

BARBIERI MAGALINI

Barbieri Magalini: "Frames of reality" Milan Design Week 2026

On the occasion of Milan Design Week 2026, the creative duo **Barbieri Magalini** — with styling by **Giulia Tagliatela** — presents **"Frames of reality"**, a pop-up home poised between order and imperfection, where a scene takes shape suspended between what has just occurred and what is yet to come. A project with Bizzotto Italia, alongside The House of Lyria, cc-tapis, USM Modular Furniture, Amoraw Studio, Rowland+Broughton & NasonMoretti, FUOCOVOODOO, Reparto + J Meseguer, Lalfa Lab, Luciano Francescon and Daria Dazzan. Artworks by Paolo Fiore and a curated selection from Galleria il Vicolo.

"Frames of reality" is an installation curated by the creative duo Barbieri Magalini, and produced by MM Company, exploring one of the central dimensions of their creative philosophy: the **beauty of imperfection**. A home becomes truly fascinating when it achieves a harmony between eclectic design and the spontaneity of lived experience — held in a subtle tension between composition and naturalness. Each vignette presents itself as a still frame suspended in time: a fragment of everyday life balanced between past, present and future.

With this project, Barbieri Magalini translate into domestic form the creative philosophy that has long run through their work as curators and creative directors across the worlds of furniture, fashion and interior design. As with every project they undertake, everything begins with an essential question: **what atmosphere do we wish to create?** In "Frames of Reality", the answer takes shape as an eclectic and imaginative environment, reflecting their distinctive approach — at once convivial and humanist. The result is an open space composed of communicating rooms conceived to host dinners, gatherings, events and symposia, and to foster dialogue — much as already happens in their manifesto-home, **Casa Caleido**.

"For us, the home is the place of the unfinished: a space in which to withdraw from the logic of performance and surrender to desire, curiosity, experimentation — even to boredom as a vital force of creativity. With 'Frames of reality' we want to continue our research into conviviality, through the telling of stories that connect people, places and objects." Marco Magalini and Manuel Barbieri

On display is a selection of **Bizzotto Italia** furnishings, realised in bespoke finishes chosen by Barbieri Magalini — among them the *Ikat* table in Ice Platino, the *Sudoku* bookcase in Thai Wood matt, and the *Kumo* sofa upholstered in Trilogy Textile fabrics. For over fifty years, Bizzotto Italia has accompanied the evolution of design through made-to-measure craftsmanship that places space, material and identity at the fore. With "Frames of reality", this research takes shape as a personal narrative, in which iconic products and finishes are reinterpreted through a contemporary and tactile sensibility.

Completing the setup is a selection of textile accessories by **The House of Lyria** - cushions, throws, and bed linens - crafted from fabrics with an intentionally imperfect character; rugs by **cc-tapis** with a tactile, textured feel, including Criss Cross designed by India Mahdavi; a trolley and a sideboard by **USM Modular Furniture** - Swiss brand leader in the creation of modular and customizable furniture compositions; a selection of ceramics by **Amoraw Studio**, the studio-atelier of Linda Calugi, which creates vases, plates and tactile sculptures of organic form; the *Alpine Meadow* capsule collection by **NasonMoretti**: a reissue of archive glassware spanning the 1960s to 2000, with chromatic additions inspired by the flowering meadows of Colorado, the birthplace of designers **Rowland+Broughton**; the ancestral seating of **FUOCOVOODOO**, arranged throughout the space as if lost in time; and the audiovisual artwork *Tuning*, created by artists **Ana Viglione and Margil Peña (Reparto)** with **Jesús Meseguer**, assembled from recycled components. Particular prominence is given to works of art: *Parallel Universe* by **Paolo Fiore**, and a curated selection from **Galleria il Vicolo** featuring **Matteo Giuntini**, **Mirko Baricchi** and **Simone Brillarelli**. Illuminating the space is the *Petra* capsule collection of lamps, designed by Barbieri Magalini for **Lalfa Lab**, an Italian manufacturer specialising in custom lighting for contract and hospitality projects.

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“Frames of Reality”

Via Maroncelli 14, Milan

April 20–26 2026, 10am – 6pm

Cocktail: April 21 2026, from 6pm

ABOUT BARBIERI MAGALINI

Barbieri Magalini is a creative duo, founders of MM Company creative consultancy agency, and of the editorial project Galeido Diary. They curate the creative direction of brands and projects in the fields of furniture, fashion and interior design, developing imaginative narratives capable of connecting people, places and objects. Their approach is defined by a convivial and humanist spirit. @barbierimagalini

ABOUT MM COMPANY

MM Company is a creative consultancy agency founded by the creative duo Barbieri Magalini. It operates across the creative direction of brands and projects in the fields of furniture, fashion and interior design, building a coherent ecosystem between strategy, content and communication — both physical and digital. At the heart of its methodology lies a kaleidoscopic vision of the brand, understood as a living identity shaped by personality, language, presence, relationships and imagination. @mmcompany.eu

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