

**Capsule**

**PLAZA**

**15–21 April 2024  
Milan Design Week**

**Spazio Maiocchi + 10 Corso Como**

## **Radical Sensations**

From 15–21 April 2024, Capsule Plaza returns for its second edition, continuing to infuse Milan Design Week with new energy while expanding its global reach.

Besides taking over SPAZIO MAIOCCHI – a striking former industrial cathedral in the Porta Venezia area – the 2024 edition of Capsule Plaza will extend to a new satellite venue: iconic Milanese destination 10 CORSO COMO, with galleries dedicated to art and design newly-renovated by the interdisciplinary agency 2050+.

A hybrid between a fair and a collective exhibition, Capsule Plaza will once again bring together designers and companies from various creative fields, bridging industry and culture with a bold and multisensory curation that spans interiors and architecture, beauty and technology, innovation and craft.

The 2024 edition of Capsule Plaza in Milan is co-curated by Capsule's founder and creative director ALESSIO ASCARI with architect PAUL COURNET.

In tandem with the opening, Capsule will release the third issue of the magazine – an annual publication reimagining the notion of radical design for today.

### **Exhibitors**

Capsule Plaza's lineup across the two venues includes: RIMOWA feat. La Marzocco; HERZOG & DE MEURON; POLTRONOVA feat. Harry Nuriev; VERNER PANTON DESIGN AG (in collaboration with Vitra, Amini, &Tradition, Verpan, Offecct, Montana); NIKE ALPHAFLY 3 feat. Alaska Alaska; HYDRO feat. Inga Sempé, Max Lamb, Andreas Engesvik, Shane Schneck, Earnest Studio, John Tree, and Philippe Malouin; BD BARCELONA feat. Muller Van Severen; ECCO LEATHER; TIFFANY & CO.; FUTURA AKARI powered by GOAT; UGG feat. James Bantone; LA PRAIRIE, IITTALA feat. Damsel Elysium; FORMAT feat. Niceworkshop; MARSOTTO EDIZIONI feat. David/Nicolas; LOPRESTO; and more to be announced.

### **Public program**

The installations will be accompanied by a program of talks, workshops, and pop-ups that tap into a wide range of creators – including MARC NEWSON, SAMUEL ROSS, DAVID ZILBER, ABC DINAMO, NUOVA, and ROCKY'S MATCHA – with the support of design partners such as KVADRAT, LEHNI, K67, ACERBIS, HEM, BOCCI, and SYNG.

### **Gift shop**

The gift shop will offer a curated selection of design objects, home goods, books, and Capsule merchandise. Expanding on the physical experience, an online exhibit curated by Capsule will bring this selection to a global audience on GOAT, the leading retail platform for the past, present and future.

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Notes to editors:

**Locations**

- Spazio Maiocchi, via Achille Maiocchi 3-5-7, Milan
- 10 Corso Como, Corso Como 10, Milan

**Schedule of Events**

PRESS DAY

- Monday, 15 April, 10.30am-6pm

To register for a press pass, please visit [HERE](#).

PUBLIC OPENING

- Monday, 15 April, 6-10pm

PUBLIC SHOW DAYS

- Tuesday, 16 April, 10.30am-7.30pm
- Wednesday, 17 April, 10.30am-7.30pm
- Thursday, 18 April, 10.30am-7.30pm
- Friday, 19 April, 10.30am-7.30pm
- Saturday, 20 April, 10.30am-7.30pm
- Sunday, 21 April, 10.30am-7.30pm

Free entry

**Explore**

To learn more about the 2024 edition of Capsule Plaza, please visit [WWW.CAPSULE.GLOBAL](http://WWW.CAPSULE.GLOBAL) and [@CAPSULE.GLOBAL](https://twitter.com/CAPSULE.GLOBAL)

**Press inquiries**

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