



Clockwise from above: Nipa Doshi, Jonathan Levien and Philippe Starck at the B&B Italia showroom. A chair from the Armada collection by Doshi Levien for Moroso. The Bolon By You display. Pirelli's HangarBicocca museum. Doshi and Levien at the Fondazione Prada. The all-day cafe by HAY. The HAY display at La Pelota. The Birrifificio Milano brewery.

NIPA DOSHI & JONATHAN LEVIEN

This design duo first visited the fair in 1996, as students of The Royal College of Art. They haven't missed a year since

We launched eight new collections this year—for Moroso, Bolon By You, B&B Italia, Kettal, and HAY—and before we got caught up with these launches, we decided to head to the **Fondazione Prada**, which we were both very eager to visit. We had heard that Miuccia Prada and Patrizio Bertelli had left no stone unturned in designing the space. Enormous slabs of marble were flown in just to avoid too many joints in the floor! The aluminium foam panels on the ceiling fascinated us. Although the materials used by Rem Koolhaas, and his firm OMA, through the space are industrial materials, they look refined and are beautifully detailed. Among the art on display, we really liked the 'To the Son of Man Who Ate the Scroll' project by Goshka Macuga. We also wanted to visit Pirelli's HangarBicocca museum, but had to head back to the city. Our first stop was the **B&B Italia** showroom on Via Durini. While shooting with *AD*, we spotted Philippe Starck looking at the window display. Since the store officially opened its doors to the public only on 12 April, he was denied entry. A quick word with the brand's owner Giorgio Busnelli, and five minutes later Mr Starck was posing with us! From there we went to **La Pelota**; HAY had taken over the 2,000-square-metre space with high ceilings—this was an absolute favourite. The brand brought over chef Frederik Bille Brahe from Copenhagen to set up a cafe on site and serve a healthy and delicious all-day menu. The best part of the Milan Design Week is meeting our friends, clients and collaborators, and in that regard the Kvadrat dinner was great! They invited a small gathering of designers, writers and artists to this improvised location—the **Birrifificio Milano** brewery—for supper. This happens every year and it is always at a surprise location. We met fashion designer Raf Simons; Karim Habib and Martina Starke from BMW; Anders Byriel, the CEO and owner of Kvadrat; Patrizia Moroso; Patricia Urquiola; architects Lyndon Neri and Rossana Hu; and David Chipperfield—all in one evening!

