**Vistosi x atelier oï -** Milan Design Week 2023

Vistosi allowed us to leave our comfort zone by soliciting us for the development of a virtual museum launched in 2022.

This year the story between virtual and physical continues, as we had the pleasure to create the scenography for the Vistosi stand at the Milan Design Week 2023, aiming to physically bring to life a part of the virtual museum in the exhibition space of the fair.

In the virtual museum we mainly used corten steel. Our idea for the installation in Milan was to reinterpret corten and its colour tones. We opted for lighter and more flexible materials such as textiles or chains, while remaining faithful to the colours of the corten. The ‘façade’ of the stand is composed of chains with different color shades, creating a chromatic effect of depth and transparency. The position of the chains in a diagonal line takes up the double "V" of the Vistosi logo.

Each resulting alcove presents a new collection. Like an expanding bubble, we played with sizes and scales to make the space more organic and dynamic.