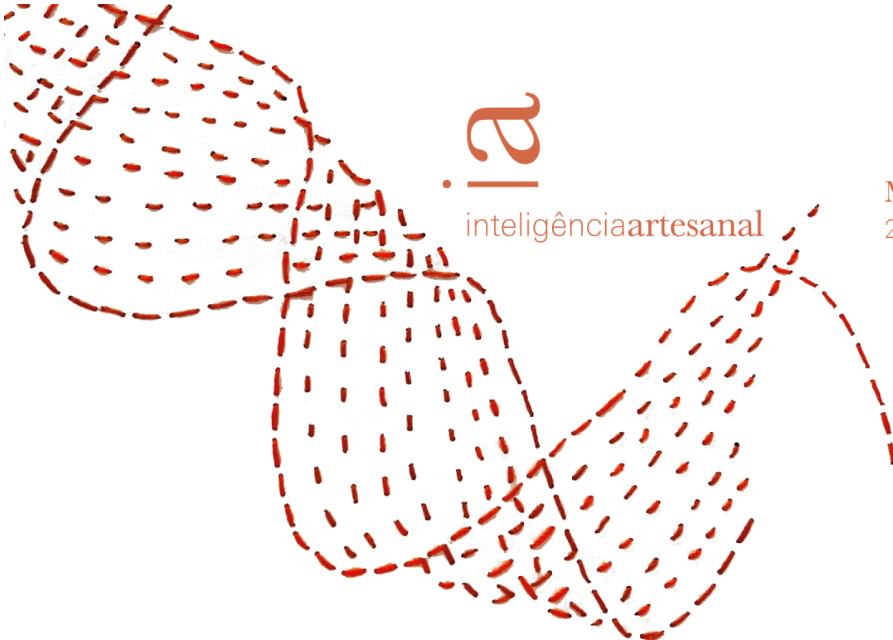




Milano Design Week
20 a 26 abril 2026

Via Maroncelli
Brera Design District

Tropicalistic and Neia Paz Return to FuoriSalone 2026 with “ia – Artisanal Intelligence” in the Heart of Brera Design District

Brazilian creativity will once again take **center stage at FuoriSalone 2026**—one of the most significant events on the global design calendar—**held April 20–26 in Milan**. The platform **Tropicalistic**, founded by **Virginia Morsani and Lorenzo Gallori**, joins forces with project manager and **design event specialist Neia Paz** to present a curated selection of designers and artists from across Brazil in the **exhibition ia – Artisanal Intelligence**.

Installed at **Via Maroncelli 10 in the Brera Design District**, the exhibition will occupy the **courtyard of a historic “Vecchia Milano”** building constructed prior to the major urban transformations of the 20th century. Now home to a fashionable fashion showroom, the space will be transformed into an immersive environment marked by color, raw materials, and narratives that express contemporary Brazil.

The Human Force in Creation

The exhibition’s concept emerged during FuoriSalone 2025, following a conversation with Brazilian photographer **Walter Bellonzi**, author of the eponymous project that investigates the singular relationship between human beings, material, and the creative act. **The approach highlights manual knowledge, sensitivity, and the “imperfection” of human hands**—values that remain irreplaceable in an era increasingly shaped by automation and the standardization of production processes that yield similar products and an aesthetic on the verge of homogenization.

For **Virginia Morsani, Lorenzo Gallori, and Neia Paz**, the event’s creators, this perspective precisely captures the strength of contemporary Brazilian design: the ability to combine ancestral knowledge, experimentation, and material innovation in unique objects. “Brazil creates through gesture, territory, and cultural fusion. This perspective allows us to show the world how Brazilian creativity transforms matter into identity,” they say.

The exhibition path invites visitors to explore diverse languages within Brazilian design through a rich palette of colors, techniques, and processes. The installation is designed by architect **Carmela Rocha**, recognized for her work developing exhibition concepts for international shows and fairs. On the occasion of **Expo Milano 2015**, she held the role of Project Director and Exhibition Coordinator of the Brazil Pavilion, overseeing the creative direction and exhibition production.

Maria Fraga signs the visual and graphic identity of *ia – Artisanal Intelligence*, translating the curatorial concept into images. A **Portuguese graphic designer living between São Paulo and Porto**, Fraga works on projects in both Brazil and Portugal. For this edition of FuoriSalone, **she collaborates closely with Carmela Rocha, integrating scenography and visual language** into the concept of artisanal intelligence, with a focus on material and process.

The project assembles a cross-section of contemporary Brazilian designers and brands, including: **Segafredo** by Breno Loeser, Uultis, Katharina Welper, ÍCON Design, Traço Um, Adriana Chamma, Álefer Weschenfelder, Bete Said with Casa de Marimbondo, Ruan Caique, Marcelo Bellotto, Maximira Durigan, Luciana Teixeira, Gabriel Freitas, Ricardo Gaspar for Baziotti Outdoor Decor, Teka Mesquita, Century, Jaildo Lima for House Garden, Rodrigo Ambrósio, Ju Block, MCM Studio, Igor Lima, Delphine Araxi, Massame Studio, Amplio and, Coco on.

They present installations, objects, and furniture developed through new materials, authorial approaches, and experimental processes—reinforcing the creative vitality of Brazilian design and expanding its dialogue with the global market. “We want to engage visitors through our many ‘Brazils,’ presenting ancestral techniques and innovative solutions born from unexpected materials and ideas,” say **Virginia Morsani and Lorenzo Gallori**.

The expectation is to welcome an international audience—composed of industry professionals, specialized press, and enthusiasts—in search of original experiences and narratives that connect culture, territory, and innovation. In the **outdoor courtyard**, the space comes to life with an **exclusive lounge**, where visitors can enjoy **Segafredo coffee** and experience a unique sensory journey, as well as dedicated **areas highlighting outdoor pieces created by Traço Um and Amplio**.

A Growing Edition

Although only in its second edition, the project is expanding in both scale and ambition. In 2026, beyond the **main exhibition**, the venue will host presentations and talks organized by participating brands. Its location in Brera—a district historically linked to art and design—further enhances the initiative’s visibility and international reach.

The edition also benefits from the **official endorsement of the Consulate General of Brazil in Milan**, strengthening the **cultural dialogue between Brazil and Italy** and contributing to the international visibility of Brazilian talents and brands within the contemporary design landscape.

Another highlight is the **sponsorship by Segafredo Zanetti Group**, strengthening the cultural ties between Brazil and Italy. The collaboration references **the origins of Segafredo Brasil coffee, produced in the heart of Minas Gerais at the Nossa Senhora da Guia plantation**, the largest single-body coffee plantation in the world. The **coffee is 100% Arabica, Rainforest Alliance certified**, with a smooth sensory profile and honey notes—reflecting a territory renowned for producing some of the world’s most prized varieties.

From this partnership comes a **tropical reinterpretation of Segafredo’s classic espresso cup, designed by Brazilian artist Breno Loeser**, who is also responsible for the visual identity of Rio de Janeiro’s 2026 Carnival. The cup becomes more than a vessel: it is transformed into a visual manifesto with an essential and contemporary language, elevating the espresso ritual into a design statement that reinforces coffee as culture, aesthetics, and expression.

Exhibition Highlights

Segafredo presents the reinterpreted espresso cup by **Breno Loeser**, transforming the everyday object into a visual statement. Inspired by close observation of the espresso ritual, the project revisits its graphic imagery and elevates the cup to a new status: more than a support, it becomes a sign—a design piece that intensifies the sensory experience and reaffirms coffee as culture, aesthetics, and expression.

Precise lines and organic curves define **Uultis** pieces, which presents original products by aligning design, sustainability, and technology. Among the highlights are the **Graviola coffee table** and the **Falésias bench** by **Aciole Félix**: the former explores the contrast between weight and lightness, while the latter is inspired by natural formations. Other creations include the **Alada armchair** by **Tiago Curioni**, with welcoming volumes and a wing-shaped side; the **Cogo armchair** by the **Uultis studio**, which combines tradition and modernity in solid wood; and the **Ruy sofa** by **Sérgio Batista**, also in solid wood with upholstery, paying homage to the organic volumetry of Ruy Ohtake.

Rio-born, Denmark-based designer **Katharina Welper** presents works that reveal her dialogue between art and functionality. Highlights include the **Poça** tables, featuring mosaic over lacquered wood with slender legs; **Cascata**, also in mosaic on wood with metal legs and exclusive design; **Arpoador**, a mosaic work on aluminum with automotive lacquer that reflects on the banalization of imagery in contemporary society; and the **Aurora** table, crafted from Brazilian wood with lacquer finish and metal legs, developed especially for the fair.

ÍCON Design presents a collection that merges refined craftsmanship and technology, reflecting its experience in automotive design. Highlights include the **Eclipse** wall lamp, made of fiberglass composite and stainless steel with customizable light; the **Flow** fruit bowl, carved in lapis lazuli and inspired by the Yin Yang balance; and the **Linda** floor lamp, a sculptural vertical form in Tauari wood with a composite base. Completing the collection are the **NANO** table, in fiberglass composite with an Itaúnas granite top and aerodynamic contours, and the **OBV** piece, combining fiberglass composite with Tauari wood legs in a sculptural form of geometric precision.

Traço Um, founded by **Marisol Garcia**, director and designer, establishes itself within the Brazilian landscape of authorial design by valuing the human gesture and the sensitive exploration of materials, developed through manual processes. Its **portfolio, which includes poufs, umbrellas, baskets, cushions, throws, rugs, and decorative objects**, stands out for its careful curation of raw materials such as **polypropylene, polyester, chenille, cotton, sisal, jute, and natural fibers**, combining aesthetics, tactile richness, and technical performance for both indoor and outdoor environments. Highlighted is the **Morocco Collection**, composed of **poufs, baskets, an umbrella, cushions, and throws, inspired by the landscapes of North Africa** through artisanal weaves, earthy tones, and the use of **UV-protected polypropylene**, resulting in pieces that combine durability, sophistication, and a welcoming atmosphere oriented toward rest and contemplation.

Brisa Tropical, by designer **Adriana Chamma**, is a modular ceramic totem inspired by tropical leaves, merging nature and architecture into a light, contemporary presence. Handcrafted from local clay, each module reveals unique tonal variations and allows for customized compositions, bringing freshness, movement, and authenticity to interior spaces.

Álefer Weschenfelder presents the **Âmago Line** as the essential expression of his *Intuição Collection*, highlighting three pieces that translate emotions through primary colors: the **Aura armchair**, in red leather, expressing presence and warmth; the **Eco bench**, in yellow velvet, introducing lightness and movement into the space; and the **Lume side table**, in iron, with a refined blue finish that balances depth and structure.

In 2026, **Bete Said** returns to Milan's Fuorisalone with the **Axé – Ponta de Lança Chair**, in collaboration with **Casa de Marimbondo**, founded by Naná Oliveira. Crafted from solid carbon steel tubing with electrostatic paint and natural fiber extracted from *taboa* — a marsh plant (similar to cattail) that grows in wetlands — handwoven by artisans, the piece emerges from an immersion in African-rooted spiritualities and Brazilian Indigenous traditions. Its lines and weavings evoke sacred forest symbols, uniting strength, heritage, and craftsmanship in a design that looks to the future while honoring its origins.

The **Futuro Ancestral** suspension lamp, from **Ruan Caique's** collection of the same name, is made of aluminum with handwoven natural *tucumã* fiber — derived from the leaves of an Amazonian palm — and a core of reused translucent onyx fragments. Inspired by the traditions of riverside and Indigenous communities of *Arapirins, in Pará*, the object merges Amazonian artisanal techniques with contemporary language, transforming memory, natural materials, and light into a design gesture that connects tradition and future.

Designed by **Marcelo Bellotto** for **Vasos da Terra, Elle** presents itself as a travelling garden. Inspired by the maternal womb and the feminine essence that welcomes and protects, the piece stands out for its organic, enveloping form, combining lightness and mobility with a contemporary language. Versatile, it can be used both as a vase and as a decorative object. Crafted with a triple **layer of fiberglass and resin derived from recycled PET bottles**, it features an automotive paint finish, bringing together material innovation, functionality, and a subtle dialogue between art and nature.

Maximira Durigan signs an authorial piece from the **Sopro Collection**, inspired by the wind as a metaphor for the planet's natural breath. Crafted in high-temperature glazed granite clay, the work highlights material strength, artisanal mastery, and formal purity. Versatile in use, it can serve as a table centerpiece while also taking on a sculptural character through the addition of small birds — symbols of refuge, continuity, and survival. The piece celebrates Brazilian craftsmanship and its sensitive connection to nature, expressed through organic forms and the attentive care of handmaking.

Architect **Luciana Teixeira** presents the **Saudade Armchair** as an expression of Brazilian authorial design. Compact and well-proportioned, it combines a high-quality metal structure — precise, resistant, and lightweight — with handcrafted finishes that add identity and warmth. Inspired by the feeling of *saudade*, it translates memory and affection into a contemporary language, balancing ergonomics with the potential for serial production. The cylindrical linen seat enhances comfort and refinement, while the continuous-arch backrest and armrests are wrapped in cotton threads crafted in macramé.

Inspired by the rich Brazilian **Art Deco** heritage found in cities such as Goiânia, Rio de Janeiro, and São Paulo, the **Art Déco Tropical** collection - crafted by **Ravello Móveis e Perfeita Luz** - reinterprets the movement by replacing the European and North American nocturnal aesthetic with a lighter, sun-infused perspective. **Gabriel Freitas** presents an **Armchair with matching Ottoman**, featuring a steel structure and linen upholstery; a **Side Table** with a steel frame, wooden top, and Vitória Régia quartzite base; and a **Set of Pendant Lights**, available in two versions with steel structures and hand-blown glass shades.

Designed by **Ricardo Gaspar for Baziotti Outdoor Decor**, the **Urutau Armchair** is an outdoor piece inspired by the bird that gives it its name, translating lightness and harmony with nature into design. It features an aluminum structure with electrostatic powder coating, handcrafted nautical knit weaving, and outdoor upholstery, combining durability, comfort, and organic aesthetics to create an invitation to contemplative relaxation in outdoor spaces.

Architect and visual designer **Teka Mesquita** presents the installation “**Peles da Natureza**” (**Skins of Nature**), a suspended work constructed with **manually crafted skins** that offers a sensitive perspective on the Amazon. The composition brings together **pirarucu leather, mushroom biomaterial, BeLeaf vegetal leaves, and bamboo**, forming a symbolic map of the territory. **Red elements** metaphorically evoke **bleeding rivers**, reflecting the impacts of environmental exploitation and the urgency of regeneration.

TAMBAH (from Tupi, “shells”), produced by **Tapetah**, is the piece that **designer Rodrigo Ambrosio** presents at Design Week. The series of centerpieces, which can also be used as wall mandalas, is handwoven with natural jute and **cotton fibers by artisans from the countryside of Minas Gerais**, bringing together Brazilian craft traditions and parametric concepts inspired by patterns found in nature.

The **designer Ju Block** presents the textile work “**Encontros Noturnos**”, created with **cotton threads and wool fiber**, transforming the weave into a sensory territory. Inspired by the beach of Cascais at the beginning of the evening, the tapestry explores the boundary between matter and atmosphere, where sand, sea, and sky cease to be landscape and become experience. In **Encontros Noturnos**, design does not merely organize form — it choreographs silence.

The luminous sculpture **Aura**, by **MCM Studio**, is composed of handcrafted blown-glass elements that highlight the uniqueness of manual craftsmanship. With a **composition that recalls a folding screen**, its textured surfaces delicately capture and diffuse light, creating reflections and transparencies that transform the surrounding space. Suspended on golden metal rods, the glass modules form a dynamic structure that conveys lightness and visual depth.

Century presents pieces from the **Poétique** collection, inspired by the **Art Nouveau** and **Art Déco** movements. Among the highlights are the **Auric armchair**, which combines a hand-upholstered wooden base with generous cushions; the **Flöge sofa**, featuring a fluid design with a metal structure wrapping around the arms and backrest; and the **Mirage coffee table**, with handcrafted spherical ceramic bases and a glass top.

Designer **Igor Lima** brings to Milan two pieces **inspired by the Amazonian landscape**. Created in **collaboration with Vermeil**, the **Tika chair** combines **solid wood and buriti fiber — a natural fiber derived from an Amazonian palm** — blending traditional techniques with contemporary design. The **Broto lamp** captures the moment of growth in its search for light. Its **organic base and natural fiber** shade gently filter the light, transforming the piece into a refined symbol of renewal and blossoming.

Delphine Araxi is a French architect and designer, founder of **ARAXI Studio**. Her work brings together French elegance and Brazilian *artisanat* as a primary material expression. The Parisian designer presents the collection **Objects with a Soul**, crafted by **Ravello Móvies and Perfeita Luz** - a series of pieces that move between sculpture, architecture, and design: **Alma**, luminous totems with organic volumes upholstered in leather, fabric, and velvet; **Borboleta**, a sculptural table in bronze and Brazilian marble inspired by the movement of butterfly wings; and **Anaïs**, an armchair that combines soft forms with architectural comfort.

Massame Studio is a Brazilian design studio that creates decorative objects by bringing together art, natural materials, and artisanal knowledge, valuing handcraft as a form of cultural expression. Led by **Brazilian designer and researcher** of Chinese descent **Stefanie Ting**, the studio presents **JAGUAR – Wall Decor, made from natural fibers such as agave— a plant from which textile fibers are derived —and sisal**. The piece highlights the beauty of organic matter and the value of the handcrafted gesture, and is produced by Brazilian artisans skilled in traditional techniques. At the center of the composition emerges the jaguar— a symbol of Brazilian fauna and present in Indigenous cosmology —representing strength, presence, and identity, chosen by the studio for Design Week.

Milan hosts **Coco on** as it presents a collection, **crafted by Amplio Design** - that interprets contemporary Brazilian design by combining sophistication, regeneration, and social impact. Starting **from coconut fiber—an abundant byproduct**—emerge pieces that reinterpret the material and **support communities in southern Bahia and Santo André, in northeastern Brazil**. Among the highlights is the **NINHO armchair by Geraldo Coelho**, inspired by the natural landscape of Santa Cruz Cabrália, a historic town in the state of Bahia, to create an organic and welcoming form. **Shaped from coconut fiber and supported by a stainless steel structure**, it celebrates the beauty of imperfection as an act of regeneration.

“Peles da Natureza” (Skins of Nature) is a **suspended artistic installation** that reveals the map of the Amazon through biomaterials and organic surfaces, evoking the deep relationship between memory, territory, and matter. Born in the Amazon region, the **artist and architect Teka Mesquita** reflects on the “skin” of the forest — its textures, scars, and capacity for regeneration. The **work combines pirarucu leather**—derived from the Pirarucu, a large Amazonian fish whose durable skin is used as a sustainable leather alternative—with **BeLeaf, a plant-based biomaterial** made from natural fibers that mimics leather while remaining biodegradable. It also incorporates **natural mushrooms, mycelium biocomposite**, and **recycled synthetic foam**, all joined by hand stitching in a lightweight suspended structure.

Design exhibition: “ia – Artisanal Intelligence” — Brazil at FuoriSalone 2026

Address: Via Maroncelli 10, Brera Design District — Milan

Dates: 20–24 April 2026, from 11am to 8pm, **25 April** - from 10am to 6pm, **26 April** - from 10am to 2pm

Experiential Program & Design Experiences

Coffee Tasting — Segafredo - Discover a sensory experience with Segafredo, exploring aromas and flavors throughout the event.

Virtual Reality — Amplio - Explore new worlds through virtual reality with Amplio — an immersive experience available for the entire duration of the event.

Mini Podcast Interviews — Amplio - Take part in mini podcast interviews with Amplio. Book your spot via the link: <https://forms.gle/ApA9c9nf2321VnnY9>

Tropicalistic

A platform dedicated to promoting Brazilian authorial design on the international market, headquartered in Milan—the global capital of design. As one of the few initiatives focused on giving visibility to Brazilian talent and creativity abroad, Tropicalistic connects the cultural richness and authenticity of Brazilian design with a demanding and sophisticated global audience.

Neia Paz

A producer and project manager active between Italy and Brazil, specializing in the production and organization of events, experiences, and relationship-building initiatives for professionals and companies in the furniture sector. Her work follows a strategic, results-oriented approach, connecting brands, people, and trends through projects that highlight design, foster innovation, and strengthen international networking.

Images available at the following link: [📷 PRESS TROPICALISTIC FUORISALONE 2026](#)