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No-WallHouse 2024 - Space as canvas.

Caccaro is not just a company, but a team of innovators who chose to go beyond the traditional concept of design furniture and propose a new idea of domestic space, in which walls disappear and make way for new aesthetic and functional elements.

A reality with its strategic HQ and production core in Italy, where the quality and tailoring of artisan carpentry meet the reliability and precision of a 4.0 industry. The result of this alchemy is a perfect integration of finishes, dimensions, and functionality.

Caccaro @Milan Design Week 2024

The No-Wall House 2024 concept explores new forms of dialogue between furniture and architecture. The idea was launched in 2023 and is the natural culmination of a journey that began many years ago and focuses on a systemic and modular logic at the service of design creativity.

This year, in its second chapter, No-Wall House grows stronger and explores new integration potentials between the three systems that represent the spearhead of the Venetian company: Freedhome, Wallover and the latest arrival Architype. Within the design project, signed by art director Monica Graffeo, the space is organised in a harmonious succession of environments with no walls, almost totally replaced by two-sided furnishing solutions. Thanks to the dimensional and design flexibility of the Caccaro compositions, even difficult structural elements, such as the pillars supporting the mezzanine, are elegantly and discreetly incorporated within Freedhome large storage space.

The interpretation of the exhibition itinerary continues and deepens the study of "focal points": areas on which the perspective lines and the visitors' attention are concentrated, enhanced by furnishing or styling elements.

The company continued to explore the theme of greenery within spaces as an element that can modify the atmosphere and emotional temperature. This year the plants, strictly live, will emphasise the double height of the booth created by the mezzanine. Placed in groups to soften the strict lines of the compositions, plants will delimit the lounge space of the sales area.

The lighting has been the object of a major study: latest-generation dimmable spotlights with variable optics complement the LEDs in the compositions. These innovative tools will allow total control of the lighting sources to enhance furnishing elements, styling and focal points.

Once again this year, maximum attention has been paid to the styling, which will be characterised by some very important artistic pieces and lively touches of colour, in shades of green, that will brighten up the entire exhibition itinerary.

The new interpretation of the No-Wall House concept can also be seen in the moodboard and choice of finishes: the naturalness of the new oak, also in its canneté variant,

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dialogues with the materiality of Kera Grigio, in perfect harmony with the antracite and basalto lacquers.

The perimeter walls of the booth, in a perspective of sustainable reuse, will renew the wood and fabric structures already used in 2023, with a precious LED lighting that will give new lightness to the Caccaro space.

Those who will visit Caccaro's booth at the fair will realise, first-hand, how space can be transformed into a canvas for experimenting, innovating and transforming.

The concept

Cosa significa No-Wall House, “casa senza pareti”? Come si trasforma uno spazio nel tempo? Come trasformarne i vincoli strutturali in opportunità?

These are the questions that led to the concept for the Milan Design Week 2024. A vision summed up in a graphic sign: a canvas that accommodates the designer's freedom to transform furniture into structure. The result is a continuous, harmonious space that opens a new perspective on interiors and their organisation. A path that leads us between different rooms in the home, which investigates their functionality and pays particular attention to the sensations generated by the combinations of finishes and light.

Archetype System

The Archetype system is the natural continuation of a study on the theme of the wall. The introduction of this system, which includes wall panelling and doors, opens up a new perspective on interior spaces and their organisation. Archetype was created as an expression of furnishing in an architectural key and is linked to three key concepts:

- **Architectural:** a free design that overcomes structural constraints to create customised spaces.
- **Types:** just as movable types create a language, so the modules of the system create a new way of expressing interior design.
- **Archetype:** the new System works on the archetypes of the home, which determine the organisation of spaces: walls and doors.

Designed by Caccaro R&D in collaboration with Monica Graffeo, the company's Art Director, the Archetype system covers the wall and, by integrating with Freedhome, replaces it to create a fluid environment where spaces are multifunctional and perfectly blended together. It consists of two elements in continuous dialogue: wall panelling and door. The panelling is designed to cover walls, corners and pillars, but also to join Freedhome in continuity, until it becomes double-sided. Door gives the system design value - it complements the wall panelling and Freedhome, allowing a passageway between two rooms and crossing the wall.

Freedhome System

Freedhome is the large storage system made by Caccaro: freed-home, the home freed from its constraints. The intuition is to transform every wall into a space to contain, without any design limitations. An expressive wall that resolves functional and aesthetic needs: the Freedhome system, with its modules, fully harnesses its unexpressed containing potential.

The old wardrobe no longer exists. Freedhome integrates perfectly with Architype and Wallover and thus becomes a multifunctional wall itself, which separates and organises spaces, overcoming the concept of living and sleeping areas. Each element is characterised by hidden functionalities: accessories, dividing elements, niches, and an entirely new management of light to open new and scenic lighting perspectives.

Even more freedom too configure the corner modules, broken down into their essential elements. The width and depth of the two sides are independent of each other and can be completely made to measure, to adapt precisely to the architectural characteristics of the space. The concept of the symmetrical corner is also overcome in the openings and finishes, to meet individual design and aesthetic requirements.

Light is also a protagonist, thanks to the specially designed integrated leds, transforming the domestic space into pure emotion. It is efficient when it illuminates the inside of the modules, amplifying the practicality of large storage space. It is scenic when it sculpts compositions, masterfully applied to thicknesses and volumes. It is soft when it acts as mood lighting, discreet, sunk into the backs, side panels and profiles.

With Freedhome, designers and architects have total freedom to customise any home environment with infinite solutions, maximising storage capacity and giving shape to the most personal aesthetic requirements.

Finishes System

A careful choice of materials and combinations enriches the perception of space, making it more evocative and vital. The tactile, material and chromatic variety contributes to the well-being of those who live it and offers more stimuli for the creativity of those who design with Caccaro systems.

The lacquered palette is updated and enters the system with the other more textural finishes. Three new variants of Kera - Pietra Grey, Grigio and Antracite -, the new canneté and the relaunch of Natural Wood guarantee maximum customisation and harmonious combinations. Since the early 2000s, concern for the environment and people's health has guided the decision to use odourless and non-toxic water-based finishes.

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