

SCHIFFINI

TIMELESS EVOLUTION

On the occasion of **Milan Design Week 2026**, SCHIFFINI returns to Milan, renewed in the spirit of its own design identity. Inside the Signature Kitchen Suite showroom at Via Manzoni 47, a new installation takes shape, presenting the brand's latest proposals alongside some of its most representative icons, such as *Cina* and *Cinqueterre*.

Taking center stage is **BAIA**, the new model **designed by Marco Costanzi**, marking a **return to the brand's origins**. Founded in 1925 in La Spezia, where land meets sea, SCHIFFINI began by producing furnishings for the nautical world: a heritage that now resurfaces in this project.

BAIA is a design gesture born from the careful observation of reality. The gaze falls on corners—both the sharp ones of historic architecture and the subtler ones of everyday objects—to transform them into more welcoming elements. **The corner becomes rounded, softened**, while the door opens outward with a more dynamic presence. This is not merely an aesthetic choice, but a response to an idea of space in constant movement, where every element is called to find its own balance.

In Marco Costanzi's work, architecture and design coincide within a single creative vision. His artistic direction for SCHIFFINI is based on a language of essentiality, precision, and perceptual research, where material, light, and proportions become tools for building an authentic everyday experience. BAIA fully reflects this vision, expressing a formal purity translated into tangible quality.

The project also looks to the future through **technological innovation**. The surfaces are created using **nanotechnology**, through a cold vitrification process free from chemical substances and oriented toward sustainability. **A solution that not only guarantees high performance in terms of resistance, but also gives the material an unprecedented and sophisticated chromatic depth.**

Alongside BAIA, SCHIFFINI expands its design universe by introducing a **new wardrobe** collection dedicated to the sleeping area. Displayed inside the showroom, this line represents the natural evolution of the brand toward a broader concept of living, capable of extending its distinctive language to different areas of the home in a coherent and harmonious way.

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SCHIFFINI will be present in the LG Electronics Group showroom at Via Manzoni 47, home to the SKS (Signature Kitchen Suite) and LG collections. On the occasion of Design Week, the space will host *Feeding the Future*, an experiential journey open to the public and dedicated to the contribution of technology to food sustainability.

ABOUT SCHIFFINI

Schiffini, a historic Italian kitchen brand, boasts an illustrious heritage, helping to elevate Italian craftsmanship to new heights and transforming the company into a pioneering force in Made in Italy design. The historic brand is deeply rooted in Ligurian tradition and culture, beginning its journey as a small manufacturer of naval furnishings before expanding into the production of modular kitchens.

While preserving and enhancing the bond with its native land, Schiffini has never allowed tradition to limit its vision. Over the years, it has collaborated with numerous designers from around the world. The most significant of these partnerships, with the renowned designer Vico Magistretti, led to the creation of revolutionary kitchen models such as *Cinqueterre*, *Solaro*, and *Cina*.

Following the acquisition of the company by SCIC in 2023, Schiffini has expanded further and relaunched its image with a youthful, dynamic, and contemporary identity, capable of setting new trends and responding to a constantly evolving market.

FOR FURTHER INFORMATION

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