

**Alpi, design, wellness.
“The Essence of Wellness” in the Brera area for the
Milan Design Week 2025.**

On display: Aura and Fade by Odo Fioravanti, Vero by Marco Zito

Via Palermo 18, Milan
7–13 April

Milan, 7th April 2025

Alpi is taking part in the Milan Design Week 2025 with a dedicated space, set up in the heart of Brera to present the **Vero tapware collection** – designed by **Marco Zito** – and the **Aura** and **Fade shower head ranges**, designed by **Odo Fioravanti**.

Articulated in **three evocative rooms** between indoor and outdoor, the exhibition invites the public of the design week to discover, look and touch a selection of **innovative and high quality products**, designed for living and inhabiting the contemporary bathroom.

For the first time at the *fuorisalone*, Alpi is pleased to show **three broad product families** that clearly declare the company’s commitment to the principles – and the doing – of **good design and high quality manufacturing**, in the name of wellness.

Alpi is dedicated to the research and development of products oriented towards the **values of the best design** in their field. After a long tradition of participation in the most important international trade fairs in the sector, and the Salone del Mobile in Milan in 2024, the strategic choice of a showcase in the context of Milan’s *fuorisalone*.

**The Essence of Wellness.
Via Palermo, 18
MM Moscova**

Opening hours:

Monday 7/4 from 2:30 PM to 8 PM.

From Tuesday 8/4 to Saturday 12/04, from 10 AM to 8 PM.

Sunday 13/4 from 10 AM to 4 PM.

Products on display – MDW 2025

Aura

Design Odo Fioravanti

Enlightening water

Water and light, together. As if conveying a vital energy radiated from the body.

Built into the false ceiling, Aura is a head unit that combines the functions of a shower and a small light. Blending into drops of water, it generates a volume in which light shines as three-dimensional matter.

The LED source housed at the centre of the shower head brightens the booth while creating a dreamy and relaxing atmosphere.

Fade

Design Odo Fioravanti

Shower blends with architecture

To transform and dematerialize the shower head object, changing and revolutionizing the whole idea of a shower.

Fade is a system that blends into its surroundings. By converting the false ceiling into a water supply invisible to the eye, it makes your rain shower a pure delight.

This decidedly innovative design relates to an ongoing trend in the contemporary evolution of the bathroom. The technical body of the object minimizes its function and merges unobtrusively with the interior architecture.

Vero

Design Marco Zito

Transparency meets elegance

Crafted glass joins brass to forge an original mixture of matter, colour and form.

Vero is a tapware collection distinguished by its knobs, where glass – in the shape of a cap and in

varying tones – engages with metal to conjure up bright material volumes. The overlapping of two

solid bodies, one concave and the other convex, generates a system of chromatic variables,

accentuated by the ever-lovely iridescence of glass.

The range is wide and articulated and consists of: several single-lever basin taps, a traditional floor-standing bathtub mixer, plus concealed solutions for both thermostatic and single-lever showers; towel holders in different sizes, hangers, roll holder.

**To request images of Aura, Fade and Vero, please contact Giulia Alliaia:
infoalpi@alpirubinetterie.com; phone: +39 0322 838450.**

ALPI AND DESIGN

Design is **a value and a choice**. To achieve a specific identity and to circulate a renewed culture of inhabiting bathroom spaces. To be part of the design world means to **thoughtfully produce the best possible objects** in a strategic role that makes sense and forges true quality. To do that, Alpi relies on **talented designers** – like Odo Fioravanti, Philippe Tabet, Marco Zito, Luca Cancelli – whose contribution has created special collections endorsed by **accolades** ranging from the Good Design Award, to the ADI Design Index, Honourable Mention/Compasso d'Oro ADI, German Design Award, Big See Product Design, iF Design Award.

ALPI: COMPANY PROFILE

Alpi is an industrial enterprise that since its foundation, in 1994, has successfully focused its energies on technology and its evolution. In particular, the **shower sector** has always been of strategic importance to the company, located in the **historic district of Piedmont's tapware industry**.

Alpi's industrial knowhow and experience enable it to create and manage its own **complete brass processing chain**. To produce tapware, shower heads, columns and accessories **made in Italy** through and through – from design to manufacture.

Alpi

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