

Noctis

PRESS RELEASE

Milan Design Week 2026

A new vision of living takes shape in the NotteNoctis showroom
between contemporary design and languages

For Milan Design Week 2026, Noctis is transforming the NotteNoctis Flagship Store in Milan into a dynamic and open environment, designed to welcome a new way of experiencing space. A project that intertwines design, experimentation and contemporary languages, staging an immersive and engaging experience.

The protagonist of the production is Camp, the new modular system that interprets an ever-evolving lifestyle.

With Camp, Noctis pushes the boundaries of the traditional sleeping area to embrace a broader concept of living, where bedding and living merge into a fluid, integrated system.

The environments become dynamic, adaptable and personal: they are modeled on the daily rhythms and needs of those who live in them, thanks to a modular structure composed of panels, bed bases, padded elements and freely combinable accessories.

Thus, flexible micro-architectures are born, capable of evolving over time: the bed becomes a place of connection, the sofa opens up to conviviality, the integrated elements take on multiple functions.

In dialogue with the project, scenic light stages: large ledwalls line the walls of the showroom, continuously transmitting visions, scenarios and moving worlds. The result is an idea of living in constant transformation and open to infinite possibilities.

The large display cases amplify the story towards the outside, inviting you to immerse yourself in the exhibition space.

From April 20th to 24th, every evening the showroom will be open with an event dedicated to each of the five artists selected through the Call for Artists "Space Revolution": the screening of his

video art work, accompanied by a DJ set and live performance, transforms the exhibition dimension into an experience to be enjoyed.

Noctis thus confirms its ability to evolve, innovating not only the product but also the way it is described and anticipating new living scenarios.

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NOTTENNOCTIS – Flagship Store Noctis

Via Molino delle Armi 11 – Milan

Hours: 10:00 am to 9:00 pm

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