

lualdi

Milan, 16 April 2024

MILAN DESIGN WEEK 2024

RITMO (RHYTHM)

Space, sound, matter

Lualdi synchronizes the frequency of daily life

16-21 April 2024

Showroom Lualdi Foro Buonaparte 74 - Milano

For Milan Design Week 2024, Lualdi animates the spaces of the Milanese showroom with the event-installation **RITMO (RHYTHM)**. **Space, sound, and matter**, created in collaboration with magazine Linkiesta ETC.

Rhythm as the universal language of daily life, communicating beyond words and images. A regular beat representing the track for the musical notes, but also an alternation of shapes and colours, succession of lines and curves, development of geometric shapes on matter or in the architecture.

Rhythm is therefore the theme of Lualdi's Design Week.

At the fair (Hall 9, Stand H11), the company focuses on new patterns, new finishes, and new colours designed by Lissoni & Partners, to illustrate the infinite interpretative and functional potential of the materials.

In the city, the same concept comes to life through a unique sound installation: 3 playlists, curated by **Davide Dileo** of Subsonica and Linkiesta Etc, describe 3 different domestic environments and mark their rhythm based on the different moments of the day and on the function. The consumption in silent-DJmix mode via Bluetooth headphones contributes to the creation of an intimate atmosphere and to the conscious perception of the deep vibration produced by the music and the environment.

Headquarter
Via Kennedy
20010 Marcallo con Casone,
Milano

info@lualdi.com
T +39 02 94363000

Showroom Milano
Foro Buonaparte 74,
20121 Milano

showroom@lualdi.com
T +39 02 8052445

www.lualdi.com



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Rhythm like Madeleine de Proust connecting a melody to an object, a sound to a space, a note to a memory to carry with you, becoming a powerful vehicle of memory and emotion. The playlists will be downloadable through QR Codes, which become portals to a sonic universe that amplifies and enriches the visiting experience, transforming the exhibition space into a place of contemplation and inspiration.

On 17 April at 6.30 pm, Davide Dileo, Valentina Ardia, head of Content at Linkiesta Etc, and Chiara Lualdi will discuss sound and materiality, sound and space, rhythm and daily gestures.

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LUALDI company profile

Lualdi is a historical Italian design company in the field of interior doors, custom furniture, and contract, founded in 1859 as an artisan carpentry shop and managed by the fourth family generation. The industrial turning point began in the sixties thanks to collaborations with some of the leading architects of the Milanese scene at the time. Today, the company collaborates with some of the most important architects in the world, has showrooms in Milan, New York, and Miami, and its leadership is recognized internationally. Quality of the product and of the manufacturing processes are the historical values of the company, a manufacture with a high level of knowledge that combines artisan tradition with the aspects of the most advanced industrial production. Corporate social responsibility is one of the cornerstones of its philosophy and its daily commitment to environmental protection. The socially and ecologically sustainable use of materials and resources makes the company FSC® certified.

PRESS OFFICE AND PR

Alessandra Fedele - T. +39 335380338 - alessandra@54words.net

Headquarter
Via Kennedy
20010 Marcallo con Casone,
Milano

info@lualdi.com
T +39 02 94363000

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54words - Via G.C. Procaccini, 4 c/o Fabbrica del Vapore - 20154 Milano
www.54words.net

Headquarter
Via Kennedy
20010 Marcallo con Casone,
Milano

info@lualdi.com
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