

Press release

Rimadesio 70th anniversary

BECOMING

A multi-act project celebrating 70 years of an evolving identity.

London, September 2026

2026 marks a significant milestone for Rimadesio: seventy years of history, innovation, and design vision.

An anniversary that the company interprets as an opportunity for openness, giving shape to a set of experiences conceived to express the values that have guided its evolution.

Thus, BECOMING is born: the concept that accompanies Rimadesio throughout the year, bringing together a series of initiatives spanning art, architecture, design, and relation.

A unified narrative that places memory and future, continuity and transformation, in dialogue.

BECOMING unfolds as a structured experience, built around concrete and complementary initiatives:

- the evolution of the Rimadesio design collection, signed by Giuseppe Bavuso
- an installation project curated by Juma, open to the public during Milan Design Week 2026, including a dedicated artistic work created by Encor Studio
- the new corporate headquarters, the Rimadesio Campus in Giussano, designed by ACPV ARCHITECTS
- a program of events hosted in major international flagship and monobrand showrooms, presenting the new collection

A system of narratives that intertwines design and vision, conveying the image of an identity in constant becoming.

Rimadesio London Showroom Showcases Highlights from the Becoming Collection

The Rimadesio London flagship store hosts a curated selection of signature pieces from the Becoming collection, a testament to the brand's commitment to refined design, material excellence, and contemporary elegance.

The display presents an evolution of the Rimadesio collection, where systems, materials, and furnishings are conceived as part of a coherent and recognizable design language. Becoming introduces new materials, finishes, and solutions, expressing a continuous research that combines aesthetic rigor with technological innovation.

Designed by Giuseppe Bavuso, Becoming represents the natural progression of a journey that has defined the company's identity for over thirty-five years. This collaboration has played a decisive role in shaping Rimadesio's vision, structuring the product as an integrated system and establishing a distinctive presence within the contemporary design landscape.

Through Bavuso's work, Rimadesio has developed a precise and measured language, capable of integrating style, technology, and industrial

innovation into a unified and enduring vision. The collection interprets design as an open process, in constant dialogue with architecture and evolving ways of living.

Originally presented during Milan Design Week 2026 at the flagship store in Via Visconti di Modrone—also designed by Giuseppe Bavuso—Becoming embodies a continuous evolution, reinforcing the relationship between space, function, and identity.

“The collaboration with Rimadesio is a journey that has been built over time, founded on a shared vision of the project and a deep coherence of values. Over more than thirty years of working together, design has become a tool for defining a clear and recognizable identity, capable of evolving without losing continuity. We have developed a language based on rigor, the quality of materials, and technological innovation, interpreting the product as part of a broader system in which technology and industrial innovation themselves serve a unified vision,” says architect Giuseppe Bavuso, designer and art director of the Rimadesio collection.

Palazzo Isimbardi, Milan Design Week 2026

During Milan Design Week 2026, Rimadesio presented BECOMING at Palazzo Isimbardi, which became the fulcrum of the experience.

For the first time, the company opened to the public a structured celebratory project, offering a space for meeting and sharing.

Conceived and created by Juma, responsible for Rimadesio's image and communication for thirty years, the project reflected the ability to translate the company's values into visual and narrative form, from historical memory to future vision.

In the cloister of Palazzo Isimbardi, the installation *Aedes Memoriae*, specially created by Encor Studio, took shape. The Swiss artists and Rimadesio shared a research path focused on the themes of light and transparency.

“BECOMING tells the story of 70 years of Rimadesio,” says Paolo Mojoli, art director of Juma, “transforming the style and identity of the brand and its evolution through design, innovation, and project into a concrete experience.”

The Rimadesio Campus in Giussano, by ACPV ARCHITECTS

Another cornerstone of BECOMING is the new headquarters currently under construction in Giussano, designed by ACPV ARCHITECTS Antonio Citterio Patricia Viel.

The project regenerates an existing industrial area, redefining the relationship between industry, landscape, and community. It stems from the transformation and integration of pre-existing industrial buildings, conceived as part of a broader territorial system capable of generating new connections between production, nature, and culture.

With an extension nearly twice the size of the previous headquarters, the complex takes the form of a true campus, developed through a regeneration process that enhances and recovers the original structures. The project introduces advanced technological solutions for production and energy efficiency, shaping workspaces, exhibition areas, and places dedicated to training, art, and well-being.

Landscape is treated as a generative element: the presence of existing trees and green areas with their biodiversity, the permeability of open

spaces, and the continuity between interior and exterior help to rebuild a balanced relationship between architecture and environment, restoring ecological, spatial, and cultural quality to a consolidated industrial site. A headquarters that concretely embodies a contemporary vision of manufacturing, capable of combining innovation, sustainability, and responsibility toward the surrounding territory.

Architects Antonio Citterio and Patricia Viel state:

"The Rimadesio Campus is a project conceived to evolve over time, like the company itself. It is the result of a regeneration process that connects production, landscape, and people, born from continuous dialogue with the client. A place that interprets a new idea of industry, technological and integrated, capable of generating not only productive value but also cultural and environmental value."

A shared vision

With BECOMING, Rimadesio builds a narrative that moves across different languages and scales: art as a symbolic gesture, the event as a space for relationships, architecture as a long-term vision, and design as a daily practice.

Seventy years thus become a vantage point from which to reread the path taken and imagine new trajectories.

BECOMING tells the story of an identity that takes shape over time, through projects, spaces, and people—an identity that continues to evolve.

Davide Malberti, CEO, and Luigi Malberti, CFO of Rimadesio, conclude:

"The 70th anniversary of Rimadesio is an opportunity to tell our story and who we are today, retracing the stages of our transformation and opening our gaze to the challenges ahead. With BECOMING, we transform this energy into concrete projects: from the development of the collection to the new headquarters, every choice expresses our confidence in the future, our attention to people, and our desire to interpret design as an experience in continuous evolution."

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83/85 Wigmore Street
W1U1DL, Londra (GB)
T 0044 (0)207 4862193
london@rimadesio.co.uk

For further information:

Press Office Rimadesio
press@rimadesio.it

Chiara Marzullo
cmarzullo@rimadesio.it
+39 347 5643951

Giulia Bagno
gbagno@rimadesio.it
+39 340 4995101