



# strong debut for vallone® atelier

## Milan Design Week 2025

Milan, April 2025: With a striking debut during Milan Design Week, VALLONE® opens a new chapter – presenting VALLONE® ATELIER, a curated design ensemble where bathroom architecture meets collectible design.

VALLONE ATELIER – “THE CORE OF NOW” – merges the raw power of nature with the clarity of shape. Stainless steel and natural stone engage in a dynamic dialogue: cool and warm, smooth and organic, precise geometry and archaic texture. Each piece is more than function – it is an artifact, created for moments that endure.

Throughout the week, the VALLONE® ATELIER showroom in the heart of Brera became a place for inspiring conversations, aesthetic discoveries, and a shared passion for disruptive design. The space offered visitors a unique, immersive experience, presenting objects that challenge conventions and foster an emotional dialogue between material, form, and space.

### **VALLONE® ATELIER. THE CORE OF NOW.**

Both provocative and calming, holistic in its ambivalence, VALLONE® ATELIER is anything but mainstream. It brings a new tonality to interior design, breaking norms and creating objects that tell stories. A repertoire that plays with materials, reshapes the familiar, and translates the perfection of contrasts into wholeness.

THE CORE OF NOW – A collection rooted in the quintessence of presence. Objects that transcend the elements, translate being into form. Transforming space into a stage of presence, product into essence. A play of textures that awakens the senses. These objects demand to be perceived – acknowledged and felt. Materiality and form that embrace the past and shape it for the present. The result: a balance of permanence and sensuality.

### **EXTENDING VALLONE® ATELIER IN MILAN**

VALLONE® ATELIER extends its stay in Milan for another three weeks. The showroom at Via Palermo 21 remains open until May 2, 2025 — inviting visitors to explore THE CORE OF NOW and experience a new vision of interior design.

*VALLONE® stands for exceptional design, uncompromising quality and a clear vision: to create spaces that are both functional and aesthetically outstanding. With a portfolio characterized by timeless elegance and modern lines, VALLONE® has established itself on the international design scene as a style-defining interior brand.*



VALLONE

VALLONE® ATELIER

*Pop-Up Showroom*

*Via Palermo 21*

*20121 Milan*

*[www.atelier.vallone.de](http://www.atelier.vallone.de)*

*[www.vallone.de](http://www.vallone.de)*

*Contactperson*

*Lea Rindfleisch*

*+49 201.806 943-25*

*[rindfleisch@vallone.de](mailto:rindfleisch@vallone.de)*

*Note to editors: Further information, high-resolution images and interview requests via the above press contact. Photo credits: VALLONE®.*