



## Milan Del Salone Show

For design company 'Moooli' this Milan del Salone showroom creates interior design as a theatrical and immersive experience where creativity, technology and storytelling collide. The design explores a variety of spatial narratives through bold and colourful forms and varied lighting techniques, which encourages visitors to engage emotionally and physically within the space.

The concept was inspired by Moooli's 'draconian rug' with the idea to physically create their space through a product they've already developed to create the full walkthrough experience of Moooli. The projects design challenges conventional retail experiences and redefines how interiors can be conceived, inhabited and remembered through the use of personal connection to each client.

### VENUE LOCATION



### BRIEF

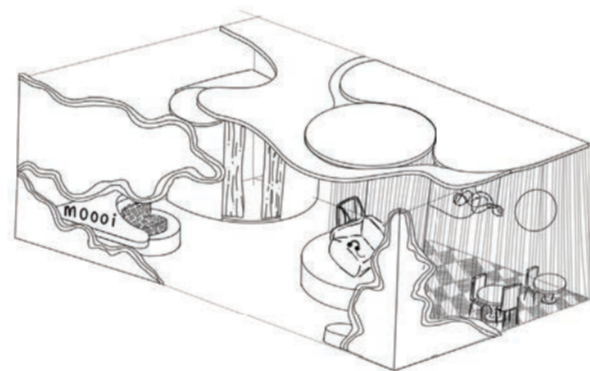
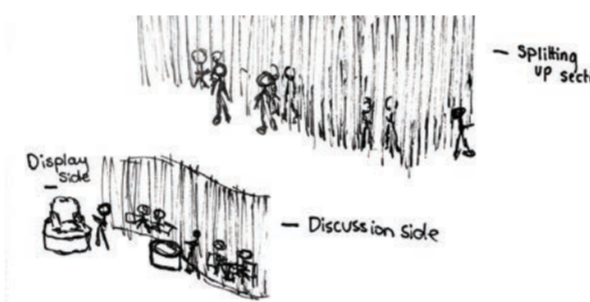
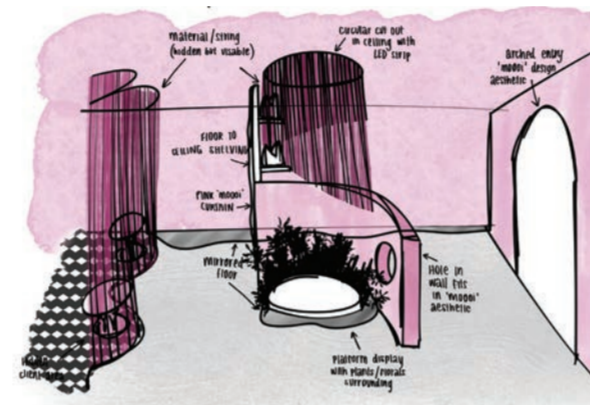
To design an exposition stand for 'Moooli'. The design will need to represent specific furniture from different perspectives and has to entice visitors to enter the stand. It will need to accommodate the representatives to meet and do business with furniture importers and clients. The design space must exhibit products and graphics of the company.

### SALONE DEL MOBILE

The design fair is scheduled for 21st till the 26th April, 2026 and will take place at Fiera Milano Rho in Milan, Italy. The theme is 'Be the Project'. The fair allows large scale companies to network and display new collections to test in to an audience of other designers.



### CONCEPT



### MOOOI - SALONE DEL MOBILE

Moooli is a regular company within the Salone del Mobile community.

In 2025, Moooli created a space encouraging texture and touch. The design played with depth, shadow, and texture, creating an immersive experience that never stands still. The layered compositions are not uniform and makes each product seem alive. 'An invitation to pause, explore and embrace the beauty of imperfection'.

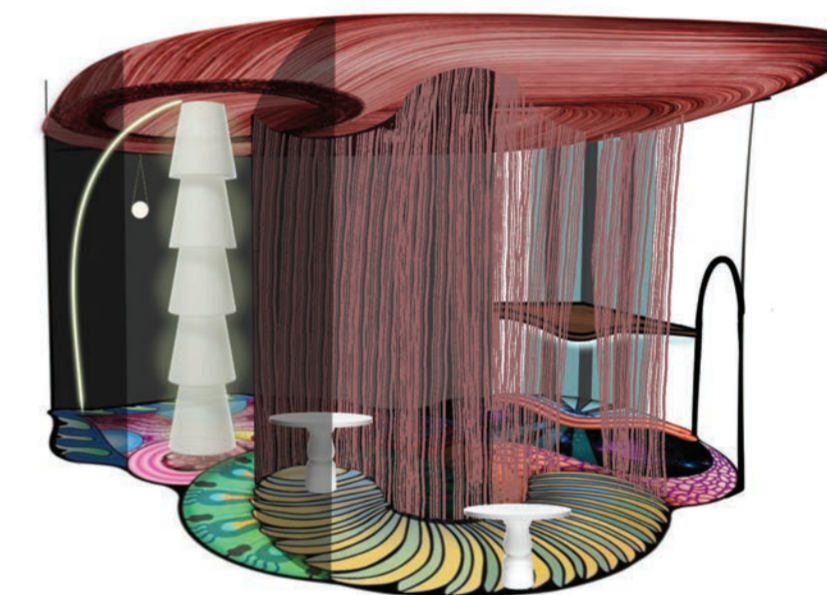
### MOOOI BRAND RESEARCH

Main aim is to evoke emotion and tell a story through their designs. Their goal is for each design to feel alive, surprising and poetic. Their furniture is a deliberate rejection of "safe designs". They focus on reparability, transparency and long life cycles.



### CONCEPT

The original concept was taken from the 'Draconian rug' from their space collection. The separated patterns influenced us to design separate areas for different collections to be displayed within the one area.



### BRANDING IDEAS



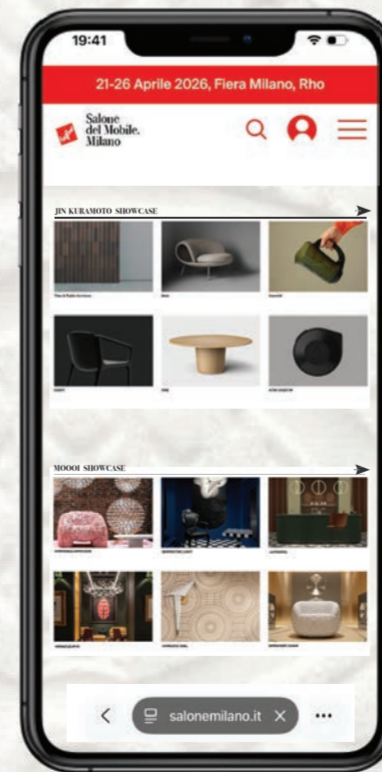
Moooli has a striking graphic style as it stays very plain in order to show the contrast of Moooli's products being anything but simple. Considering the products are already visually expressive, a neutral logo acts as a frame allowing their design to become the focal point.

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We took this into our design exterior and branding to allow a subtle insight to Moooli as a company before they are introduced to the wonderful world of colour and pattern when they enter the site.



SALONE DEL MOBILE INSTAGRAM PAGE



Salone del Mobile Website - Furniture Catalogue



Salone del Mobile Website - Location finder

### CONCEPT GRAPHICS

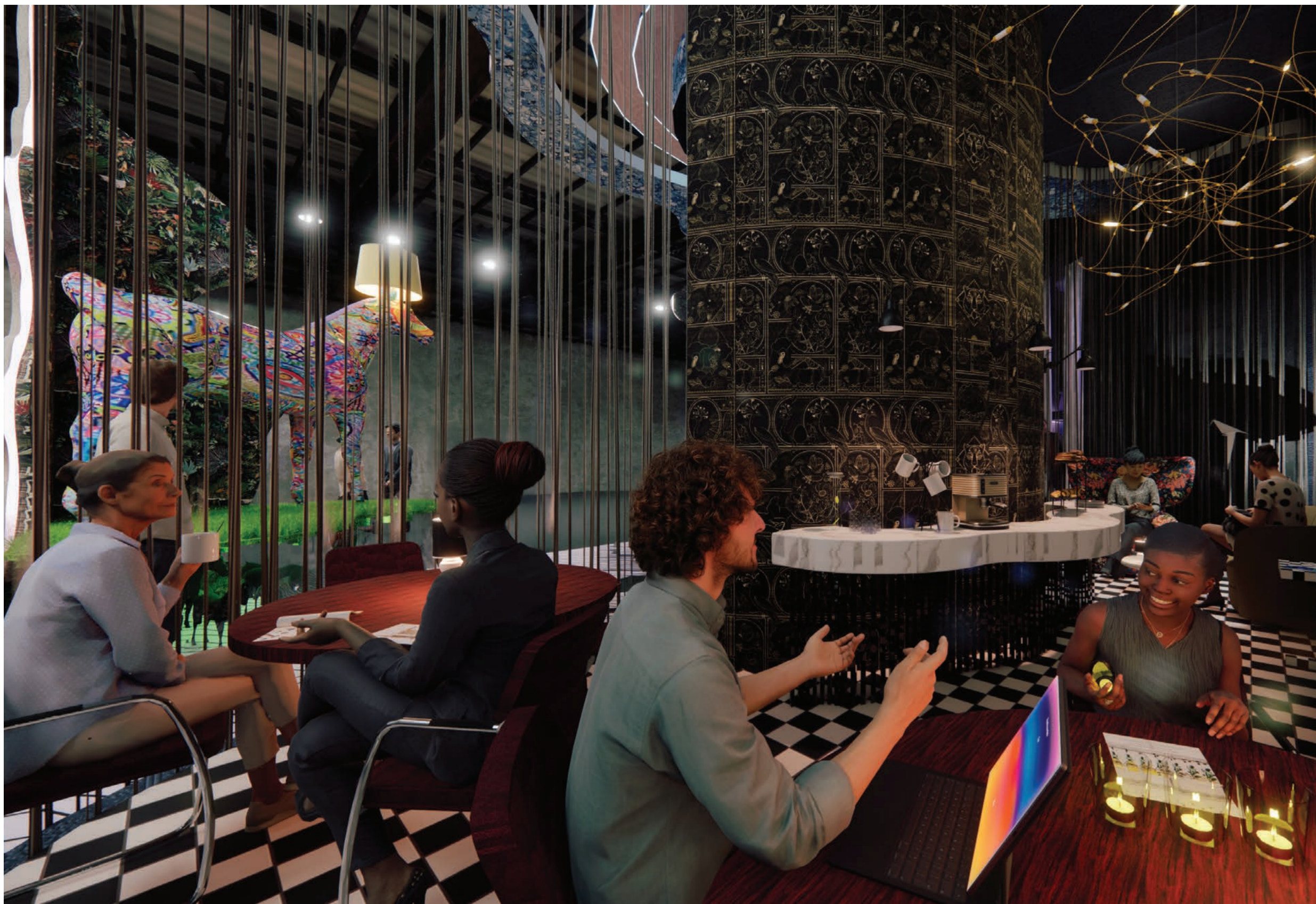
Social media plays a vital role in extending the client connection of the installation beyond its physical location.

While clients experience the space in person, social platforms allow the brand to reach a global audience, transforming a temporary event into a longer lasting digital experience.

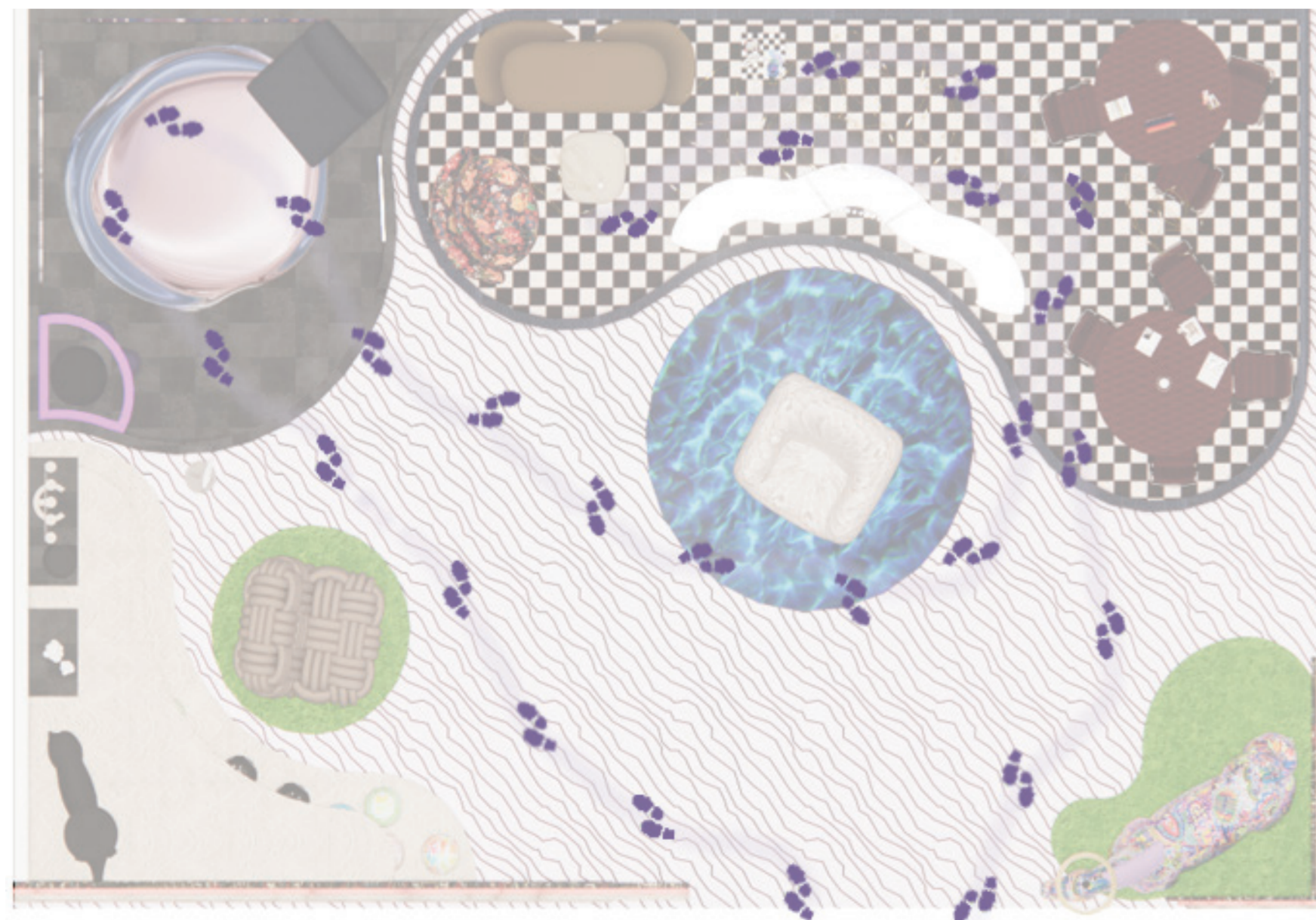
The brand is known for theatrical and highly decorative furniture and lighting which the company describes as original, unexpected and rebellious.



MIX OF COLLAGE & PRODUCTS



RENDERED VIEW OF MEETING ROOM

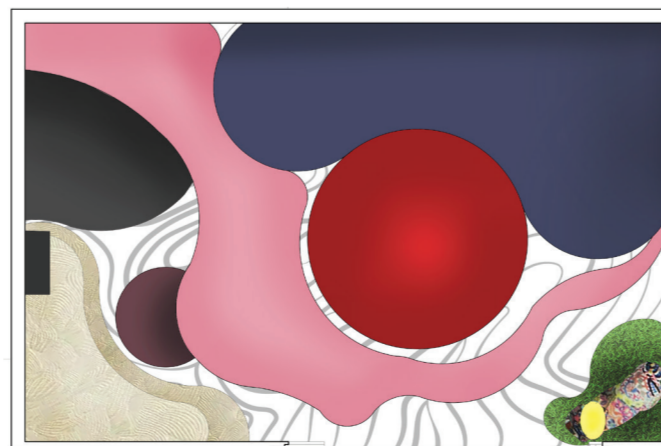


WALKTHROUGH DIAGRAM

PRODUCT LIST

1. Introvert Chair (Robbie Williams collection)
2. Aldora vis a vis sofa
3. Sepentine light
4. Flock of lights
5. Knitty lounge chair
6. Perch floor light
7. Nom Nom light
8. Oban console table
9. Heracleum light
10. Egg vase
11. Zio chair
12. Bubble carpet
13. Container table classic
14. Chess table
15. Pig table
16. Monster basketball
17. Bold candlestick
18. Timber tones carpet
19. Liquid layers carpet
20. Moon carpet

CEILING PLAN

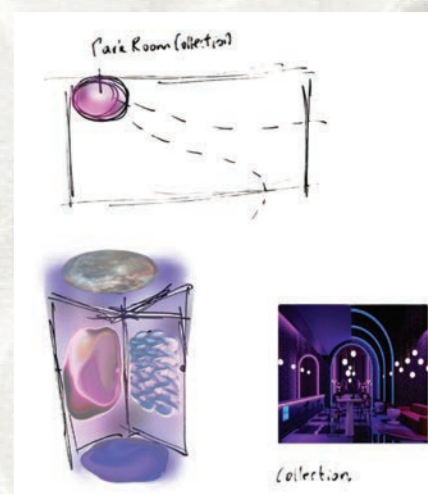


INTERACTIVE SCREEN

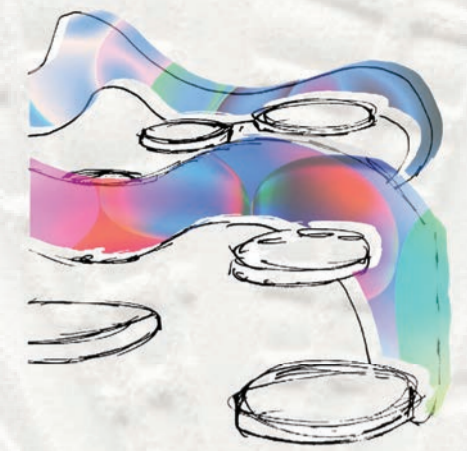
TOUCH SCREEN  
PRODUCT EDITOR

A member of the Moooi staff can assist customers to customise their own rug with their VR feature on their website.

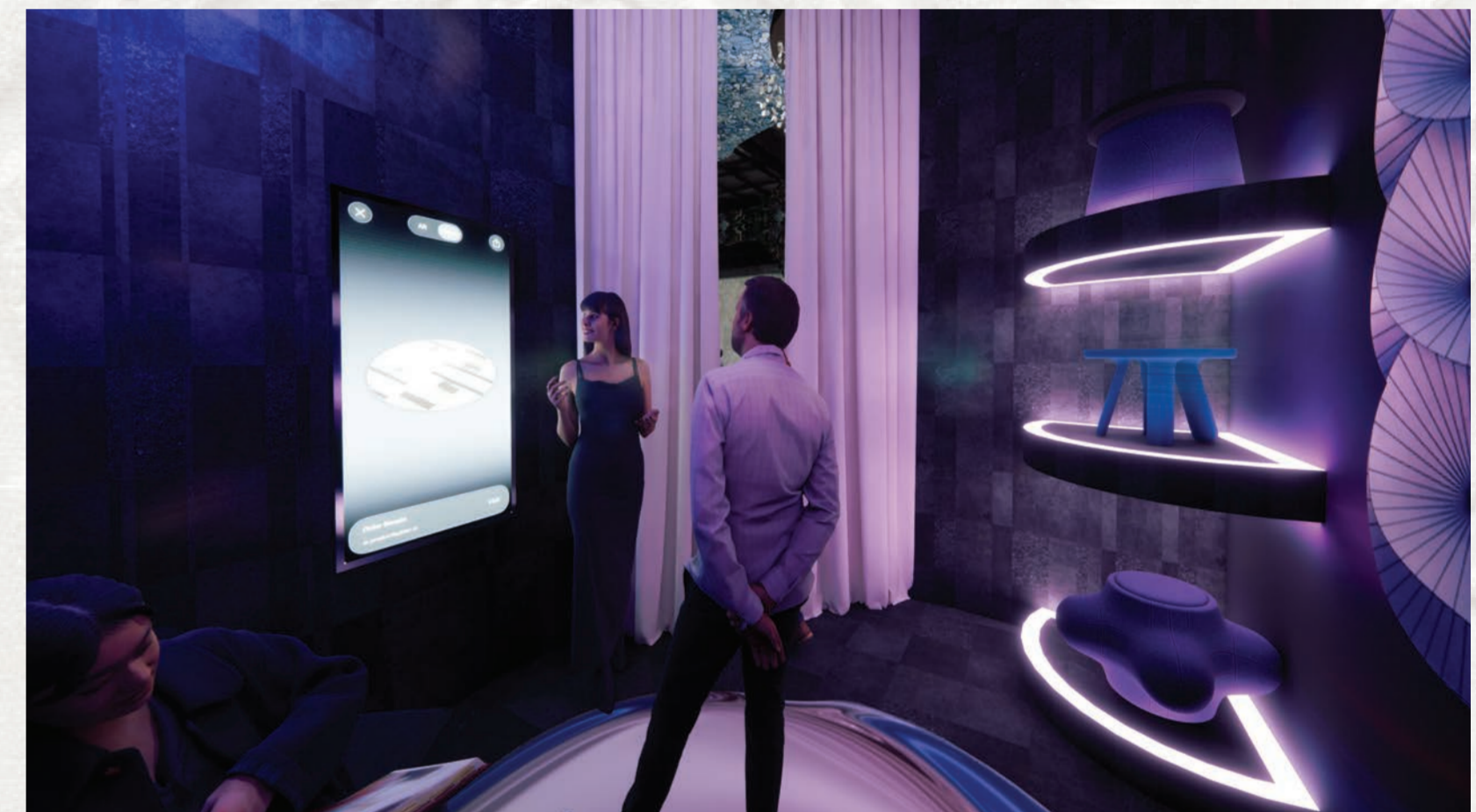
This dark room is based on the 'Nom Nom' light and how the company decided to display this product in their own visuals. The room has purple tones, LED strips and Moooi rugs to surround the light.



INTERACTIVE



LIGHTS & ROOF



STORY BOARD



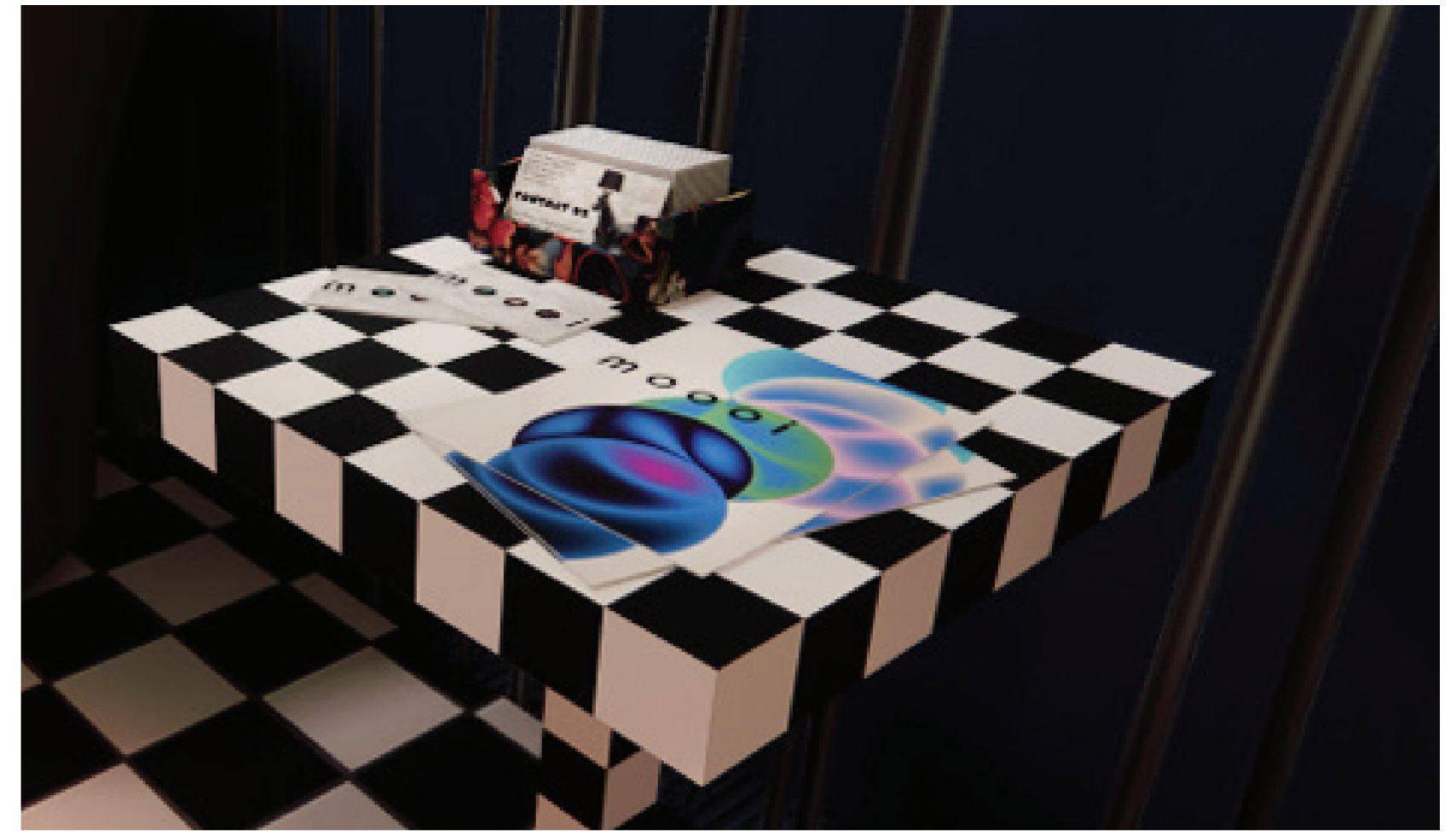
The experience begins with a bold branded entrance which introduces potential clients to Moooi's distinctive visual identity through flowing forms and lighting.

As visitors move through the installation, they encounter multiple larger than life product displays which transform into sculptural focal points emphasising the more artistic aspect of their collections. This helps create the "World of Moooi" and connects the visitors to their own unique experience.



#### MOOOI BUSINESS CARD

Business card concept is an insight into Moooi. This is done by taking 3 aspects of moooi into one visual through the lettering in the three 'o' s.



#### A. PERSONALISED ROOM SCENT

The experience lets you be the creator of your own customised room fragrance. The experience starts with a questionnaire but not your typical factual one. The questions give you a much needed break from regular thinking.

- 1. Candlelit scent testers** - Consists of an information leaflet about the process of preparing and choosing the scent for the client.
- 2. Customised fragrance questionnaire** - It is mood and feeling based questions designed to inspire your imagination.
- 3. Scent option flyers** - At the end of the process the Moooi team member will talk the client through their designated scent and how they can adapt the scent in their chosen space.



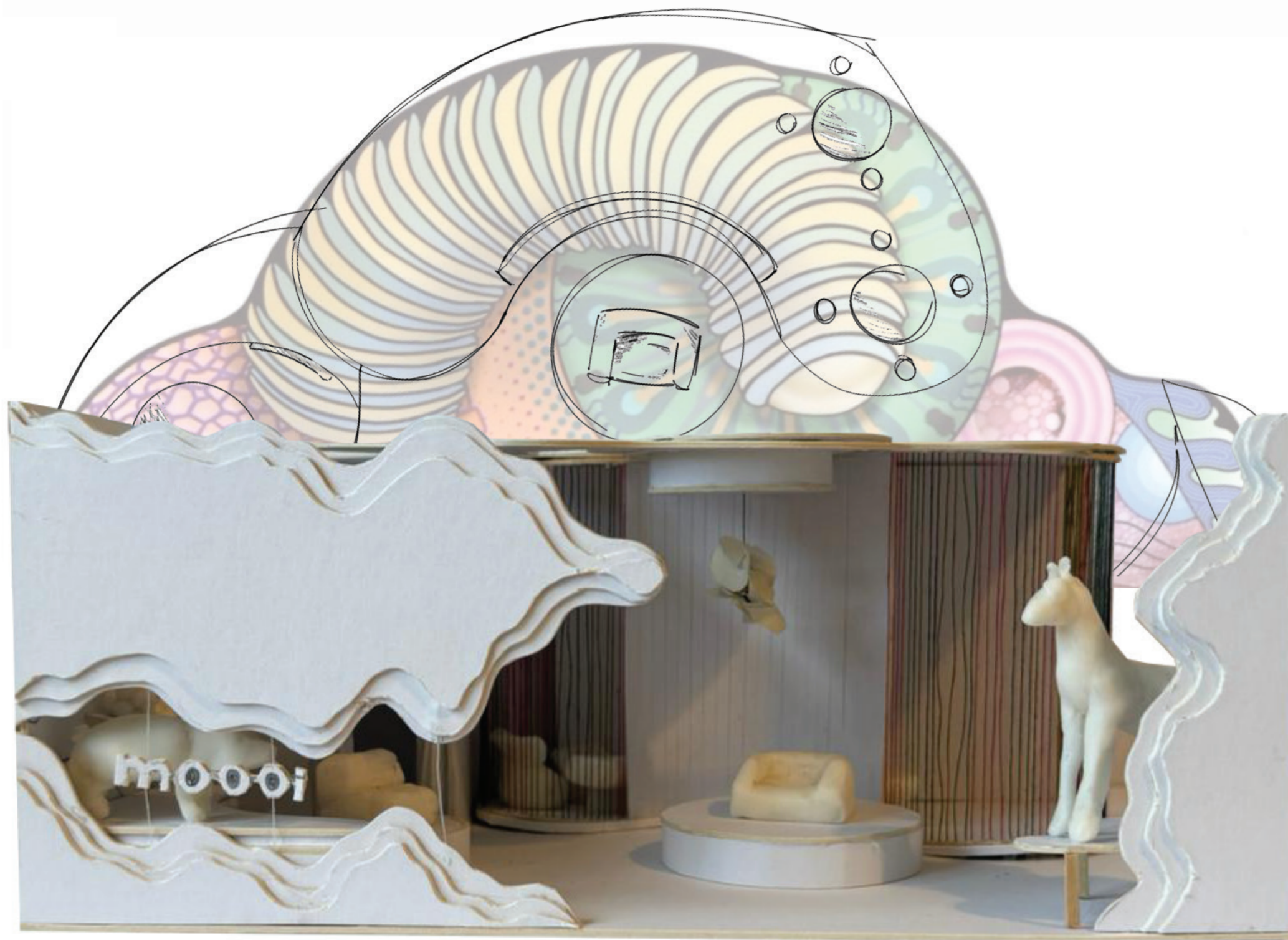
#### FURNITURE CATALOGUE AND MATERIAL SAMPLES

At this table you can discuss products, materials that they have available. This space allows potential clients to talk to the Moooi team and raise any in depth enquiries they have before making a purchase.

- 4. Furniture catalogue** - The client will be able to look through the book and pick out the furniture they desire during the meeting.
- 5. Chosen product poster** - A more in depth information page on the chosen product with pricing and materials.
- 6. Material samples** - To allow the client to feel the texture of the product if the item is not in showcased in the exhibit space and any other colours the item can come in.
- 7. Colour samples** - This allows clients to look at any additional colour samples the company has available.



HANDCUT MODEL



1:50 MODEL



1. MOOOI PRODUCTS LIT UP



2. SIDE VIEW - MOOOI MODEL WITH COLOURED LIGHTING



3. INTROVERT CHAIR DISPLAY



4. MOOOI ENTRANCE WALL

RENDERED SECTIONS

THE MATERIALS USED FOR THE PHYSICAL MODEL WERE :

- White mountboard
- Various sewing threads
- Fimo polymer clay for horse & pig
- Printer paper



For the digital renders wallpaper samples from moooi's official site were used aswell as there products and lighting peices.



Section AA



Section BB

