

archiproducts® 25^{YEARS}

COVER: Vincent Van Duysen / PH: Stefaan Temmerman

La Guida.

Milano Design Week 2025

Vincent Van Duyssen

What's new at Salone 2025

This time, we unveil three new products for Molteni&C: a compact, swiveling armchair in the continuity of our previous Lucio collection, an elegantly designed desk, and an entirely new kitchen. Among the highlights, we announce a brand-new collaboration with Zanotta, for whom we have designed a sofa system with a soft, inviting aesthetic. 2025 also marks the official launch of Flora, our collection for Fantini. Additionally, we take part in a group exhibition alongside Ronan Bouroullec for Wonderglass.

Must-see events and favorite city places

Definitely Palazzo Molteni in Via Manzoni, which we recently completed, but also Molteni&C's installation right in front of the building at Museo Poldi Pezzoli. Among my favorite places in Milano are Villa Necchi Campiglio, for its hidden location and exquisite Rationalist architecture by Piero Portaluppi; Mondadori's HQ by Oscar Niemeyer, a very monumental, organic, and fluid living sculpture; Chiesa di San Maurizio al Monastero Maggiore; 5Vie District; and Trattoria Santa Lucia, my favorite classic Milanese trattoria.

Design as a driving force of change

Design influences how we live, work, and interact, making change feel natural. It should enhance our awareness and the way we want to live. Design must have a positive impact on our minds—more sensorial and human, as opposed to design that creates restlessness and clutter.

AI in Design

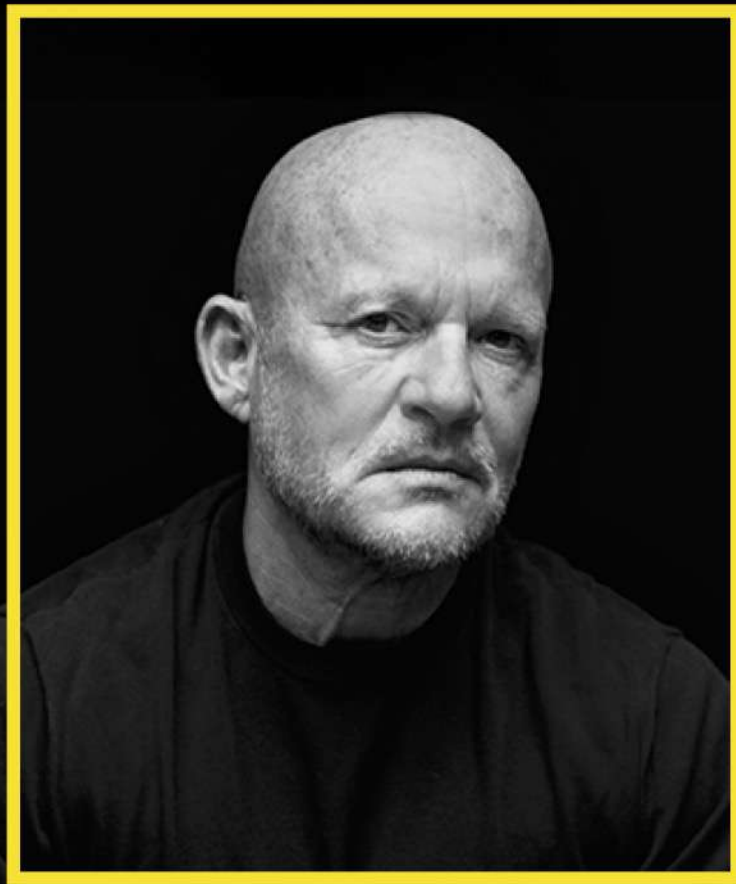
Artificial intelligence is now an integral part of our lives, and we have to embrace it. Personally, when it comes to the creative process, I always rely on my intuition. And it will take away what is humane out of our discipline and field.

Distractions to break free from

All the digital stimuli and distractions, like phone, chats, and emails. I am craving being more grounded with my pieds nus, more connected with nature.

Three words to describe design in the past 25 years

Added emotions (awareness, consciousness, new seduction, surprise, poetry), revamped craftsmanship and implemented technology in many design processes.



Vincent Van Duysen / PH: Stefaan Temmerman