

Italdesign connects worlds at the Fuorisalone in Milan 2025
April 7-13 – Opificio 31 - via Tortona 31

- Design as a tool for connection for Italdesign at the Fuorisalone in the Roberto Ricci Designs showroom

Moncalieri, April 7, 2025

At the 2025 edition of the Fuorisalone in Milan, in the RRD – Roberto Ricci Designs – showroom, human beings, nature, and technology come together seamlessly in Italdesign projects, creating a circular movement and emotional connections.

In the space set up at Opificio 31, the company offers an articulated and inspired exhibition project, interpreting the theme "Connected Worlds" of the Fuorisalone in a multidisciplinary way, capable of expressing the company's eclecticism and holistic approach.

The world of car design

Italdesign Quintessenza

After a world tour that touched, in addition to Italy, China, the United States, and the UAE, the Italdesign Quintessenza show car arrives in Milan with a fresh, event-specific look. The surface of the show car serves as a canvas to host the RRD – Roberto Ricci Designs – monogram, elevating it to a new and unexpected level. This creates a unique opportunity to connect different worlds, design, art, and functionality, celebrating the excellence of Made in Italy.

Rapida by IED

The connection between academic training and business finds expression in Rapida, a visionary project born from the collaboration between IED Torino and Italdesign. Conceived and created by the students of the Master in Transportation Design at IED Torino, and developed in collaboration with Italdesign professionals, Rapida is a new 2+2, sporty, compact, versatile fastback model with 3 doors, capable of adapting to different engines, with clean and tense lines. Designed to meet the desires and needs of Generation Z youth, who, like young people from other generations, want to have fun driving, Rapida draws inspiration from those cars that play significant roles in manga, becoming integral parts of the plot and real visual elements. Rapida captures the essence of JDM, creating connections between generations, as it unites parents and children in a shared passion for cars.

The world of inclusive mobility

Avathor one

A concept that transforms into an electric vehicle classified as a class 1 medical device for the mobility of people in wheelchairs or with reduced mobility, on the road and in closed spaces, for private or shared use, thanks to the visionary capacity of a Turin startup. This is the story of Avathor, which, starting from the Italdesign WheeM-i concept, presents Avathor One capable of transforming mobility into an intuitive, safe, connected, and inclusive experience. Compact dimensions, lightweight structure, waterproof materials, automotive-derived e-Power technology, a minimum range of 50 km, maximum speed limited to 10 km/h for regulatory compliance, the product will be marketed in Italy in the second half of 2025; in 2026, the product will also be available in Spain, while other markets will follow from 2027.

The worlds of product and transportation design

The Italdesign exhibition concept explores the interconnection between various aspects of daily life, through a selection of projects ranging from transportation to product design, creating a narrative of sharing,

conviviality, and celebration, team spirit, connections in the modern world, functional interconnections, innovation, and sustainability.

On display:

Infinity G1 by Italdesign for Teka

With the new exclusive line of *Infinity G1 Edition by Italdesign* appliances, Teka strengthens its commitment to design, one of its fundamental pillars. This special edition stands out for its advanced functionality and refined aesthetics, inspired by luxury jewelry, high-end cars, and advanced technology. Finished in matte black with copper details, the line integrates technological features that reflect Teka's commitment to creating products that are not only aesthetically pleasing but also precise and easy to use.

<https://www.italdesign.it/it/project/infinity-g1-edition/>

<https://www.italdesign.it/it/teka-infinity-g1-edition-progettato-da-italdesign-ha-vinto-lif-design-award/>

<https://www.italdesign.it/it/festeggiare-il-100-anniversario-di-teka-con-innovazione-e-stile/>

E71E and Faemina by Italdesign for Faema – Gruppo Cimbali

Two coffee machines that embody excellence in the sector and the meeting of tradition and innovation, connecting worlds through the art of coffee: E71E, designed for expert baristas, offers an intuitive interface, new steam wands, and a heating system to manage different varieties of coffee. Faemina, ideal for home use, small businesses, or office spaces, combines refined design with cutting-edge technologies.

<https://www.italdesign.it/it/project/e71e/>

<https://www.italdesign.it/it/faema-e71e-di-italdesign-vince-il-red-dot-award-2019/>

Wines glass 'Terra' and Frappeuse by Italdesign for Consorzio Alta Langa

An exclusive and refined wine glass, whose trilobate shape, inspired by the round gentle hazelnut, the vineyards, and the hills of Alta Langa, enhances the qualities of Alta Langa DOCG wines, combining aesthetics

and functionality. A frappeuse characterized by a foldable and compact structure, practical for transport and storage, and elegant for its semi-gloss satin finish with a reference to the tones of high quality Alta Langa bubbles.

<https://www.italdesign.it/it/terra-il-nuovo-bicchiere-da-vino-davvero-unico-progettato-da-italdesign-per-alta-langa/>

<https://www.italdesign.it/it/project/terra-nuovo-calice-by-italdesign-per-alta-langa/>

<https://www.italdesign.it/it/la-nuova-frappeuse-consorzio-alta-langa-progettata-da-italdesign/>

Selfizz Neo by Italdesign for Culligan

Designed and manufactured in Italy, Culligan Selfizz Neo represents the perfect solution for quality, practical, and sustainable hydration, ideal for both work environments and home use. Made with eco-sustainable materials, its exclusive, patented, and certified UVC Firewall® filtration system ensures excellent-tasting and microbiologically safe water. The sophisticated and distinctive design, combined with the craftsmanship of Made in Italy, makes Selfizz Neo a standout in the sector.

<https://www.italdesign.it/it/project/italdesign-for-culligan/>

Watches by Italdesign for Seiko

Since 1980, the collaboration between Seiko and Italdesign has merged the precision of Japanese watchmaking with the elegance and creativity of Italian design. Together, they have created iconic watches that embody technological innovation and timeless style. The Speedmaster, Macchina Sportiva, and the new Astron GPS Solar SSE121 models become personal expressions for those who appreciate precision, performance, tradition, and avant-garde.

<https://www.italdesign.it/it/progetti/brand-collaborations/seiko/>

Cameras by Italdesign for Nikon

The collaboration between Italdesign and Nikon, which began in 1980, has resulted in the creation of iconic cameras, designed for the world of

professional photography, combining ergonomics, innovative design, and advanced technical performance. The Nikon F3, introduced in 1980, was one of the most advanced professional cameras of its time. It remained in production the longest, available until 2001, and had the most variants produced.

<https://www.italdesign.it/en/project/f3/>

<https://www.italdesign.it/it/project/f4/>

<https://www.italdesign.it/it/project/f5/>

<https://www.italdesign.it/it/project/nikonos/>

<https://www.italdesign.it/it/project/d2xd2h/>

<https://www.italdesign.it/it/project/d800/>

Office chairs by Italdesign for Okamura

The collaboration between Italdesign and Okamura, which began in 2003, has led to the creation of innovative, functional, and refined solutions that have revitalized the office furniture sector, connecting the distinction of Italian design and Japanese excellence in ergonomics. The Contessa office chair, elegant and ergonomic, features fluid lines, an aluminum frame, and a sculpted backrest for optimal support, giving it a powerful identity. In 2016, Okamura introduced Contessa II, which retains the original design while integrating new technologies and functionalities to meet modern needs.

<https://www.italdesign.it/it/project/contessa/>

<https://www.italdesign.it/it/progetti/brand-collaborations/okamura/>

Basketball by Italdesign for Molten

The GL7 basketball, introduced in 2004 and used by the Italian Basketball Federation for professional championships and the Olympics, represents a perfect fusion of tradition and innovation. The four new light-colored panels, added to the traditional eight, form two wrapping bands that make the ball visually distinctive, even when in flight.

<https://www.italdesign.it/it/project/gl7-basketball/>

Ultrac Pro tire by Italdesign for Vredestein

The Vredestein Ultrac Pro celebrates 25 years of collaboration between Italdesign and Vredestein. This ultra-ultra-high-performance tire stands out for its elegant design, inspired by the refinement of chronometers and luxury watches. The Ultrac Pro combines precision engineering and cutting-edge technology, offering uncompromising performance and reliability. Available in sizes up to 24 inches, it is ideal for supercars, sports cars, and high-end vehicles.

<https://www.italdesign.it/it/progetti/brand-collaborations/vredestein/>

Electric bicycle No1 by Italdesign for Royal Gazelle

In 2016, the Royal Dutch Gazelle No1 e-bike was introduced, the first electric bicycle conceived with a new logic: an alternative pedal-assisted means of transport for urban mobility, designed to integrate the battery pack into the frame in a functional way. A solution involved redesigning traditional bicycle mechanics and dividing them into two distinct parts: the upper U-shaped portion and the lower portion that houses the transmission system. The Royal Gazelle No1 offers assistance up to 45 km/h and combines the Italian design expertise of Italdesign professionals and Dutch riding comfort.

<https://www.italdesign.it/it/project/gazelle-no1/>

High-speed train model

Italdesign has a long tradition in the transportation design sector and offers innovative solutions for mobility on road, air, sea, and rail. In the field of trains, which are symbols of connection par excellence through journeys that represent integration and interaction, Italdesign focuses on efficiency, ergonomics, and passenger comfort. This includes optimization of spaces and improving the overall travel experience. Presented at Innotrans in Berlin, the leading trade fair for transport technologies, the scale model of

a high-speed train concept demonstrates Italdesign's commitment to advanced and sustainable rail mobility.

The world of innovation

Innovation is intrinsic to Italdesign's DNA. With almost sixty years of experience, the company has constantly introduced pioneering solutions that are shaping the future of mobility. Thanks to its relentless commitment to process and product innovation, Italdesign offers cutting-edge services and solutions, responding to the ever-evolving needs of the global market. A case study in metal additive manufacturing, a fundamental technology for sectors such as automotive, aerospace, and product design, demonstrates the company's approach. The Italdesign team used metal 3D printing technology to redesign a radiator support for a high-performance sports vehicle. The result: a unique structure with geometries impossible to achieve with traditional production methods; a 30% reduction in component weight; increased rigidity; improved overall reliability; a reduced number of parts and welds required; a simplified production process and consequently a significant reduction in delivery times, creating scale efficiencies in production.

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