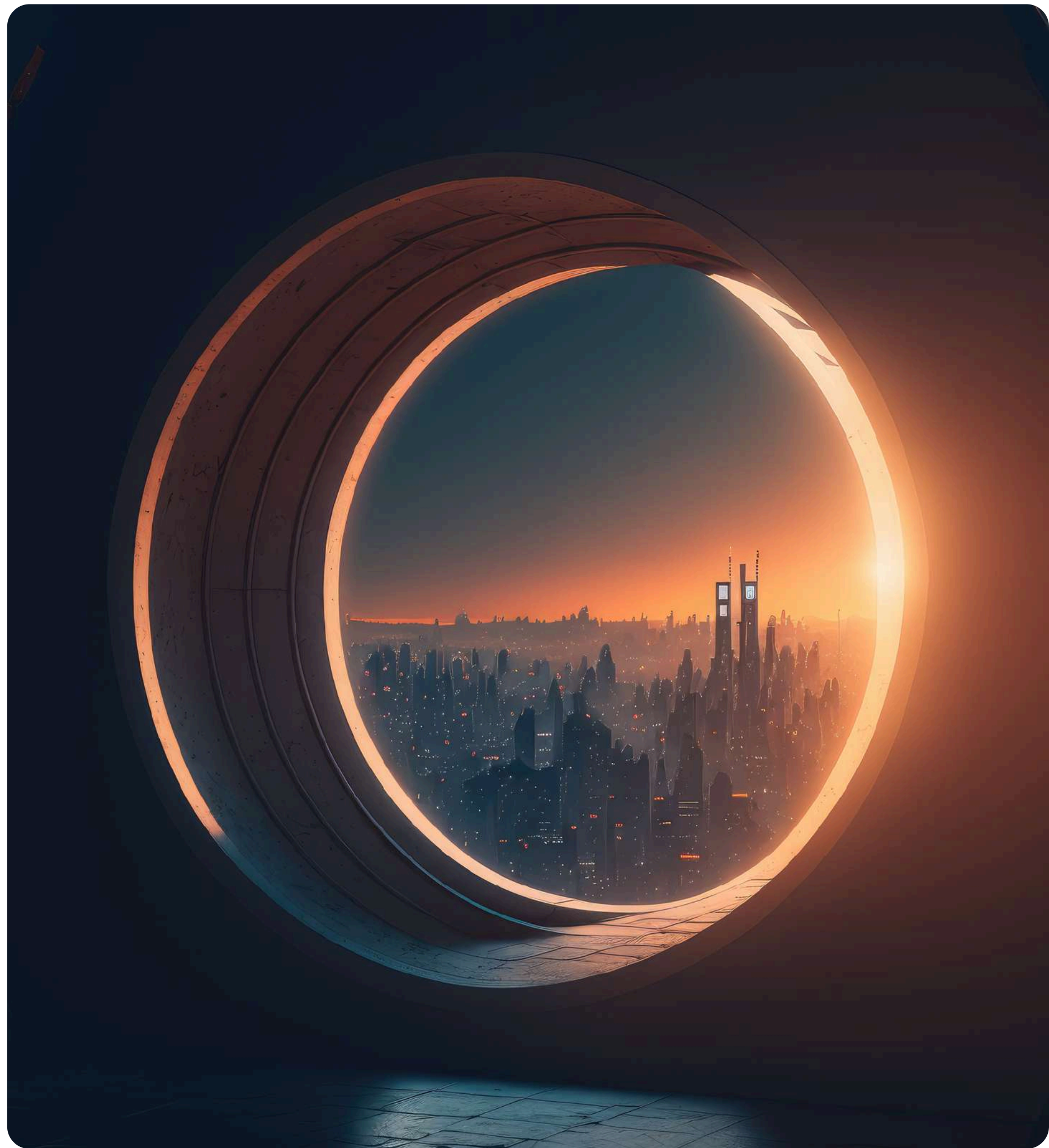
TORTONA
DESIGN WEEK
2026



THINKING BETTER, **THE FUTURE OF DESIGN** **IS BORN FROM MEMORY**

Looking back to design better: at Tortona Design Week 2026, the future of design will be analyzed with a look at the past, the reinterpretation of craftsmanship with sustainable technologies, the transformation of memory into innovation, with people, and not objects, at the center of the project.

From April 20 to 26, 2026, the Tortona district returns to the spotlight at Milan Design Week with a new chapter in its international evolution. This year's theme, "THINKING BETTER, Look back to Shape the Future," introduces a profound and timely reflection: the future isn't just ahead of us, it's everywhere. And building it requires a more informed look at the past.



Tortona Design Week confirms its position as a key event in the international calendar for design professionals and enthusiasts. This year, the invitation is to look at design's past without nostalgia, but rather as a conscious act of design: reinterpreting gestures, forms, and relationships that have worked, reinterpreting craftsmanship with sustainable technologies, and putting people, not objects, back at the center of projects. Because the future doesn't arise from a vacuum, but from the ability to choose better and design better.

At the heart of this design reflection, numerous projects will interpret the theme THINKING BETTER, exploring the relationship between memory, technological innovation and new forms of living.

TDW 2026: GROWTH, CONNECTIONS, FUTURE.

**AMONG THE MOST DYNAMIC DISTRICTS
OF MILAN DESIGN WEEK**

80,000 VISITORS
21 EXHIBITORS

TDW AREA



PAESAGGIO DI DONNA

Sara
Ricciardi
Studio

Among the installations on the program is **Corpografia – Paesaggio di Donna**, a project by **Sara Ricciardi Studio** conceived at the invitation of **Torneria Tortona**, an event location with which the designer has collaborated for years not only to create objects, but to imagine scenarios.

Born from a desire to interrogate the theme of femininity in the present, the installation presents itself as an urban island, an archipelago of organic forms conceived as a place of rest and welcome. Between botanical presences and sinuous backdrops, the space opens up to relationships and the possibility of community, becoming a pink oasis dedicated to encounter. The landscape becomes intimate and habitable: a sequence of lines evoking a feminine horizon to be crossed. The body emerges as an urban and symbolic geography, expressed in a shocking pink that recalls the revolutionary force of Elsa Schiaparelli. Threshold and passage, the body is no longer a limit but a hospitable architecture, a public gesture, a shared space.

Via Tortona, 25

EXHIBITORS



With **Urban Jungle**, a project born within the Green Master Lab from the collaboration between D.Green and the European School of Economics, artistic design becomes an educational tool to introduce a diverse audience to sustainable creativity.

The installation reimagines a fantastical urban jungle through giant leaves and flowers that highlight the magnificence of nature as the engine of life, with the individual at its center. A synesthetic scenario where artistic and design elements coexist, stimulating the expression of sustainable well-being.

Via Tortona, 35

EXHIBITORS



The new **Geberit Experience Center at Via Tortona 31** will be the protagonist of the 2026 edition. The space will host the Flow. Form. Function. event, centered around the RÖS installation, designed by Swiss design studio atelier oï.

Hundreds of fine steel springs guide the movement of water droplets in a dynamic composition, making Geberit's profound expertise in managing water flow visible and revealing the hidden beauty of systems normally hidden behind walls.

EXHIBITORS

EXHIBITORS



The dialogue between design and mobility will be at the heart of **Konzepthaus**, which returns to the district with **Haus of Automotive**, an international platform dedicated to the intersection of the automotive industry, design, and innovation.

The key events are the CMF Conference on April 20 and the Lighting, UX & Brand Conference on April 21, which will explore the future of mobility design. From the 22nd to the 26th, Partner Days will feature custom exhibitions and cutting-edge projects. With "IN PROGRESS," main partner Lotus invites visitors on an ever-evolving creative journey, revealing how the brand constantly shapes design and innovation. Additionally, C-LAB offers a four-day "Automotive Design Experience" workshop for students and young professionals. Via Tortona, 31.

Via Tortona, 31



And then **Barton Perreira**, part of Thélios, LVMH Eyewear Excellence, which debuts at Tortona Design Week with an exclusive installation in collaboration with Laurent Badier Studio Art & Industry.

The pop-up showcases a curated selection of Barton Perreira eyewear within a sculptural setting 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 new and stimulating visual dialogue.

Via Tortona, 20.

EXHIBITORS



TOYOTA

MATERIAL HANDLING

Toyota Material Handling Europe presents It's Just Forklifts, an exhibition that reimagines forklifts through design and innovation. On display are Toyota Material Handling's heritage, sustainability and AI-driven intralogistics concepts, Toyota Logistics Design Competition finalists, and the new electric Traigo_i.

Via Voghera, 8.



HYUNDAI

The automotive presence is enriched with **Hyundai**, which unveils the IONIQ 3 as a world premiere and presents "Unfold Stories - From Paper to Steel", an experiential story inspired by the creative process that transforms a sheet of paper into the sculptural form of a car.

Via Tortona, 32



ZEEKR

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

Hosted at

Factory 31.

EXHIBITORS

The logo for MEISDEL is a white circle with a thin orange border. Inside the circle, the word "MEISDEL" is written in a bold, dark grey, sans-serif font.

MEISDEL

MEISDEL, a Japanese residential kitchen brand, has chosen TDW for the European debut of Anima 01: the kitchen island, made of stainless steel and shaped by master craftsmen like a grand piano, is a sculptural work of curved and straight lines, the result of a design that explores the expressive power of the material.

Via Tortona 36.



Color Design Lechler, with The Way of Sportin' Life, presents a collection that transforms the world of sport into a living language and how color and finish can accompany the different ways of experiencing sport.

Via Tortona, 14.

The logo for nhow MILANO is a white circle with a thin orange border. Inside the circle, the word "nhow" is written in a large, bold, orange, lowercase sans-serif font. Below it, the word "MILANO" is written in a smaller, orange, all-caps sans-serif font.

**nhow
MILANO**

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

Via Tortona, 35.

EXHIBITORS

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

Immersive installations, experimental materials, and innovative design solutions interact, creating a dynamic narrative that connects aesthetics and functionality and offers a transversal, multidisciplinary vision of design.

These are internationally established entities, presenting targeted exhibition formats that contribute to strengthening the overall value of the event, further enriching and articulated the public experience.



NEXT APPOINTMENT

PRESS PREVIEW TORTONA AREA

APRIL 19TH FROM 3:00 PM TO 7:00 PM

BASE

**Superstudio
Design.**



**Tortona
ROCKS**

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THANK YOU

TORTONA
DESIGN WEEK
2026

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