

Big Italy

curated by Patrizia Catalano
in collaboration with Marina Jonna



New York. From Soho to Madison via NoMad, the store windows of Made in Italy and the Italian Design system are making a fine display. The trends? As six entrepreneurs tell us, product design matters, but it matters even more to create atmospheres and new imagery

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Madison/NoMad



11

11
Kartell

152 Madison Avenue
(on the northwest corner
of East 32nd St.)

The new 4300 square meters flagship store opened in autumn 2023 extends over two floors in a building from the 1920s.



17
Iris Ceramica

36 East, 31st St., 2nd floor Suite 202 (btw. Park & Madison Aves.)

Open-plan loft of some 400 sqm with the group's finest products displayed in home and work settings.



17



04

04
Smeg

150 East 58th St.,
7th floor Suite 762
(btw. Lexington & 3rd Aves.)

Technology decked out in style in Smeg's New York showroom, opened in 2008, where the appliances recount the brand's creativity.



05

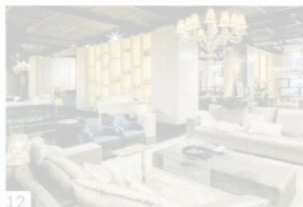
05
Fantini

150 East 58th St.,
8th floor Suite 801
(btw. Lexington & 3rd Aves.)

200 square meters opened in 2011 (designed by Studio Lissoni) featuring Fantini's creations and Aboutwater products, a collection created in partnership with Boffi.

12
Luxury Living

153 Madison Avenue (and 32nd St.)
A prestigious location presenting the Luxury Living Group brands, such as Bentley Home and Versace Home, in addition to the Fendi Casa collections.



12

02
St. Ambroeus

1000 Madison Avenue
(btw W 77th & 78th Sts.)

In addition to traditional Italian pastries, the restaurant combines American and Mediterranean cuisine.



02



18

18
Daide Groppi

192 Lexington Ave.
(btw E 32nd & 31st Sts.)

Daide Groppi lamps arrived in the USA with the opening of Spazio Esperienze in 2023.

26
Arclinea

21 E 26th St.
(btw. 5th & Madison Aves.)

The showroom, to a concept by Antonio Citterio and project by Studio Tronconi, is set in The Whitman, an elegant neo-Georgian building from 1924.

19
Meridiani

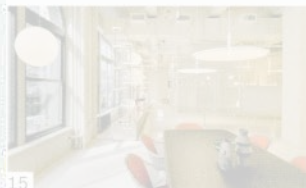
192 Lexington Ave.
(btw E 32nd & 31st Sts.)

Opened last autumn, the flagship store (designer Andrea Parisio) is an important step in establishing itself on the US market for the Dexcelance group company.

15
Flos

135 Madison Avenue
(btw. E 31st & 32nd Sts.)

The brand, part of the Design Holding group, is displayed in the Group's new flagship store in Madison in a space of over 2300 square meters.



15