

## NEUTRA: MONOCHROME AFFINITY

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Image courtesy of Carolina Ghiri

**NEUTRA: Monochrome Affinity**  
Milano Design Week 2025, Palazzo Visconti  
April 08 – April 13, 2025

At Milano Design Week 2025, **NEUTRA** unveils a new chapter in its evolution, where marble is transformed into poetry a living material capable of shaping refined and exclusive environments. The **new collection** unfolds as as tory of emotions sculpted in stone, with each piece interacting with the space in perfect harmony between design and sensory **experience**.



Image courtesy of Carolina Ghiri

Under **Emanuele Chicco Busnelli's** new ownership and Migliore+Servetto's creative direction, **NEUTRA** redefines contemporary elegance with a collection that transcends the ordinary to become a pure expression of **beauty** and research. It is built on three key principles-sophisticated style, marked by essential lines and organic volumes; excellence in the selection of raw materials and craftsmanship, achieved through continuous research and **innovation**; and meticulous attention to detail. Only through this that perfection can be revealed.

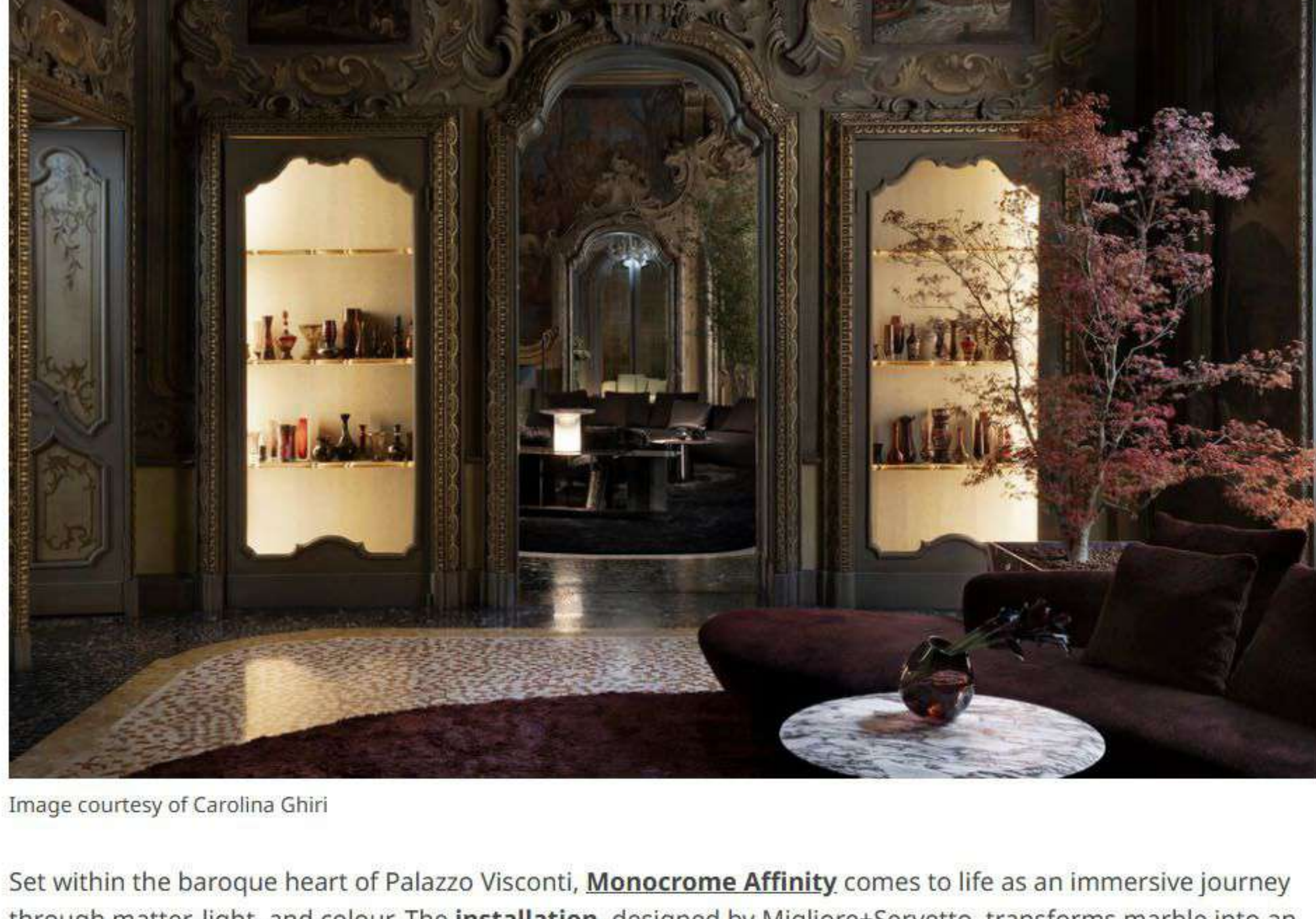


Image courtesy of Carolina Ghiri

Set within the baroque heart of Palazzo Visconti, **Monochrome Affinity** comes to life as an immersive journey through matter, light, and colour. The **installation**, designed by Migliore+Servetto, transforms marble into an **expressive language**, intertwining perceptions and atmospheres into a monochrome narrative that poetically unveils the material's depth. It is an invitation to be immersed in the material's essence, heightened by the **emotional** resonance of the monochromes that weave connections between them.



Image courtesy of Carolina Ghiri

Setting the stage for this discovery journey is **atelier oi's** modular system of table and seating, which marks the beginning of the exhibition path within the building through **five rooms**, five colours, and five **sensory worlds**, which harmonise furniture, surfaces, and light

more. [www.neutradesign.it](http://www.neutradesign.it)



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