In the sign of experience

LUALDI
Foro Buonaparte 74, Milano

Doors, partition systems and furnishings made to measure. The Lualdi showroom designed by Piero Lissoni, the brand's art director, speaks of experiential retail, international scope and customization. Products created with a business model combining the highest levels of craft skills and industrialization

Harmoniously combining stringent innovation and tradition, with an approach in which sustainability and the genius loci guide every project, the company – now in its fifth generation – was founded in 1859 as a carpentry workshop. Its industrial growth began in the sixties, transforming craft knowledge into an advanced production system in partnership with the most famous architects in Milan and on the international scene. Through sensory pathways and fluid settings, wood paneling and integrated systems, the flagship stores establish a presence in many cities – Milan, London, New York, Miami and Los Angeles – and are modeled as spaces of relationships and projects for the international design community. The store in Milan immediately declares its uniqueness: the window display does not simply invite inside, but creates a proactive relationship between interior and exterior with the city, hosting previews of important events and installations created with well-known names in art and architecture. A linear itinerary leads to the inner courtyard and then to the large display area of over 500 square meters set in the former Teatro Olympia. The Milan showroom is also a place where people can relate to each other, where visitors are invited to slow down, reflect, and take part in an experience that unites art, craftsmanship and design. The constant dialogue between the company and designers gives rise to solutions and systems responding to the most diverse functional needs and new aesthetic visions. Exclusive systems reshape residential interiors and places devoted to hospitality with integrated and customized solutions. The wooden panels transform walls into dynamic architectural surfaces, customizable and versatile, with shelves, drawers, compartments, clothes rails and LEDs, integrated with hinged and sliding doors. An evolution of the product system where everything becomes a feature of the architecture.

On left, the Lualdi flagship store at Foro Buonaparte 74, Milan. Top right, a view of the Marcallo con Casone factory.
Below, the window display featuring Materia Esotica, an installation by Patrick Tuttofuoco curated by Luca Molinari, inaugurated during Milan Design Week 2025.