

THE CONCEPT

Azimut Design, Costantino Gucci e Francesco Doria Lamba, under the curatorship of Riccardo Benedini, present a conceptual journey that transforms light and matter into instruments of introspection-through reflective surfaces, vibrant transparencies, and fragmented imagery. "Informale" is the title of this exploration: a term that evokes expressive freedom and the ability of matter to transcend defined forms. There is no rigid structure, no clear boundary between art and design, between light and matter, between image and perception. Like in informal art, the works elude a single classification and open themselves to multiple interpretations, inviting the audience to an **immersive and sensory experience.**

In this dimension of expressive freedom, even the sense of smell becomes a protagonist with **"Profumo Informale"**, a fragrance specially conceived for the project by **Nuria du Chêne de Vère** in collaboration with **Maurizio Bergo.** An olfactory journey that dissolves traditional labels and invites an intimate and personal interaction with the space and the exhibited works.

VOGHERA 14

Born from the vision of Riccardo Benedini and Valentina Ottone, Voghera 14 represents a groundbreaking space for the Fuorisalone. In this multifaceted hub, at the vibrant heart of the Tortona district, the expertise of communication professionals merges with the creativity of artists, artisans, and designers, giving life to tailor-made projects and collaborations in the fields of furniture, fashion, and lifestyle. Framed by a beautiful courtyard typical of Milan's case di ringhiera, the space unfolds into various environments and opens with a storefront on Via Cerano, fostering a dialogue between interior intimacy and urban vitality. More than just a showroom, Voghera 14 serves as the Milanese headquarters of the Azimut Design brand and designer Costantino Gucci.

INFORMALE

Via Voghera 14, Milan
Milan Design Week 2025

An invitation
to look beyond
appearances

WORKS ON DISPLAY

Azimut Design presents “**Eterea**”, a collection that translates the tranquility of light refraction into suspended, alluring furniture pieces: living surfaces that change with light and touch, evoking a meditative experience between transparency and solid reflection. The screens rise like slender pages from a diary of light and shadow-frozen paper cutouts suspended in the air. Their surfaces alternate between glossy and satin finishes, capturing ambient light and fragmenting it into vibrant gleams that softly diffuse throughout the space. The low bench, stretching two meters in length, serves as a threshold between the real and the immaterial: a solid yet intangible volume that mirrors the surrounding world while inviting the visitor to a moment of pause and contemplation. The console, sleek and refined, unfolds like a functional installation, a surface that floats between reflections and transparencies, amplifying the light that passes through it and gracefully spreading it within the interiors. The Eterea furniture pieces resemble fragments of solidified light that do not occupy space but rather reveal it.

Costantino Gucci, with the series “**Portali**”, redefines the boundary between reality and illusion. His works, crafted from glass and mirror, dissolve reflection into a game of fluid transitions, reminiscent of a rippling water surface, transforming perception into a dynamic and immersive experience. Portal 0 is a visual gateway, an invitation to immerse oneself in a transformed reality where the boundary between reflection and observation dissolves. The reflection appears unstable, as if suspended in continuous motion, fragmenting and recomposing reality in unpredictable ways. This arched mirror becomes an invitation to exploration-a passage into the unknown that challenges the observer to question what they see and what they imagine. Portal Lim is a threshold between perception and reality “a mirror that does not define but opens”. Its center, made from rippled glass, distorts the image by fragmenting clarity and suggesting a new interpretation of self. The outer ring, on the other hand, is a clear mirror, but its aqua-green hue creates an imperceptible fusion between the two surfaces, obscuring the boundary between sharpness and distortion.

Francesco Doria Lamba delves into the concept of the stain as a tool for fragmenting the image. To the artist, the stain is a metaphor of perception: a dynamic and ever-evolving process in which the image is not a static and complete entity but a mosaic of constantly shifting fragments. In collaboration with Costantino Gucci, he presents the series “**Macchie e Frammenti**”, where the boundary between art and design becomes fluid: art expresses, design functions. But what happens when an object challenges this distinction? Mirrors that shatter reflections, rugs too beautiful to tread on, paintings that break free from their traditional boundaries to become living, interactive surfaces capable of engaging the viewer. More than objects, they are materialized fragments of thought, inhabiting both physical and mental space. Supporting the two designers is Sirecom, a company that has stood out since 1976 for its entirely custom-made and tailored rug production.

Nuria du Chêne de Vère presents “**Profumo Informale**”, an olfactory distortion that challenges our usual associations between fragrance and form. Accustomed to interpreting the world through established labels, here we are invited to trust our sense of smell and explore the fragrance without preconceptions, in an intimate and personal way. The fragrance, conceived specifically for the “Informale” project at Voghera 14, manifests as a transparent yet enveloping cloud, adapting to the space and the artworks, evolving over time in harmony with individual perception. It is not merely a decorative element but a catalyst of memory and sensation, enhancing the dialogue between matter and image, between the visible and the invisible. To embody this unique experience, the designer has chosen **Hôra**, the fragrance diffuser created by **Maurizio Bergo**, as the capsule for the scent. This iconic object, born from observing the primary forms of the cone and the sphere, blends brushed aluminum and blown glass into a harmonious dialogue between rigor and delicacy, solidity and fragility.

AZIMUT DESIGN

For over twenty years, Azimut Design has been an Italian excellence in creating glass resin furniture. Unique pieces that explore resin in all its forms, combined with materials such as wood, marble, and metals. **Annalisa Lago** and **Francesco Benedini** are the founding designers of the brand, with a production headquarters in Verona. Today, Azimut Design is a production partner for numerous luxury and fashion furniture projects and an international point of reference for experimentation with resin compositions and innovative processing techniques.

COSTANTINO GUCCI

Costantino Gucci is a designer and visual artist who explores the boundary between reality and reflection, matter and perception. After his studies in London, he founded **CELO1 STUDIO** in 2021, focusing on reflective materials such as glass and mirrors. Reflection becomes the core of his research: no longer a mere mirrored image but an instrument of inquiry and introspection, a threshold between the visible and the invisible. His works dissolve the ordinary perception of reality, transforming static surfaces into immersive and mutable experiences through the use of special glasses, fragmented mirrors, and photosensitive inks, whose intensity changes with light and viewing angle.

FRANCESCO DORIA LAMBA

A multidisciplinary artist, Francesco Doria Lamba merges art, design, and photography into a continuous dialogue between reality and imagination. Graduated from Central Saint Martins in London, he has explored the concept of unusual luxury, reinterpreting everyday objects through an innovative aesthetic. His research focuses on the ability to transform the ordinary into the extraordinary, inviting the observer to slow down and capture often overlooked details. Simultaneously, he pursues an artistic exploration where fragmentation and abstraction intertwine in a refined play of visual and tactile perceptions.

NURIA DU CHÊNE DE VÈRE

Nuria du Chêne de Vère is an independent perfumer and fragrance designer specializing in artistic perfumery and olfactory design. After earning her degree, she discovered the work of a master perfumer and decided to move to the south of France to continue her studies at the Grasse Institute of Perfumery. Back in Milan, driven by the desire to restore artistry and craftsmanship to perfumery, Nuria founded Atelier **NUR**, located in a historic courtyard just steps from the Duomo. In her Atelier, she welcomes clients to develop exclusive, tailor-made perfumes for events, hotels, and companies, guiding them through the entire fragrance creation process.

MAURIZIO BERGO

Maurizio Bergo is the founder of **Laboratorio**, a creative hub specializing in product design, 3D rendering, and interior design. Bergo's design philosophy is rooted in creating objects that do not impose their presence but rather whisper it, transforming space into a complete sensory experience. The vase element holds a special significance for the designer, as he continuously reinterprets it in innovative and contemporary ways, often combining lightweight and heavy materials. Glass and marble stand as the true protagonists of his collections.

THE CURATOR

Riccardo Benedini is a curator and art dealer specializing in creating innovative artistic and cultural experiences that explore the intimate connection between human and object. In his Milan studio on Via Voghera 14, Benedini develops furniture and communication projects in collaboration with artists, designers, artisans, and companies. His distinctive skill lies in the art of narrating what he sells, crafting refined storytelling for clients in search of unique objects.

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