

EGOUNDESIGN debuts at Maison&Objet September 2025

A booth that retraces the collections, materials and ideas that shaped the journey of the Bologna-based studio. From 2021 to the latest launches of 2025.

Bologna, August 21st 2025 — For the first time, EGOUNDESIGN will take part with its own independent booth at the upcoming edition of Maison&Objet, scheduled from September 4th to 8th, 2025, in Paris. This debut is not only a commercial milestone, but also an opportunity to retrace the story and identity of the EGOUNDESIGN brand through space.

Entirely designed by the studio, the booth will act as a narrative landscape where each collection finds its place, its moment and its identity. CENTO3, Trasparenza, TRILObyME and Voronoi – presented both in 3D-printed brass (winner of the SaloneSatellite Award 2024) and bio-based resin – will engage in dialogue with the two newest additions marking the present and future of the studio:

BILLA, the portable magnetic light funded through a highly successful Kickstarter campaign in October 2024, now entering production,

ILY, the inclusive and pop version of the CENTO3 multifunctional tool designed by Achille Castiglioni. Featuring three new colours (Coral, Mint, Saffron) and preserving the essence of the original project, ILY offers a fresh, youthful design object, perfect for everyday use.

Each piece will be exhibited not simply as a product, but as a chapter in a story shaped by vision, materials, experimentation and care.

Participation at Maison&Objet represents both a symbolic and concrete step in EGOUNDESIGN's path of growth. After its first self-produced booth at **Milano Home 2023**, the studio was selected by Marva Griffin for **SaloneSatellite 2024**, where it also won the **SaloneSatellite Award** with the Voronoi project.

Maison&Objet 2025 marks a turning point: the studio's **first independent international presence**, conceived as a three-dimensional manifesto of its design vision.

“Maison&Objet represents a moment for us to look back in order to move forward. A moment to pause, connect all that we've done over these past five years and restart with new energy and awareness. We're not just bringing objects: we're bringing our idea of design as an accessible, curious and meaningful gesture for everyday life.”

— the EGOUNDESIGN Team

Tiffany and Edoardo Melchioni, Federico Redaelli, Luca Marcadent

Egoundesign @ Maison&Objet Paris 2025

HALL 6, Stand O113

September 4th - 8th 2025, h 9.30 - 18.30

Paris Nord Villepinte Exhibition Centre



HQ Pictures, Texts, Material: https://Egoundesign/M&O2025_img

Egoundesign

A design studio, manufacturing company and *modern bottega* that blends technology with craftsmanship, Egoundesign was founded in 2020 in Bologna (Italy) by four enthusiastic entrepreneurs under 35. The diverse cultural and professional backgrounds of each founder shape a multidisciplinary team in constant creative and design dialogue. The Team is:

- Winner of the **Archiproducts Design Award 2021** in the Lifestyle category,
- Included in the ADI DESIGN INDEX 2022 for the **2024 Compasso d'Oro**,
- Selected in 2023 by **SaloneSatellite and Rinascente** among the 10 emerging studios featured in the Design Supermarket project,
- Winner of the **SaloneSatellite Award 2024**,
- Recipient of the America Innovation Award by the **Fondazione Italia-USA**.

Press Office Egoundesign

Luca Marcadent: Lm@egoundesign.com | m. +39 327 537 3999 | www.egoundesign.com