



USM Modular Furniture x Kasing Lung present **WONDERLAND OF THE MONSTERS**

at Via San Marco 26, Milan

Public Opening from Monday, April 20 until Saturday, April 25, 2026, 10 am-7 pm

Swiss design icon USM presents the renowned artist and picture book author Kasing Lung, creator of The Monsters. Together, they reveal the “Beautiful Thing!” collection, consisting of a limited-edition collectable piece and a special USM furniture collection adorned with the artist's illustrations.

The Monsters is a collection of mischievous and curious toy characters, inspired by Nordic folklore. The collection features “Labubu” as its most famous collectable – a global icon and coveted fashion accessory.

The Artist: Connecting Worlds

When Kasing Lung moved to Europe with his parents at a young age, he began reading picture books to learn the language. This sparked his love for illustration and his fascination with mystical folklore. While bridging the cultural gap between his native China and his new home in Europe in real life, he entered a fantastic world of creativity. His debut children’s book “Oki” won first place in the European Picture Book Competition in 2003. After teaming up with Hong Kong-based designer toy brand HOW2WORK he launched a series of toys and books, laying the foundation of the world of The Monsters.



In recent years, Lung has shifted his creative focus to art, and his works have gained widespread appreciation among collectors and audiences alike. His paintings have been featured in exhibitions all over Asia and Europe.

USM: A System of Creativity

For over 60 years, USM has defined a design language of precision and adaptability, allowing room for maximum creativity. This modular USM Haller system inspires highly individual solutions – as playful, versatile and unique as the people who use them.

Blending Swiss craftsmanship and minimalist design with the innocent charm and imaginative universe of The Monsters, the collaboration seamlessly integrates storage, collecting, and displaying of art and other precious and loved objects — creating a timeless collectable for design enthusiasts and toy collectors alike.

The Collection: Beautiful Thing!

This collaboration also presents the exclusive limited-edition “Beautiful Thing!” collectable piece. A USM glass display cabinet, adorned with the artist’s illustrations, houses the exclusive co-branded Labubu character “Bob” and a dedicated USM mini seat. Each set comes with a certificate of authenticity signed by the artist Kasing Lung, and an NFC-authenticated unique collector’s code.

Both the limited-edition collectable set as well as the special USM collection will be available through the iconic luxury department store and authorised USM dealer, Lane Crawford.



Press Kit

This press release and pictures of the limited-edition “Beautiful Thing!” collectable piece are available via www.usm.com/MilanDesignWeek26_press

Pictures of the installation and the special USM furniture collection will be added to the press kit starting Monday, April 20, 2026 at noon.

Press releases of the other USM installations during Milan Design Week are also available via the press kit.



About Kasing Lung

Having moved to the Netherlands with his parents at a young age, Kasing began reading picture books to learn Dutch, which gradually sparked his love for illustration and his fascination with mystical folklore. In 2003, his work "Oki" won first place in the European Picture Book Competition, making him the first artist of Chinese origin to receive that honour. In 2011, he teamed up with the Hong Kong-based designer toy brand HOW2WORK to launch a series of toys. In 2015, inspired by Nordic mythology, he released "The Story of Puca", "Pato and the Girl", and "Miró's Requiem", books that lay the foundation for the world of THE MONSTERS. In recent years, Kasing has shifted his creative focus to art, and his works have gained widespread appreciation among collectors and audiences alike. His paintings have been featured in solo exhibitions in cities such as Hong Kong, Taipei, and Tokyo, as well as in group exhibitions in Shanghai, Hong Kong, Paris, and other locations.

www.kasinglung.com

[@kasinglung](https://www.instagram.com/kasinglung)

About HOW2WORK

HOW2WORK was founded in 2001 and is one of the pioneers in Hong Kong collaborating with local designers and artists on innovative projects. The company is renowned for transforming designs and images into 3D artworks, bringing vitality to the characters and designs. In recent years, the company has been committed to promoting and nurturing emerging designers and artists by providing them with the opportunity to create art toys and a platform to showcase their art to interested audiences.

www.how2work.com.hk

[@how2workhk](https://www.instagram.com/how2workhk)

About Lane Crawford

Founded in 1850, Lane Crawford is an iconic luxury department store, with a mission to search the world for the most exciting talent and product, to create the ultimate luxury edit of fashion and lifestyle for its customers across Greater China. Lane Crawford constantly evolves its offer to embrace the most innovative and relevant designers and exceptional craftsmanship. With stores in Hong Kong, Shanghai and Beijing, and purpose-built ecommerce, Lane Crawford is Greater China's first and only omni-channel luxury fashion retailer. Each store is personalised to its location and designed to provide a sensory experience, fusing fashion, design, art and music, while offering exceptional service.

www.lanecrawford.com

[@lanecrawford](https://www.instagram.com/lanecrawford)

About USM Modular Furniture

Swiss-based USM has been providing timeless and high-quality modular furniture designs suitable for both home and office environments for 60 years. Recognised as a design classic, USM Modular Furniture was formally accepted into the permanent Design Collection of the Museum of Modern Art in New York (MoMA), confirming the artistic character of the product. Created from a few basic elements, the company's furniture offers tailor-made solutions that can be expanded or reconfigured as needed. Each furniture piece allows room for maximum versatility and creativity. To encourage long-term use, all of the USM product lines are made from high-quality materials for strength and durability to last for generations.

www.usm.com

[@usmmodularfurniture](https://www.instagram.com/usmmodularfurniture)