



unveiling vallone® atelier

A bold debut at Milan Design Week 2025

Milan, April 2025: Beyond everyday. Beyond expected. VALLONE® ATELIER redefines space — expanding it, opening it, imagining it anew. The debut of the brand extension during Milan Design Week 2025 at Via Palermo 21, unveils a space where material meets emotion, form meets essence — shaping a timeless dialogue between design and substance.

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.

Talking soul: A repertoire that plays with materials, reshapes the familiar, and translates the perfection of contrasts into wholeness. These narrative works enrich spaces and endure through time.

THE CORE OF NOW

THE CORE OF NOW: Embodying the essential — the fusion of nature and design, material and emotion. A collection rooted in the quintessence of presence. Objects that transcend the elements, translate being into form.

This collection 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.

Transforming space into a stage of presence, product into essence. It is an experience of space, 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. THE CORE OF NOW is not a reduction to substance, but an expansion — embracing the element that connects everything.

“VALLONE® ATELIER embodies a sophisticated outlook on design, where art, materiality, and form come together to redefine the ordinary. THE CORE OF NOW pushes the boundaries of conventional bathroom design – far from mainstream“, states Eva Thelen Co-Founder und CCO of VALLONE®.



VALLONE® ATELIER invites to visit its open showroom from 07-13 April, between 10:00 and 18:00, to explore THE CORE OF NOW and experience this unique vision of interior design firsthand. For more information and to explore the VALLONE® ATELIER experience, visit www.atelier.vallone.de.

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® ATELIER

Pop-Up Showroom

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