

STEPEVI COLLABORATES WITH SWEDISH TEXTILE DESIGNER ALFHILD KÜLPER ON AN IMMERSIVE INSTALLATION FOR MILAN DESIGN WEEK

Milan, April 2026 - During **Milan Design Week 2026**, luxury rug brand **STEPEVI** will present **A Softer World**, a living textile installation created in partnership with Swedish textile artist **Alfhild Külper**. The project will be hosted at the brand's Milan showroom on **Via dell'Orso 9** and will coincide with the launch of STEPEVI's new rug collection, **Caresse**.

Conceived as a forest not of geography but of emotions, the installation draws on the artist's personal memories. *A Softer World* reflects the inner places we retreat to for comfort and grounding. It explores the moments, memories, and sensations that make us feel safe, warm, and secure, translating them into a tactile, immersive environment.

The installation will be created using leftover yarns from the Caresse collection, which will be unveiled during Milan Design Week as part of the exhibition. This approach reflects the shared commitment of both Alfhild Külper and STEPEVI to upcycling and responsible material use.

Over the course of the week, Alfhild will harvest wool off cuts and gradually hand-felt them into a large communal wall, giving new life to materials that might otherwise remain unseen.

Guests are invited to sit and take part in the expressive felting process, contributing with their own memories by selecting colours that represent their personal soft spots and embedding them into the evolving artwork under Alfhild's guidance.

Textile artist, Alfhild Külper comments *"Each colour carries its own memory, its own feeling. Some are calm, some joyful, some quiet and reflective. By choosing colours that resonate with their personal soft spots, visitors bring their emotions into the space. Together, these threads of memory and colour form a living tapestry of human experience, where material and emotion are inseparable."*

Designed with support from Milan based architect **Carolina Nisivoccia**, Retail Events Creative Director of STEPEVI, the installation creates an immersive setting for the launch of a new rug collection, which explores a palette of soft, nuanced colours and the emotional power of tone and texture.

Ayşegül Yürekli Şengör, Co-Founder and President of STEPEVI comments *"This collaboration is rooted in a shared dedication to thoughtful design and the mindful use of materials. We share a deep respect for craft, for material, and for the human experiences that design can shape. This installation embodies our belief that true luxury lies in intention, in honouring every fibre and in creating experiences that connect people more deeply to the spaces they inhabit."*

A Softer World sets the tone for STEPEVI during Milan Design Week, offering a contemplative counterpoint to the pace of the city's design events. It is a space to step away from screens, explore the healing qualities of natural materials, and leave a personal mark on a living, collective work of art.

Stepevi during Milano Design Week 2026
Flagship Store
Via dell'Orso 9

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About STEPEVI

Rooted in a three-generation carpet-making heritage, STEPEVI was founded in 2005 as a luxury rug brand distinguished by contemporary designs that blend innovation, artistry and craftsmanship. STEPEVI represents a complete universe of design and production, with dual global headquarters in Istanbul and Paris, and a fully owned, integrated manufacturing facility in Isparta. This structure allows the brand to maintain exceptional control over quality, creativity, and technical innovation throughout every stage of the rug-making process while spearheading industry-leading sustainability protocols. The brand operates a global retail network with flagship showrooms in London, Paris, Istanbul, Milan, Munich, and New York, serving leading international interior designers as well as private retail clients. With strong global operational expertise, STEPEVI delivers bespoke solutions for some of the world's most prestigious fashion houses, luxury brands and hospitality projects. A pioneer in the luxury rug industry, STEPEVI continuously challenges conventional methods and breaks the pattern to offer exceptional craftsmanship and service to its clients. For more information, visit www.stepevi.com.

About Alfhild Külper

STEPEVI

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Swedish textile artist Alfhild Külper aims to create physical representations of the soft spots in our minds. A graduate of the prestigious Central Saint Martins, University of the Arts London, she spent ten years at the avant garde fashion house Viktor & Rolf, as head of design. Before starting her studio in 2021. Using a mix of traditional tufting techniques with felting and 3D embroidery, Külper crafts tapestries, installations, and objects from leftover wool from the textile industries of India, Nepal and the Netherlands that serve as abstractions of the world through a soft lens.

About Carolina Nisivoccia

Carolina Nisivoccia is an architect and art director with international recognition. Born in Milan, she grew up surrounded by fashion, art, and journalism—experiences that shaped and continue to inform her perspective on the contemporary cultural landscape. She graduated in Architecture from the Politecnico di Milano and, in 2001, founded her own studio, working across interior, exhibition, space, and brand design. She collaborates with international companies and institutions including IKEA, Salone del Mobile, Swarovski, and Mondadori. She has been collaborating with STEPEVI since 2011. She is also a keynote speaker and teaches at NABA and the Politecnico di Milano.