

The background is a solid dark blue. Scattered across it are several vertical, thin, light-colored tubes. Some of these tubes have large, semi-transparent red shapes attached to them, resembling stylized leaves or petals. The red shapes are layered and vary in size and orientation, creating a sense of depth and movement. The overall composition is abstract and modern.

(HABITACOLO)

(HABITACOLO)

FOCUS

A car can be like a place to live in, a place where we spend good part of our lives, the ideal transport which enables us to perform countless actions including talking, listening, observing, resting, even sleeping and eating. The car interior becomes an extension of our body and of our domestic dimension. The "Habitacolo project" aims to enhance this reality made up of senses and sensations, in a dreamlike vision that excludes the mechanical and metallic part of the car, to amplify the physical and sensorial component. Dinamica's intervention in the car industry, associated with D-house technologies, greatly improves the aesthetic and perceptual value of the car interior, evoking its most authentic meaning, which shares the Latin derivation habitus with the Italian words habitat, abitare, ambiente e abito. Guided by his senses, the visitor will be able to wander around in a space characterised by the presence of six brackets which house different experiential objects called EXP-01, 02, 03, 04, 06. These are symbolic objects which, through their craftwork and material, create an empathetic relationship with the observer called to perform instinctive gestures and use its senses (sight, touch, smell, hearing) to rediscover the cocooned beauty of one's car even outside of it.

(HABITACOLO)

DINAMICA BY MIKO

Insight, entrepreneurial spirit, constant investments in research and development are the elements that have allowed us to approach over the years even the most demanding sectors, especially the automotive sector. Miko s.r.l. was founded in 1997 and established its headquarters in Gorizia. Since the dawn of its activity, the company has focused on the production of Dinamica®, a microfiber with a similar appearance to suede, obtained from an innovative polyester recovery process and initially used in the furniture and fashion sector. Miko's nature has always been to respect a series of ethical principles that since 1997 have inspired and guided the management of the entire organization as stated in the Organizational Model and Code of Ethics. It is also thanks to the rigorous observation of these values that Miko presents itself as one of the excellences among the companies of the national territory.

Dinamica
MIKO

(HABITACOLO)

D-HOUSE

D-house Urban Laboratory was established in the heart of Milan in January 2020 as a hub for responsible innovation with a cutting-edge approach to R&D, sustainability, application of new technologies and education. It is a place designed to facilitate the encounter, co-creation and collaboration among designers, companies, international partners, freelancers and students. D-house strives to be an example and a source of inspiration in creating more responsible production chains and processes by using advanced technologies in the Fashion, Design, Automotive and Art industries. It has originated as an innovative hub part of the Abruzzo based company DYLOAN Bond Factory, leader in the technological innovation applied to the production of semi-finished products, accessories and finished garments, which has joined the Pattern Group in 2022, D-house represents thus the Group's Research & Development hub, the first Italian Luxury Design and Production Hub.

(HABITACOLO)

DEBONADEMEO

Luca De Bona and Dario De Meo founded the Debonademeo studio based in Padua and Milan. A double perspective that characterizes projects aimed at overcoming the dualism of form and function, enriching it with expressive value. A micro and macro scale research that reinterprets and merges the various areas of architecture, design, graphics and art to create artifacts and contexts capable of telling stories and inducing emotions. Declaring the hic et nunc as their methodological manifesto, they connect different signals of the past and present to translate them into creative strategies in an innovative approach to the brand identity, art direction, product design sectors.

·	B		M
D	O		D
E	N		E
	A		O
			·

(HABITACOLO)

DYLOAN

DYLOAN Bond Factory, an Abruzzo based company founded in 1987 with offices in Chieti and Villamagna (CH), is responsible for Research, Design, Prototyping, Sampling, Customization and production of fabrics, semi-finished products, high processing technological content and finished garments. DYLOAN Bond Factory includes the business units Shapemode, a competence center specialized in Digital Fabrication, Additive Manufacturing and DfAM (design for additive) and D-house, urban laboratory of responsible innovation with a pioneering approach in research and development, innovation and training, both based in Milan. In 2022 DYLOAN Bond Factory joined the Pattern Group giving shape to the Innovation and Production of Semi-finished Products, Accessories and Finished Garments Hub and confirming the positioning worldwide in the clothing, accessories and automotive sectors and design for the main luxury brands, also thanks to the collaboration with the most advanced technological partners.

(HABITACOLO)

SHAPEMODE

ShapeMode is a competence center specialized in Digital Fabrication, Additive Manufacturing and DfAM (design for additive). It is a digital ecosystem composed by different companies operating in the 4.0 Industry united by years of experience in the field. The ShapeMode team through its services, guides and accompanies companies in the world of Digital Fabrication offering tailored solutions and training to customer needs. ShapeMode is part of the DYLOAN Hub, which joined the Pattern Group in 2022 forming the Innovation and Production of Semi-finished Products, Accessories and Finished Garments Hub and confirming its global position in the clothing, accessories, automotive and design for leading luxury brands also thanks to the collaboration with the most advanced technological partners.



ShapeMode

(HABITACOLO)

ET MARCO ROSSETTI

ET s.r.l. was founded in 1998 on the initiative of the brothers Marco and Stefano Rossetti from the experience of Espansotecnica, a company established twenty years earlier by Bayer and specialized in the industrial processing of polyurethane and expanded cross-linked polyethylene for which it holds the patents. ET strengthens its activities and in a few years establishes itself as one of the most important companies in the sector. Today it is a cutting-edge company in the processing of plastic materials and partners of numerous companies that rely on it for the creation of high quality products in many sectors: clothing, furniture, luggage, sports and leisure, footwear, packaging, automotive, early childhood, sports and technical protections, thermo-hydraulics and others. The great experience gained makes ET a company able to meet the widest needs of the market through an articulated and flexible offer. Through its own specialized laboratory, the company develops the articles starting from a prototype or from an idea of the customer producing for Italian and foreign customers top-of-the-range items or limited series.

(HABITACOLO)

VIBRAM

Ees.



(HABITACOLO)

VZNSTUDIO

VZNstudio is a graphic design studio based in Milan founded by Sonia Mion and Nicola Iannibello in 2009, focused in corporate identity, publishing, Art direction, packaging, web design, logo and illustration. Their projects combine the rigor of Italian graphic tradition together with common life experiences with the inputs given by our travels around the world.

vznstudio