

Capsule

PLAZA

**17–23 April 2023
Milan Design Week
Spazio Maiocchi**

Design, energized.

In April 2023, a year after the launch of the magazine, Capsule introduces Capsule Plaza, an initiative that will infuse new energy into Milan Design Week by redefining the design showcase format.

A hybrid between a fair and a collective exhibition, Capsule Plaza will bring together designers and companies from various creative fields, bridging industry and culture with a bold curation that spans interiors and architecture, beauty and technology, ecology and craft.

The inaugural edition of Capsule Plaza will be held from 17–23 April in Milan—celebrating the city’s enduring status as a design capital, Salone del Mobile as a landmark on the global calendar, and Spazio Maiocchi as a bonafide design week destination.

On this occasion, Capsule Plaza will unveil a new extension of Spazio Maiocchi—a striking former garage across the street, renovated by architect Paolo Caracini and Laboratorio Permanente, which will add to the iconic existing space, reaching a footprint of over 1600 m² and reasserting its presence as a new breed of cultural institution.

Capsule Plaza’s diverse lineup includes installations by Dozie Kanu for Byredo, Bal d’Afrique, Snarkitecture for Gufram, Sabine Marcelis for La Prairie, Armature Globale for On, Formafantasma for Tacchini, and Panter & Tourron for XL Extralight.

The installations will be accompanied by a robust program of talks, presentations, and workshops tapping into a wide range of creators—including Willo Perron, Devon Turnbull, Harry Nuriev, Snowcrash, and Ali Shah Gallefoss—and realized with the collaboration of partners such as Poltrona Frau, Mutina, USM Haller, Flos, Kvadrat, Alpi, Paulin Paulin Paulin, New Tendency, Grau, Syng, Offecct, Numeroventi, and Slam Jam.

The experience is completed by a pop-up Capsule shop, a collaboration with the gastronomic collective We Are Ona, a temporary bookshop by COMMERCE, a “super car” design by Automobili Amos, and the opening of a new bar powered by Lavazza.

Capsule Plaza is an initiative curated by Capsule’s creative director Alessio Ascari with Paul Cournet, founder of Rotterdam-based research and design studio CLOUD, who is also responsible for the design of the public areas. The visual identity is created by Swiss art direction studio Kasper-Florio.

In tandem with the opening, Capsule will release the second issue of the magazine—an annual publication reinventing the notion of radical design for today.

Stay tuned on www.capsule.global/plaza and [@capsule.global](https://twitter.com/capsule.global) for updates on the daily programming of events.

capsule.global
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Opening hours:
17/04 Press day 10am-6pm
17/04 Opening 6pm-10pm
18–23/04 Public days 10am-8pm