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**Press Kit**  
[bit.ly/Agape\\_MDW24](https://bit.ly/Agape_MDW24)

**Milano Design Week 2024**  
April 16–21  
Agape12 Showroom | 12 Via Statuto

**Press Preview (Italian Media)**  
Friday 12th, 12:00 p.m.–7:00 p.m.

**Press Preview (International Media)**  
Monday, 15th, 10:00 p.m.–7:00 p.m.

**Press Release:** For immediate release

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## AGAPE / MILANO DESIGN WEEK 2024.

### NEW INTERSECTIONS BETWEEN DESIGN, MATERIALS, AND ARCHITECTURE.

Agape delves into the function of beauty and the beauty of functionality, designing new ways of living and experiencing the bathroom space with contributions from Patricia Urquiola, Benedini Associati, and Alessandro Andreucci, and introduces a new collaboration with Vismaravetro.

(APRIL 2024) **Agape** furthers its research into design philosophy, which, through the intelligence of hands, gives form to matter. The new **Cenote** bathtubs by **Patricia Urquiola**, made from clay, and Cenote Lava, crafted in lava stone, extend the collection of washbasins designed by the Spanish designer. These distinctive pieces unveil new textural inspirations where the human element plays a pivotal role, reflecting the vision shared by Agape and Urquiola over the course of a 20-year collaboration. A sculptural force and material presence distinguish the reissue of a series of iconic bathtubs and washbasins within the **Marble and Stones Collection**.

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**Patricia Urquiola's** new **Cenote bathtubs**, in clay, and **Cenote Lava**, in lava stone, add to the series of washbasins designed by the Spanish designer: unique pieces that offer new material suggestions where the human component plays an essential role, according to the vision shared by Agape and Urquiola in a 20-year collaboration. Sculptural and material power characterizes the reissue of a series of iconic bathtubs and washbasins with the **Collezione Marmi e Pietre**.

Agape enhances its architectural vision of the bathroom space with the **Memory Classic** faucets, the equipped boiserie system **Nudo XL**, and the **Craft** storage system, all designed by **Benedini Associati**. Innovative spatial organization options also include the **Div** partition system, developed in collaboration with Vismaravetro and designed by **Castiglia Associati**, as well as the sliding door variant of **Alessandro Andreucci's Voilà** storage system. The collection also welcomes the expansion of the **Ted** series by **Daniele Dalla Pellegrina**.

### **The ancestral allure of clay. Cenote bathtub, designed by Patricia Urquiola.**

The **Cenote** bathtub, with its pure, rounded rectangular geometry and a thicker edge than its base, shapes the deep and ancestral charm of Spanish black earth. Each **Cenote** bathtub is crafted from clay. The exterior surface is naturally irregular and hand-molded with broken rice grains to highlight the material; the interior is smooth and polished. The material and artisanal craftsmanship make each bathtub a unique piece.

### **The expressive power of lava stone. Cenote Lava bathtub, designed by Patricia Urquiola.**

The **Cenote Lava** bathtub emerges from a design and manufacturing challenge, crafted from volcanic rock. Owing to intricate workmanship, it features a rectangular form with smoothly rounded ends and a thick rim that imparts a sense of robust solidity. The surface is finely polished to an eggshell texture and treated with a water-and-oil-repellent solution for effortless upkeep. Its color captures the deep essence of magma.

### **Unique and timeless art pieces. Collezione Marmi e Pietre, Agape by various artists.**

With the new **Collezione Marmi e Pietre**, Agape reimagines a selection of its iconic designs in a rich variety of marble, travertine, and lava stone. This edition reintroduces 21 models of washbasins and 10 bathtub designs, enhancing their timeless iconicity, such as the **Spoon**, the first bathtub designed by Benedini Associati in 1998. The stone, distinguished by elegance, uniqueness, durability, and resistance, possesses natural variations that render each creation distinct. It shapes pieces that celebrate their natural imperfections, where every surface irregularity and color shift is not a flaw but a fundamental attribute of the material, offering a narrative that is perpetually unique and captivating. Agape has expanded its range of marbles, all processed with a satin finish: Carrara white, Marquina black, Carnic grey, Alpi green, Emperador dark, Petit Granit, and Travertine, along with the option for customized solutions and materials upon request.

### **The archetype of classicism, according to Agape. Memory Classic faucets, designed by Benedini Associati**

Adopting an authentically classic vocabulary and true to the gestures of yesteryear, **Memory Classic** expands the **Memory** collection by originally interpreting its nostalgic language.



Pleasant to the touch, with an ergonomic, rounded design featuring pronounced thickness and softened corners, *Memory Classic* softens the sharp rigor of the collection. The series comes in a single-hole version with a joystick handle for flow and temperature control. Made of brass, *Memory Classic* is available in matte black, brushed burnished, chrome, and brushed natural brass finishes.

**Architectures of light and reflections. Nudo XL equipped boiserie system, designed by Benedini Associati**

With the new *Nudo XL* equipped boiserie system, Agape broadens its exploration of the bathroom environment, moving from the floor plan to the elevation, and embedding both ancient and modern functionalities into the wall—not merely a simple perimeter—but a counterpoint of different materials. The system advances the concept of the mirror while simultaneously transcending its specific use, creating a highly customizable architectural program. The modulation of mirrors and panels in various sizes—from 40 to 120 centimeters in height and from 35 to 240 centimeters in width—allows for the definition of entirely custom walls, thanks also to the application of specially made end elements

**Design know-how and high craftsmanship. Craft container system, designed by Benedini Associati**

In 1975, with *Erion*, Agape penned an unprecedented chapter in bathroom furnishing history. Designed by Giampaolo Benedini, this modular system outlined a new architectural and design approach to bathrooms, through floor-standing furniture that was also available in a freestanding version, setting standards that would forever change the kitchen world during the same years.

Today, that innovative and forward-thinking spirit inspires the new *Craft* system project, a unique range in Agape's collection of floor-standing storage furniture. The furniture breaks away from the wall: its structural autonomy allows for the traditional wall installation, perfect contextualization in niches, and, above all, the independent island configuration. Thus, furniture becomes an architectural element in more freely designed spaces where it helps define the partitioning of areas. The finishes are precious, featuring all the materials from the Agape catalog and high-level craftsmanship.

**Flexible space organization. Div partition system in collaboration with Vismaravetro, designed by Castiglia Associati.**

Agape introduces a new component in its architectural vision of the bathroom environment. The *Div* partition system, developed in partnership with Vismaravetro and designed by Castiglia Associati, offers the flexibility to divide and organize interior spaces through smart modularity. Floor-to-ceiling glass walls, reaching up to 3 meters high, delineate different functional areas within the bathroom and other home spaces. Among the various possible configurations is a shower enclosure with a hinged door in a watertight version, showcasing the project's extreme flexibility.



**A gesture, and space appears and disappears. *Voilà* container system, designed by Alessandro Andreucci.**

The *Voilà* storage family, designed by Alessandro Andreucci for Agape, welcomes a new sliding opening configuration with a static mirror. A silent keeper of the daily necessities of the bathroom, *Voilà* conceals them within its pure form, leaving the space untouched and the furniture free to express itself. This new configuration complements the pivot version and is easily installable, even in small spaces. The oak structure is wall-mounted, the frontal surface is entirely mirrored, and the interior houses the sliding storage element. The opening can be designed to the right or left, guided by a knob handle that also serves as a towel holder. *Voilà* is available in natural oak, brown oak, and dark oak finishes. The storage area comes equipped with shelves and can be customized with integrated lighting and electrified bars for various appliances.

**For press inquiries and image requests, please contact:**

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**Where and when**

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**Editorial Notes**

**Agape**

Agape has been synonymous with design culture for 50 years. The brand, founded by the Benediti family, offers hundreds of products that meet every functional need in the bathroom. Washbasins faucets, furniture, bathtubs, lights, and accessories designed by masters of contemporary design and architecture. Timeless objects that naturally develop an intense dialogue with any space, becoming elements of Agape's architectural vocabulary. International by nature, Agape also has deep ties to Mantua, the Renaissance city and extraordinary architectural workshop where its headquarters are located.

[agapedesign.it](http://agapedesign.it)

**Patricia Urquiola**

Patricia Urquiola studied architecture and design at the Universidad Politécnica de Madrid and at the Politecnico di Milano, where she graduated with Achille Castiglioni. She founded her own firm in 2001,



specializing in the areas of industrial design, architecture, art direction, and strategic consulting. She is a member of the Advisory Board of the Milan Polytechnic, the scientific committee of the Milan Triennale and an honorary member of Altgamma.

[patriciaurquiola.com](http://patriciaurquiola.com)

#### **Benedini Associati**

Benedini Associati was formed in 1999. Its main fields of activity are interior design referring mainly to the interventions of Benedini & Partners, and design applied in many areas, for technical products or furniture. The brand obtained critical awards such as the German Design Plus, the Design Index ADI and the Chicago Atheneum's Good Design in this design field.

[benedinipartners.it](http://benedinipartners.it)

#### **Alessandro Andreucci**

Graduated in Mechanical Engineering from the University of Bologna with a thesis in Biomechanics conducted at the Research Laboratory of the Rizzoli Orthopedic Institute. He started working in 1998 as an Industrial Designer in Munich, Germany, at Siemens Design & Messe, and then at System Design. In 2000 he returned to Italy, at iGuzzini Illuminazione, working mainly on projects by Renzo Piano Paris. In 2003 he lived and worked in London for iGuzzini, assisting Ron Arad on lighting projects. In 2004 he opened his own industrial design studio, sharing some projects with German partner Christian Hoisl, based in Munich. He advises on industrial design and art direction.

[alessandroandreucci.com](http://alessandroandreucci.com)

#### **Daniele dalla Pellegrina**

Graduated in Mechanical Engineering from the University of Bologna with a thesis in Biomechanics conducted at the Research Laboratory of the Rizzoli Orthopedic Institute. He started working in 1998 as an Industrial Designer in Munich, Germany, at Siemens Design & Messe, and then at System Design. In 2000 he returned to Italy, at iGuzzini Illuminazione, working mainly on projects by Renzo Piano Paris. In 2003 he lived and worked in London for iGuzzini, assisting Ron Arad on lighting projects. In 2004 he opened his own industrial design studio, sharing some projects with German partner Christian Hoisl, based in Munich. He advises on industrial design and art direction.

[danieledallapellegrina.com](http://danieledallapellegrina.com)

#### **Castiglia Associati**

Sergio Castiglia with Marinella Santarelli and Maria Tiziana Tazza have been creating, designing and promoting activities in the field of design and architecture for more than 30 years. The firm's work includes architectural, industrial and graphic design projects, from furniture to accessories, from kitchens to bathrooms, from lighting to corporate identity, as well as advertising, brochures and websites for hotels, showrooms, exhibition stands, private homes, offices, stores and banks. Successful relationships in art direction have been established with several companies, enabling designers to follow the various stages of the project and thus ensure better product quality.

[castigliaassociati.com](http://castigliaassociati.com)

#### **Vismaravetro**

Vismaravetro is a company that specializes in shower boxes and belongs to the Vetreria Elia Vismara company, founded in 1947, although Giuseppe Vismara began his business as a representative of mirrors and crystal as early as 1907. Craftsmanship and industrialization, technology and research, design and communication: it all leads back to solid strategies and a production specialization now in its third generation. Vismaravetro has always produced shower boxes totally Made in Italy: all stages, from design to shipping, take place in the Giussano and Verano Brianza production facilities, based on precise design and technology criteria. Today Vismaravetro is a leader in the integrated production of tempered glass shower boxes, with standard, flexible and customized products.

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[vismaravetro.it](http://vismaravetro.it)