

Kave Home presents "*Rooms for Stories. From Seat to Seed*", an installation conceived by Sara Ricciardi for Milan Design Week

- As part of the 64th edition of the Salone del Mobile and the Milan Design Week, Kave Home will present *Rooms for Stories. From Seat to Seed*, at its flagship store in Milan
- The creative concept, developed by Sara Ricciardi Studio, draws inspiration from the iconic Jan armchair as a jumping-off point to present a new version made out of a plant-based material that incorporates persimmon
- The installation offers a narrative journey that highlights the process and origin of the material



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During **Milan Design Week 2026**, **Kave Home** will present at its flagship store in Milan *Rooms for Stories. From Seat to Seed*, an installation that reveals the invisible journey behind one of his most iconic pieces: the **Jan armchair**.

Promoted by Kave Home with collaboration from a **local supplier in Valencia**, the project reinterprets the main piece from the Jan collection newly made with a plant-based material partly made from the surplus of persimmon harvests in the orchards of Valencia, Spain. A proposal that features concepts such as territory, responsibility and the silent transformation of this fruit material.

The installation, developed in collaboration with **Sara Ricciardi Studio**—the studio of Italian designer Sara Ricciardi, renowned for her creative direction—**proposes a journey that goes from the final product** to its origin, inviting visitors to discover the history, processes, and decisions behind each piece.

Each space functions as a pause in which the visitor moves backwards toward the beginning of the story, revealing the series of choices and processes behind each object that define its life cycle.



@Laura Baiardini

From to Seat to Seed

At the heart of the project is a new material combining **cotton fabric with a layer partially derived from persimmon**. This material envelops the Jan armchair, giving it a distinctive texture and finish. Its **texture and depth evoke a return to the origin**, connecting the design to **the land from which it originates**, while maintaining the **identity and character** that have always defined the piece.

An invitation to pause

Located in the **Kave Home Milan flagship store**, the installation invites visitors to slow down and discover what normally remains hidden. An intimate journey that highlights the process and origin of the objects that form part of our daily lives.



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The facility will be open to the public from **April 16 to 26, from 10:00 a.m. to 8:00 p.m.**, and to **press and professionals** during the **Open Days, from April 21 to 23**, at the same time.

With Rooms for Stories. From Seat to Seed, Kave Home invites a reflection on contemporary design, reminding us that every object holds a genealogy worth telling.