

MAPEI AT THE FUORISALONE FOR MILAN DESIGN WEEK 2024

The company's products and solutions for three architecture and design projects

Milan, 9th April 2024 - Milan, the capital of design, is ready to host Milano Design Week, an iconic event focused on architecture, furniture and design, running from 15th-21st April. The city streets will come alive with installations, exhibitions and events to promote the exchanging of ideas and new thinking. An appeal to creativity that Mapei has enthusiastically accepted, lending its expertise and products to three different projects designed by major international architects.

The bench that challenges the climate at Interni Cross Vision

Once again this year, the company is taking part in the annual Exhibition-Event organised by Interni from 15th-21st April. The Sit Together installation designed by the architect Martin Rein-Cano of the Topotek 1 studio and the textile company MDT-TEX was created with the Mapei's support and products. It has been set up in the main courtyard of Milan University. Interni Cross Vision is the title of the 2024 edition, which, as well as celebrating the 70th anniversary of this iconic magazine, will showcase the very Italian skill of using design to bring together the main qualities of industry and the very best of manufacturing.

Face to face with Martin Rein-Cano

To explore the themes of sustainability in architecture, design in open spaces and reuse of materials, Mapei is organising a talk open to the public entitled 'A conversation with Martin Rein - Cano'. It will actually be a conversation between the landscape architect Rein - Cano and the Mapei expert Grazia Signori. The event is scheduled for Monday 15th April at 6 p.m. in the Academic Senate Hall of the University of Milan (via Festa del Perdono 7).

A sensorial pathway and the Spanish Apartment with Elle Decor Italia

Material Home is being brought to life inside the walls of Palazzo Bovara in the Porta Venezia district. A sensorial pathway designed by Elle Decor Italia, whose rooms coloured using Mapei interior coatings show various elements investigating matter in all its forms, shades and traits. Also in the Porta Venezia district, inside the historic rooms of Palazzo Castiglioni, Mapei will also give color to the second edition of the "Spanish Apartment," a project in collaboration between Elle Decor Italia and ICEX- España Exportación e Inversiones where design made in Spain meets Italian taste. Both installations are open to the public every day from 15th-21st April, upon registering. To access register here: [Hearst Global Design - Hearst Live](#).

The first Dekton House in Italy by Cosentino Italia

Matter is again the main feature of Cosentino Italia's project designed by Alaa Negm: Italy's first Dekton House, which will open with a private event being held on Friday 17th April. The house is located in Corsico on the outskirts of Milan and is made entirely of Dekton slabs, a mixture of more than 20 minerals found in nature, whose impact on the environment is zero throughout its entire life cycle. In the construction of the villa, Mapei waterproofing and installation products and levelling and cleaning systems were used to build the house along with Profilpas shower systems, one of the group's subsidiaries.

Mapei

Founded in 1937 in Milan, Mapei is now one of the world's leading manufacturers of chemical products for the building industry and has contributed to the construction of some of the most important architectural and infrastructural works worldwide. With 102 subsidiaries operating in 57 countries and 90 manufacturing plants in 35 different nations, the Group employs more than 11,900 staff worldwide. The Mapei Group's consolidated revenue amounted to almost €4 billion in 2022. The foundations for the success of the company are specialisation, internationalisation, research & development and sustainability. www.mapei.com

For further information:

MAPEI PRESS OFFICE

Daniela Pradella | d.pradella@mapei.it | 348 2586205 | +39 02 3767 3374
Angela Bonadimani | a.bonadimani@mapei.it | 335 813 66 32 | +39 02 3767 3720