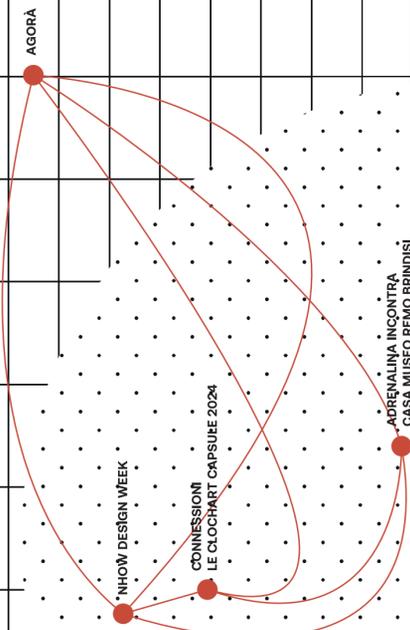


# MILANO DESIGN WEEK 2024



**adrenalina**

## TALES OF DESIGN

E' il concetto concettuale, stilistico e comunicativo di Adrenalina. Arredando spazi pubblici e privati, Adrenalina propone una visione di interiors dall'anima ibrida. I prodotti raccontano ambienti come presenza viva che interagiscono con le azioni dell'uomo contemporaneo, nel suo esistere fluido.

This is the conceptual, stylistic and communicative approach of Adrenalina. The vision Adrenalina proposes when furnishing public and private settings gives interiors a "hybrid" soul. All Adrenalina furnishings are meant to fit in settings that are a lively presence interacting with the actions of contemporary men and women in their fluid existence.

PHOTO MAURO FOLI

IMAGE CIPRIA STUDIO

GRAPHIC VZNSUDIO

ART DIRECTION & SET UP DEBONADEMEO STUDIO

WWW.ADRENALINA.IT  
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## NEFELIBATA

DESIGN STORMO STUDIO



Nefelibata è un viandante tra le nuvole, libero dai limiti del mondo terreno. Si distacca dalle convenzioni invitando a sognare, si allunga e si curva con la stessa leggerezza dei pensieri liberi di chi sogna ad occhi aperti.

Nefelibata is a traveller in the clouds, unfettered by the constraints of the earthly world. breaks away from the rigid conventions and invites you to dream in the flow of its sinuous forms. It stretches and curves as light and carefree as the thoughts of a daydreamer.



## OMBRA

DESIGN GAE AVITABILE

L'ombra è l'alone che un oggetto proietta e che ne espande la presenza, ci infonde sicurezza e riparo. Spesso un'ombra mette in luce dettagli altrimenti non visibili. Ombra è una piccola architettura che dialoga con lo spazio circostante.

A shadow is the halo around an object that extends its presence, it is a part of our everyday lives, a shadow highlights details that would otherwise be invisible. Ombra is a small piece of architecture in dialogue with the space around it.



## NUBIA

DESIGN DEBONADEMEO STUDIO



Il senso del relax può scaturire dal semplice sguardo rivolto all'oggetto dei desideri. Nubia sembra costruita senza forzature meccaniche, le sue parti appaiono come petali in movimento, semplicemente appoggiati uno sull'altro.

Relaxation can come from simply looking at the object of your desire. Nubia appears to have been constructed without mechanical force. Its parts appear to be moving petals, simply resting on top of each other.

## NORTH LIGHT

DESIGN VLADIMIR TOLOCHKO

Forme fluide ispirate agli affascinanti cieli del nord, dove la magia dell'aurora boreale, con le sue scie morbide e movimenti di colore. Le curve di North light raccontano la meraviglia, l'emozione e la bellezza di cieli lontani.

Fluid shapes inspired by the fascinating skies of the North, where the magic of the aurora borealis creates ever-changing patterns and hues with its soft shapes and colour movements. North light tells of the wonder, emotion and beauty of vibrant skies.



## UNA MILANO DESIGN WEEK SENZA PRECEDENTI

The 2024 Milan Design Week is full of Adrenalina. An all-encompassing story of our essence in four different places with four different concepts. Products - both new and already popular ones - tales of design, collaborations, journeys into the past and the future. We will reaffirm our love of colour and surprise you with non-colour, inviting you to grasp the primordial sign of forms. We will tell you what circularity means to us and how enriching interdisciplinarity with art and architecture is. An Adrenalina rush triggered by the exchange between people and furniture with personality and meaning, to give space usability, comfort and atmosphere.

## AN UNPRECEDENTED MILAN DESIGN WEEK

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**AGORA**  
FIERA MILANO, RHO  
PAD.14 STAND B33  
16TH - 21TH APRIL

**ADRENALINA INCONTRA CASA MUSEO REMO BRINDISI**  
DESIGN VARIATIONS  
MOSCA PARTNERS  
VIA GORIZIA 14  
14TH - 21TH APRIL

**CONNESSIONI LE CLOCHART CAPSULE 2024**  
DECOR LAB  
VIA TORTONA 37  
15TH - 21TH APRIL

**NHOW DESIGN WEEK NHOW MILANO**  
VIA TORTONA 35  
15TH - 21TH APRIL

