

MILANO DESIGN WEEK 20-26 APRIL 2026

LE DESIGN DÉFILÉ

SCENOGRAPHY: JAKOB+MACFARLANE

French Design in Motion

In Milan, in the heart of Brera, Le Design Défilé introduces a new way of looking at design. Conceived as a scenographic journey by Jakob+MacFarlane, this collective project invites furniture to be seen not as a static object, but as a creation in motion—closely connected to the body, gesture, and time. A singular vision of French design, balancing contemporary precision with a deep-rooted culture of craftsmanship, and oriented toward a sustainable future.

A COLLECTIVE PROJECT IN MILAN

From April 20 to 26, 2026, Le Design Défilé takes over 11 Via Statuto, in the heart of the Brera Design District. Led by the French Living in Motion collective—bringing together Le FRENCH DESIGN, l'Ameublement français and its international department—the event presents a rigorously curated selection of 53 French creations, reflecting the diversity of design languages, uses, and savoir-faire.

THE RUNWAY AS A SCENOGRAPHIC PRINCIPLE

The scenography, conceived by the architecture studio Jakob+MacFarlane, lies at the core of the project. Inspired by the world of fashion, it takes the form of a wooden runway, deliberately graphic and precisely lit, extending across both interior and exterior spaces. Built from locally sourced wood and entirely recycled after the event, the runway structures the experience and guides the visitor's gaze.



We wanted to question the way design is perceived today. The runway became a metaphor—objects in evolution, engaging with the body and leaving a sensory trace within space. The scenography invites visitors to move through it, to observe differently, to feel.



Brendan MacFarlane, Co-founder of architecture studio
Jakob+MacFarlane

TWO SPACES, ONE SHARED INTENT

The first space brings together 15 indoor and outdoor furniture pieces by designers such as **Andrée Putman, Constance Guisset Studio, Elliott Barnes, OUD Architecture, Studio Fritsch+Durisotti...**, among others.

Selected by Le FRENCH DESIGN from French manufacturers and editors including 3C, **Airborne**, APPRT2, Atelier Héphaïstos, Atelier Montex, Atelier Sumbiosis, Aura, **Dugeot Manufacture, Laval Collection, Maison Fey, Maison Pouenat**, Menuiserie Entsia, **Mono Editions**, Petite Friture, **Resistub Productions, Rinck, Scenarii edition, Siegeair**, and Xavier Favaro, this selection expresses a Lyric Design approach—one that values careful design processes, material integrity, and craft traditions preserved in France.

A design defined by gesture and by the narratives embedded in each piece, continuing the legacy of the decorative arts.

The second space highlights 13 French houses, both heritage and contemporary—**Alki, Clen x Manade, Duvivier Canapés, Fermob, Franck Genser, Gautier, Lafuma Mobilier, Ligne Roset, Maison Sarah Lavoine, Mercœur Édition, Objekto, Philippe Hurel, Sokoa**—each presenting three emblematic pieces representative of its identity.

Together, 38 furniture pieces illustrate the pluralism of French creativity and stylistic expression. They embody the savoir-faire and DNA of each house while emphasizing a shared commitment to responsible manufacturing practices, including durability, eco-design, and recyclability. To deepen the discovery of each house, an illustrated text traces its history, origins, and singular character through anecdotes and defining moments.



ABOUT

French *Living* in Motion

French Living in Motion

stands as a beacon for creativity as a whole, blending French furniture production and design to highlight the distinctiveness of the French lifestyle on a global scale. This movement, initiated by Codifab, the Professional Committee for the Development of French furniture and Wood Industries, supports the growth of the French industry worldwide, as well as the values upheld by designers, manufacturers, and all professions involved with French furniture, while remaining in line with the demands of the 21st century.

frenchliving-inmotion.com



Le FRENCH DESIGN

values innovation in furniture and interior architecture, being a key player in the sector for over four decades. Through its values, trends are interpreted within contemporary living spaces, spearheads studies and forward-looking projects. They foster collaborations between creators, designers, architects, scientists, artisans, manufacturers, and publishers, breaking down barriers between disciplines to envision the living spaces of tomorrow. Le FRENCH DESIGN supports companies in their creative transformation, nurtures their initiatives, and assists in their outreach efforts. Through exhibitions, conferences, and a major digital presence in images and 3D, it promotes the French way of life worldwide. As a contributor to the growth of French brands in a world seeking meaning and emotion, Le FRENCH DESIGN envisions a more digital, nomadic, and sustainable future.

lefrenchdesign.org



L'Ameublement
français

L'Ameublement français

is the professional organization featuring French furniture manufacturers and space planning firms. As a major catalyser for the industry, l'Ameublement français makes expansion into national and international markets easier for furniture companies by promoting innovation and craftsmanship to assist them in their adaptation of their future societal and environmental challenges. Deeply aware of the beneficial impact of collaborating together, "l'Ameublement français" is actively engaged in political, economic, and social spheres to promote industrial excellence and the French way of life.

ameublement.com



CODIFAB

is the professional Committee for the Development of the French Furniture and Wood Industry. Thanks to its allocated tax, the CODIFAB aims at conducting and financing public-interest initiatives meant for French furniture (furniture and fittings) and wood manufacturers (joinery, carpentry, panels, laminated wood, CLT, timber frames, etc). The purpose of the collective actions is to support design, production and marketing companies, also to improve the development of innovation and new technologies, to adapt to the market needs and environmental standards, to foster the promotion, the international development and training, and to bring any study or initiative of interest for the industry as a whole

codifab.fr

Practical informations

Le Design Défilé

April 20-26

Via Statuto 11 - Milano

From 10AM to 7PM

Private view Tuesday 21 starting at 7PM

MEDIA CONTACTS

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