

Press release

Milan, February 2026

IPUNTO0 OPENS IN THE HEART OF BRERA: A SPACE DEDICATED TO THE CULTURE OF CONTEMPORARY LIVING, WHERE ENVIRONMENT, MATTER AND CONNECTION BECOME DESIGN.

Ipunto0, a space dedicated to the culture of contemporary living, opens at **27 Via Montebello** in Milan, **in the heart of Brera**, within a **Pontian building**. It introduces a new configuration to the district: a place centered on **listening, relationships and design development**.

Designed by **Mariacristina Giobbi**, Ipunto0 interprets certain elements of **Gio Ponti's** vision in a present-day context — the arch, the circle, the inhabited window and the dialogue between light, surfaces, and materials — transforming them into a refined and recognisable language.

The space unfolds as a sequence of rooms, introduced by a deliberately domestic pre-entrance that prepares visitors for **an experience that is more intimate than exhibition-based: six different environments**, each with its own identity, form a coordinated narrative by a shared vision of interior design.

The result is an integrated approach to interior projects, aimed at **professionals, contract clients, and private customers**, where every element — finish, detail, and system — is part of a coherent whole designed to deliver applicable solutions.

The meticulous attention given to **detail and design** are reflected in the very nature of the space, conceived to dissolve the boundary between showroom and home, representation and work, where materials and surfaces interact with light in a calibrated composition, inviting visitors to consider the design beyond the sum its parts and to view living as a balance between aesthetics and function.

Technical partners of the initiative are **Vimar** and **Nalesso**. In the common areas, **Vimar** presents the **Eikon Exé series**, a **round control** in brushed gold finish, winner of the **International Compasso d'Oro of Osaka 2025**.

Nalesso curated the furnishing of the common spaces with **textiles** and **seating**, embodying excellence in interior décor through the combination of traditional craftsmanship and continuous research into processes and materials.

A selected network of partner companies helps to define Ipunto0's identity, bringing complementary expertise that covers the entire design supply chain: from preliminary consultancy and material selection to realisation and installation.

PARTNER COMPANIES Ipunto0

AQUAELITE

A company producing shower systems for bathroom and spa environments. Founded in Gavirate, on the banks of Varese Lake, Aquaelite has always believed that water is not just an element, but a language. A way to express well-being, beauty and authenticity.

Over the years, the company has built a strong identity around three core pillars: sustainability, well-being, and Made in Italy design.

CERAMICA DOLOMITE

Ceramica Dolomite was founded in 1965 in Trichiana (now Borgo Valbelluna) at the foot of the Belluno Dolomites. The company has always been an expression of the ceramic sanitary products "savoir-faire" that combines the passion and expertise of their people with the most innovative and automated production technologies.

The constant attention to the evolution of design and the quality of the products, as well as the attention to customer service, has allowed them to become, over the years, a reference brand in the bathroom furniture and community products market.

FENOVA

Fenova is a company specialised in the supply and installation of building envelope and exterior solutions, with a focus on windows, doors, and outdoor systems.

The company works alongside architects, designers, contractors and private clients, offering a complete service that ranges from technical consultancy to measurement surveys, up to qualified installation.

Fenova stands out for its project-oriented approach, the attention to detail, and the ability to transform aesthetic and functional requirements into reliable and long-lasting solutions.

LE+D

Light Engineering + Design (LE+D) designs and produces high-performance LED lighting systems, creating bespoke solutions developed to integrate seamlessly into contemporary architectural and interior projects.

For LE+D, light is a design material: it shapes perception, enhances surfaces and defines atmosphere. Working closely with architects, interior designers and contractors, the company supports projects from concept development, translating aesthetic intent and technical requirements into reliable, high-performing and visually coherent lighting systems.

N-HUB

A General Contractor operating on national and international projects with the ambition to create the most effective synergy to carry out complex and custom projects.

N-Hub includes professionals dedicated to planning and product development, to operations and development, and to customer and project management.

ROSSINI CUCINE

An Italian company that operates in the production of kitchens, combining elegance and custom design to create a unique masterpiece. Each project is fully customizable to meet every need, blending tradition and innovation to design timeless and cutting-edge products.

IMOLA CERAMICA

Imola is the brand of Cooperativa Ceramica d'Imola dedicated to craftsmanship. A genetic makeup that consists equally of a sense of belonging and curiosity, attachment to one's roots, and a constant desire for renewal. It is able to satisfy every aesthetic requirement with a solid, durable product characterised by a strongly contemporary appeal. Imola designs and creates a wide range of ceramic floors and wall coverings capable of reflecting market demands. Made in Imola has been synonymous with quality and passion for over 150 years.

Ipunto0

Showroom

Via Montebello 27, Milan

Monday | 02:00PM - 07:00PM

Tuesday - Friday | 10:00AM - 01:00PM - 02:00PM - 07:00PM

Opening: 9 aprile 2026

International Press Office

Rota&Jorfida | Communication and PR

Via Fabio Filzi 33, Milano

T. +39 02 39 29 76 73

press@rotajorfida.com

rotajorfida.com