

Miss You, Milan: Fabio Novembre, Matteo Thun and Stephan Hamel in reflection

Part 2 of our **Moments of Affection: Milanese Alliances (M.A.M.A.)** series brings design leaders reflecting on the annual Milan Design Week to keep spirits up in times of COVID-19.

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All of us are at home; all of us are in hope. Warm wishes and fond memories, fun flashbacks and conversations of camaraderie strong enough to stay through the quarantines - this is the stuff that keeps the design community going even as most events, including the biggest design fair in the world, **Salone Del Mobile** in **Milan**, stand cancelled.

STIR believes that in such times of crisis, it is important to recall the strength of solidarity and open the conversation to creative leaders from around the world so that we all heal a little with the collective sharing of hope and positivity. We reached out to some luminaries from the **design** world and asked them to share their perspectives and plans.

In the second dispatch of a multi-part series, we present reflections from Italian architect and innovator **Fabio Novembre**, Milan-based designer Matteo Thun and design consultant Stephan Hamel.

Matteo Thun



Matteo Thun and Antonio Rodriguez

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Each year at Salone Del Mobile, Matteo Thun sets out not just to visit the brands and products that he works with but also “new products that we could not find in the market, the way we needed them to be”.

This year, several products designed by the Italian architect and designer were to be showcased at **Light + Building** (Frankfurt), Salone and Fuori Salone. “From lamps to porcelain slabs...you’ll see when Salone will happen later,” he shares, keeping the hope alive.

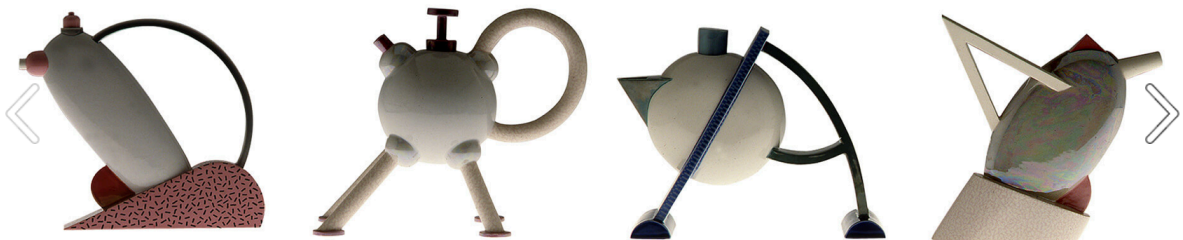
It is the spirit of Milan during this time that has always inspired him. “For us it is not about trends - it’s about meeting people, opening up dialogues, exchanging ideas, seeing clients... enjoying that creatives and industry come together for a week.”



View from Matteo's terrace in Milan

Image Credit: Matteo Thun

It is also his secret design hotspots, "My terrace; and the café/bar a few steps away from my office – Fioraio Bianchi Caffè," that make the city special to him.



Raravis from Memphis

Image Credit: Matteo Thun

One of his most unforgettable memories from the fair has been the launch of the Memphis project a few decades ago. "When presenting the first Memphis products in 1981, the streets were crowded with people who wanted to see these...we were not prepared for that at the time," he recalls. Memphis, co-founded by Matteo, went on to be a design movement that significantly shaped the design narrative then, and continues to inspire today as it evolves.