

## **D-house laboratorio urbano opens its doors during Milan Design Week 2024 to present "Printed Rituals," the new project conceived by Guardini Ciuffreda Studio, in collaboration with Kornit Digital**

**An immersive exhibition designed for deep reflection, inviting visitors to contemplate their place and purpose in the world**

*Situated at Via Lodovico il Moro, 25 in Milan, the urban laboratory welcomes visitors and industry professionals from April 16th to April 21st, from 10:00 am to 8:30 pm for an exclusive, unconventional, and highly creative networking experience.*

Milan, April 2<sup>nd</sup>, 2024 - D-house laboratorio urbano, along with Pattern Group Innovation Hub, today announced it is once again collaborating with [Kornit Digital](#) (NASDAQ: KRNT) to showcase "Printed Rituals", conceived by Guardini Ciuffreda Studio. D-House laboratorio urbano leads the way in applying new technologies in fashion, design, and automotive sectors - showcasing pioneering projects and innovative insights that creatively explore new technologies, fostering the evolution of technological paradigms.

The project serves as an open reflection of our place in the world and the way we express it. The installation is in the rooms of the urban laboratory to create a cozy and comfortable environment, enabling the exploration of the infinite synergies between fashion, design, and creativity. An illusory corridor will guide visitors through this journey. Nature's elements welcome us: colorful flowers, herons in flight, protective whales, fantastical elements, and delicate human beings, all imparting the value of the here and now. Garments illuminate the various rooms, transforming them into luminous lanterns. This symbolizes a ritual of profound spirituality—a sanctuary for spirit guides on their journey to serenity and conscious global enlightenment.

Inspired by the Moryama House, Guardini Ciuffreda Studio challenges the concept of the house as an expressive space for self-discovery. "Being able to design in harmony with our sensitivity, both aesthetic and ethical, is the result of sustainable innovation that paves the way for the future." **Says Tiziano Guardini and Luigi Ciuffreda.** "We have created a place to start anew, where to dwell, and above all, "homes" to live on our bodies. An installation, or rather a dream to immerse oneself in, to be enveloped by colors and poetic dimensions, all waiting to be decoded." Without furniture and static objects inside, visitors will encounter a space, garments, and elements that we can "inhabit" because they are created to fit our bodies. Japan and its echoes will be palpable in every element of the installation.

Five outfits featuring printed fabrics transformed into three-dimensional codes, accompanied by poems, were tailored for five rooms using Kornit's cutting-edge digital on-demand production technology. The printing process produced an exceptional result: a mesmerizing dual visual experience. The print enchants with its vibrancy, drawing in the observer, while on the flip side, a whole new dimension unfurls, highlighting the artistry of layered whites that bring depth and dimension to the fabric. This innovative approach, facilitated by the [Kornit Presto MAX](#), highlights the limitless

potential of digital printing, presenting a flexible solution that surpasses conventional boundaries and enhances the art of printing on diverse materials to unprecedented levels.

**Andrea Negretti, General Manager, Roll-to-Roll, Kornit Digital** comments: *"We are delighted to be collaborating with D-house for the second time at the prestigious Milan Design Week. In an era of speed and customization, this collaboration emphasizes a significant shift in traditional home décor. Creators and brands, previously constrained by long production cycles and environmental impact, now have a solution merging digital immediacy with textile craftsmanship. Kornit offers unparalleled freedom of expression. Designers can promptly respond to trends, explore new applications, and engage in small production runs without the constraints of inventory or minimum order quantities. This agility guarantees each piece is as unique as its intended space. The project is also a testament to environmentally responsible design. By eliminating water waste and opting for Kornit's pigment water-based production, "Printed Rituals" aligns the creators' vision with the urgent need for sustainable practices."*

Pushing the boundaries of home décor textile and designs and pivotal to the project, the Kornit Presto MAX stands out as the most sustainable, single-step solution for high-quality, roll-to-roll decoration. This innovative technology unlocks endless creativity, enabling the production of vibrant, innovative designs on a wide range of fabrics. Through the power of XDi technology, creators can elevate their 3D decorative applications on fabrics, introducing unique home décor looks like threadless embroidery and high-density vinyl. Not only does this solution bring designs to life, but it also challenges conventional limits of color by enabling the printing of brilliant whites on dark fabrics and capturing the full color gamut.

The project was coordinated by D-house laboratorio urbano, situated in the heart of Milan, while the artifacts on display were crafted by Dyloan Bond Factory, a manufacturing hub of the Pattern Group. Thermore and Olmetex also contributed to the project with fabric supplies, alongside Colombo Industrie Tessili and Maglificio Alto Milanese, who assisted with various types of textiles to explore the endless applications of Kornit's technology. Some garments were produced using Framis Italia tape to laminate and to support areas for laser cutting. Beppetex, a manufacturer of cotton fabrics, supplied fabrics that were then transformed into some garments of the five rooms. Through the collaboration of D-house Urban Laboratory and The Woolmark Company, select garments were crafted using Tollegno 1900's wool and manufactured by Progetto Maglia Firenze, a renowned knitwear producer.

*"We are thrilled to unveil a project that has successfully united fashion, design, art, and technology, all made possible through the synergy between Kornit Digital and D-house laboratorio urbano."* States **Loreto di Rienzo, Founder and R&D Director of D-house** *"Our installation is a testament to the transformative power of innovation, where the limitless potential of Kornit Digital's technology merges with the creative vision of Guardini Ciuffreda Studio."*

During the week, several events will be organized to explore and enrich the project's concept.

On Friday, April 19th, two demonstrations of the traditional Japanese tea ceremony, performed by Master **Yasuko Sugiyama of the Omotesenke** Milano school, will be organized.

On Saturday, April 20th, all will gather aboard the boat linking the Darsena with Via Lodovico il Moro, 25. Aboard, guests can explore the urban workshop up close and enjoy a one-of-a-kind experience.

[A dedicated online platform](#) will allow booking for both tea demonstrations and the boat trip.

Embark on a distinctive journey within the realm of design.

Book Kornit's amazing home décor experience at Milan Design week here:

<https://kornit.com/lp2/hq/mdw-24/>.

#### **D-HOUSE LABORATORIO URBANO**

*D-house laboratorio urbano was born in the heart of Milan in January 2020 as a hub of responsible innovation with a pioneering approach to R&D, the application of new technologies, sustainability, and education. It offers a physical space for meeting, contamination, and creativity for designers, companies, international partners, professionals, and students.*

*D-house aims to be a reference point and engine in creating a responsible supply chain where the most advanced technologies are applied to the Fashion, Design, Automotive, and Art sectors. Born as an innovative hub of the Abruzzo-based company Dyloan Bond Factory, a leader in technological innovation applied to the production of semi-finished products, accessories, and finished garments, which in turn entered the Pattern Group in 2022, D-house represents today the Research and Development center of the Group, the first Italian Luxury Design and Production Center.*

[www.d-house.org](http://www.d-house.org)

[Linkedin D-house laboratorio urbano](#)

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#### **ABOUT KORNIT DIGITAL**

*Kornit Digital (NASDAQ: KRNT) is a worldwide market leader in sustainable, on-demand, digital fashion<sup>x</sup> and textile production technologies. The company is writing the operating system for fashion with end-to-end solutions including digital printing systems, inks, consumables, and an entire global ecosystem that manages workflows and fulfillment. Headquartered in Israel with offices in the USA, Europe, and Asia Pacific, Kornit Digital serves customers in more than 100 countries and states worldwide. To learn more about how Kornit Digital is boldly transforming the world of fashion and textiles, visit*

[www.kornit.com](http://www.kornit.com).

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