



BY PEPSICO

At the SuperDesign Show, the cola giant put up an 'innovation incubator' featuring collaborations with designers like Fabio Novembre, Patricia Urquiola and Studio Job, among others. Mix It Up elevated the simple consumption of food and beverage through many thoughtful premises. Our favourite was the multifaceted Bar of Memories, which invited guests on a unique culinary experience of flavours that have shaped Pepsi's legacy.

Superdesianshow.com

FAIR GAME

Salone del Mobile Milano's 56th edition showcased the best in international furniture, lighting and kitchen brands. Sneha Ullal Goel lists the key highlights





BY DIESEL LIVING

Best known for its tongue-incheek approach to design, the furniture brand took up in a 1930s goldsmith's workshop for a week. Located in the heart of Milan at Via Cesare Correnti, the glass-roofed edifice formed the perfect industrial backdrop for the brand's new and iconic furniture. The section we loved featured the grunge-chic kitchen combined with the dining area, decked with open shelving, dark marble-topped tables and steel chairs with perforated backs.

Diesel.com/diesel-living

STONE AGE FOLK

As part of quartz giant Caesarstone's year-long designer collaboration programme. Spanish designer Jaime Hayon envisioned this architectural pavilion within Palazzo Serbelloni at Corso Venezia. Taking inspiration from the animal kingdom and folklore, he combined 40 Caesarstone colours with metal and stained glass. You couldn't miss the signature clown faces and tribal masks, displayed alongside fun carousels that supported handcrafted furniture and lighting. Caesarstone.com

BY JAIME HAYON



BY TOKUJIN YOSHIOKA

To mark its milestone 70th anniversary, LG roped in Japanese designer Tokujin Yoshioka to create an installation called S.F Senses Of The Future, Comprising 30,000 LG OLED panels, 'The Wall Of The Sun' formed the backdrop to a grid of chairs, each made from OLED panels displaying different coloured lighting effects. Superdesignshow.com; Lg.com



MULTIPLEX BY TOM DIXON

Brit design rockstar Tom Dixon turned the 840-seater Cinema and Galleria on Via Manzoni into a centre of culture, luxury shopping and entertainment, by bringing aboard independent designers and brands. The highlights: a rubber showroom curated by tyre giant Pirelli and Italian motorcycle manufacturer Moto Guzzi. and a chandelier boutique showcasing Dixon's own experiments with optics and reflectivity.





BELT

This outdoor chair by Swiss Studio Atelier Oï is from Louis Vuitton's Objet Nomades series. The design, with its eight leather straps and belted details on the back, is inspired by LV's iconic bags. Louisvuitton.com



Hong Kong-based architect and designer Steve Leung created this stunning seater for Visionnaire, upholstered in duotone velvet with cannette work and a smooth hood.

Visionnaire-home.com



Envisioned by Italian designer Antonino Sciortino for Baxter. the Leggia sports a slender iron profile with sleek and soft hydro leather upholstery. It's outdoor-friendly and portable for your convenience.

Baxter.it



Designed by the Milanese duo Dario Contessotto and Mirco Colussi for the Kolkata brand Scarlet Splendour, this chair is crafted from foam, ply and wood, and upholstered in cool shades of velvet. The ginger and midnight blue shades are particularly delectable. Scarletsplendour.com

GOOD SIT

The coolest chairs from Salone to knock you off your feet

FOX

Imagined by Parisian designer Patrick Norguet for Pedrali, this chair features a smooth fibreglass reinforced polypropylene shell set within an ashwood frame, adding to its mellow, '60s-inspired look. It's available in a selection of complementing colours and finishes.

Pedrali.it

CANAL

chair by Italy's Luca Nichetto.

subtle, and the cheerful, sassy

upholstery makes you want to

own one as your personal throne

The boat's bow emulated in

the backrest is smart and



ARCO London-based Italian designer Martino Gamper's Arco series for Moroso is all defined curves. Our pick is this globular swing chair in the '80s-reminiscent combination of black, canary yellow and neon pink. Moroso.it



WINGS

Roberto Cavalli Home introduced different upholstery versions of their iconic angular Wings chair that's a shoutout to the '60s and '70s. Our choice is this giraffe patterned velvet cover in a delicate shade of pink onvx.

Robertocavalli.com



Neri & Hu from Shanghai envisioned this for Poltrona Frau. Created mainly in canaletto walnut wood, the chair hearkens to the classic waiting seat at a theatre foyer, with a curved beech backrest that folds inwards to form the arms.

Poltronafrau.com

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