



PRESS RELEASE NYCXDESIGN 2025

**Lualdi opens on Madison Avenue:
A new showcase for Italian design in New York**

New York, May 2025 – On the occasion of NYCxDESIGN and ICFF, Lualdi – an international benchmark in designer interior doors and bespoke architectural solutions – announces the relocation of its New York showroom to 180 Madison Avenue, in the heart of the Made in Italy design district.

Having had a presence in the United States since the 1990s, Lualdi has forged a solid and strategic relationship with the American market, starting with its early collaborations with Carl Magnusson, then Design Director at Knoll, and with iconic projects such as the City Bank and TCP Petcoke offices, both located in New York.

A strategic choice, a new positioning.

The new 200-square-metre space on Madison Avenue marks an important milestone in the brand's evolution. With its expertise in interior doors and the development of vertical systems, Lualdi is taking another step forward, moving purposefully towards the world of built-in furniture. The **Framework** boiserie, recently unveiled at Milan Design Week, embodies this approach, where design, architecture and bespoke craftsmanship are fused to create refined, coordinated settings.

This change of location is part of that vision, addressing the need for a space that communicates the product not only through technical detail but, more importantly, through an immersive experience within each setting. Madison Avenue, the epicentre of Italian design in New York, is the ideal setting in which to do so.

Lualdi's New York showroom also bears the signature of Piero Lissoni, the company's Art Director. It follows the same layout and design language found in all other Lualdi showrooms – in Milan, London, Miami and Los Angeles – offering an immersive experience that places the visitor at the centre of a narrative journey, telling the story of the brand's values and expertise.

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"Another door opens with the new Lualdi showroom on Madison Avenue in New York. Lualdi thus builds virtual links – doors that open and connect Milan and New York," comments Piero Lissoni.

The showroom's perimeter walls are clad in wood boiserie – from bleached oak and fossil black to canaletto walnut – interspersed with textures that have become brand icons, such as Matrix and Chocolat by Piero Lissoni. These surfaces welcome accessories like shelves, drawers and open compartments, creating fully equipped walls and walk-in wardrobes. These same vertical panels incorporate hinged or sliding openings, in both timber and glass or aluminium, demonstrating the product's extreme versatility and its capacity to connote the vertical architecture of a wide range of interior settings.

Different environments – from living areas to walk-in wardrobes and home offices – are both defined and connected by Wall&Door, Lualdi's movable partition system. This allows for the creation of dynamic, reconfigurable spaces with aesthetic and functional continuity.

Also on display are some of the brand's most iconic products, including models from the Rasomuro family and the fixed and sliding door systems from the L7, Shoin and Koan collections.

Alberto Lualdi, Chairman of Lualdi, summarises nearly four decades of projects in the United States: *"Lualdi has been active in the US since the 1990s with projects in major urban areas, and since the early 2000s through dedicated business units in Miami and New York, followed by Los Angeles in 2022. The US market represents fertile and reliable ground for challenge and experimentation, allowing us to build a strong network of stakeholders – architects, designers, interior professionals and investors – with whom we've developed bespoke solutions across a range of client segments, from residential to contract. The opening of the Madison Avenue showroom, with its street-facing window and approximately 200-square-metre monobrand space, marks the culmination of over twenty years of work. It's part of a broader internationalisation strategy focused on creating spaces that embody our design and product philosophy. New York, too, will serve as a hub for engaging with architects, designers and investors, offering a dedicated project management service that ensures consistent, on-the-ground support."*

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Direct presence, global strategy

This relocation is part of a broader vision built on a monobrand model: directly operated showrooms in the United States and London, and a network of local partners across Asia. It is a strategy that strengthens the brand's international positioning while ensuring direct oversight of project execution and client relations.

Three cities, three identities

Lualdi manages the American market directly through three proprietary showrooms, each designed to respond to the specific demands of the territory:

Miami targets the contract market with large-scale supply and standardised product ranges.

Los Angeles focuses on the residential sector with 100% tailor-made solutions.

New York bridges the two models, with a growing presence in hospitality and a strong emphasis on custom product development.

Today, the US market accounts for approximately 15% of the company's total global exports, a share generated entirely by Lualdi USA, net of the turnover produced by retailers.

New Showroom in New York

Address: 180 Madison Avenue, New York, NY 10016

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Opening hours: Monday – Friday, 10:00 a.m. – 6:00 p.m.

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Lualdi Timeline in the USA



LUALDI company profile

Founded in 1859 as a carpentry shop, Lualdi is an illustrious Italian design company specialising in interior doors, custom furniture and contract furniture, now managed by the fifth generation of the founding family. Its industrial turning point came about in the 1960s thanks to a collaboration with some of Milan's foremost architects at the time. With showrooms in Milan, London, Los Angeles, New York and Miami, the

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company currently collaborates with some of the world's most renowned architects and enjoys international acclaim. The company's core values are product and processing quality, with skilled manufacture that combines artisan tradition with the most sophisticated aspects of industrial production. Social responsibility is one of the cornerstones of its philosophy and daily commitment to protecting the environment. Its socially and ecologically sustainable use of materials and resources has led to it becoming an FSC®-certified company.

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