

The 2024 edition of the **Milan Design Week** featured us in **three major locations**.

DOMUS set-up / Salone del Mobile 2024



The **new collections** were presented through **Domus**, an installation designed by Concetta Giannangeli and conceived to recall the **aesthetics of the ancient Roman Domus**, the archetypal court house.

Didn't manage to visit the Gervasoni stand at the Salone del Mobile 2024? No problem! Explore the set-up with our [VIRTUAL TOUR](#)



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FRAME set-up / Showroom Via Spartaco, 34 Milano

For the **Fuorisalone 2024**, Federica Biasi signed **FRAME**, an original set-up for the Gervasoni Showroom in Via Spartaco 34 in Milan, which tells the story of the product through different eyes, transforming the exhibition route into an **engaging photographic exhibition**.



For the occasion, Gervasoni organised the annual **Cocktail Party** to celebrate the **Milan Design Week 2024**. Watch the video of the party [here!](#)



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Ghost Party, Be my Guest / Flagship Store Via Durini, 7 Milano



Eclectic personalities reunited at Gervasoni in the **Via Durini** district during **Milan Design Week 2024** to celebrate the 20th anniversary of someone who has been one of the protagonists of design, **Ghost**, the iconic collection designed by **Paola Navone**, organised "Ghost Party, Be my Guest", a not-to-miss party in the **Gervasoni Flagship Store**, whose guests are eclectic reinterpretations of the famous upholstered furniture family.



Ghost sofas, armchairs, chairs and a bed inhabited the exhibition space through a layout that changed according to the appearance of the products. Each Ghost has shown off a **unique outfit** to emphasise its own identity, immersing itself in new roles without changing and losing its DNA.



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A special thank you to all of you from Giovanni and Michele Gervasoni!



See you in **April 2025** for the next edition of the **Milan Design Week**.