

Poliform

Poliform Presents Site-Specific Installation “Multitude” at Palazzo Clerici During Milano Design Week 2026

Curated by studioutte, *Multitude* welcomes visitors to the inner courtyard of Palazzo Clerici, the historic venue in Milan’s city center selected by Poliform to unveil its latest collections.

A multisensory installation inspired by the city’s hidden gardens, *Multitude* unfolds within the courtyard of Palazzo Clerici, where the brand presents its new collections. The Milan-based duo studioutte has conceived the installation as an abstract urban forest that evokes a refined sense of exoticism, offering a minimalist interpretation of Orientalism. A series of five-meter-high aluminum poles, arranged in a precise rhythmic sequence, recall a bamboo forest, within which the brand’s new outdoor collection emerges as a series of quiet, almost elusive presences.

A pathway marked by lanterns and veils of smoke introduces a contemplative, almost ritualistic dimension, drawing inspiration from Eastern temples. “We wanted to evoke the sensation of being suspended in time,” say Guglielmo Giagnotti and Patrizio Gola of studioutte. “For this reason, we selected reflective materials and dark surfaces that create a sense of disorientation, ultimately dissolving both time and space.”

In contrast to the dark surfaces, the new outdoor collections by Jean-Marie Massaud and Emmanuel Gallina are presented in light tones, enhancing their visibility within the installation. Positioned just beyond the dense grid of poles, they appear as waiting presences, observed by the viewer while subtly returning the gaze.

The installation is open to the public from April 21–26 during Milano Design Week. Alongside *Multitude*, dedicated to outdoor furniture, Poliform will also present new products across its collections within the interiors of Palazzo Clerici.