



## PRESS RELEASE

### **FREZZA OPENS ITS NEW LONDON SHOWROOM DURING CLERKENWELL DESIGN WEEK**

*Benedetta Tagliabue inaugurates a new chapter for the Italian design brand with an installation and a programme of talks exploring the future of workplace and hospitality design*

London, May 2026 — During Clerkenwell Design Week, Italian furniture brand FREZZA opens its new London showroom with a special installation conceived by internationally acclaimed architect Benedetta Tagliabue – EMBT Architects.

Presented alongside a programme of conversations titled *Transitions*, the installation marks a significant moment for the brand: the beginning of a renewed design direction that expands beyond the traditional workplace towards more fluid environments where work, hospitality, wellbeing and social interaction increasingly overlap.

Originally unveiled during Milan Design Week, the installation arrives in London reinterpreted for Clerkenwell — transforming the showroom into an **immersive and evolving architectural landscape** rather than a conventional product display.

Constructed as an ephemeral environment “in progress”, the project reveals the backstage of design itself: materials, structures and fragments become part of the narrative, reflecting FREZZA’s ongoing transformation and its dialogue with contemporary architecture.

In its London setting, the spatial intervention continues the artistic direction entrusted to Benedetta Tagliabue – EMBT Architects, giving form to Frezza’s evolving identity and its transition towards more human-centred environments.

*“At a time when the boundaries between living, working and socialising are increasingly blurred, we wanted to create a space that feels open, evolving and deeply human,”* says **Benedetta Tagliabue**. *“The installation reflects the idea of transition — not only physically, from Milan to London, but culturally, in the way we inhabit spaces today.”*

Design  
for evolving  
Humans

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behalf of We.Do Holding S.p.A.



Frezza is entering a new strategic phase that strengthens its dialogue with the worlds of architecture and contemporary design. The workplace becomes a design platform capable of engaging with the contract and hospitality sectors while maintaining formal coherence and industrial quality.

At the centre of the showroom are the new collections designed by Monica Armani — **SABREE** and **LASH** — which translate this vision into product form. Two complementary systems that do not signal a change in language, but rather demonstrate its elasticity: elements designed to inhabit different contexts with ease, from the office to hospitality settings, while maintaining a strong design identity.

The installation is punctuated by lighting from Rotaliana, featuring pieces designed by Giovanni Lauda that explore the boundary between technical performance and decorative presence. As part of the same group as Frezza, Rotaliana's lighting becomes a natural extension of the furniture system: a flexible and intuitive tool designed to shape atmospheres across office, hospitality, and domestic settings.

### **AN ARCHITECTURE OF REFERENCES**

This opening marks the company's entry into London's design scene. The pop-up invites visitors into a temporary, unfinished aesthetic.

A sequence of elements and fragments reinterprets archetypes of Italian architecture in a contemporary way, with direct references to the Veneto region and to Frezza's roots in the Treviso area. **Palladio, Canova, Scarpa, and the landscape** become backdrops that shape the space and guide the visitor's path.

Layered images come together like a memory, narrating a journey through Veneto's natural and architectural heritage, all the way to **Vidor**, a place tied to the company's roots. The walls become narrative surfaces, revealing tears and traces of this journey.

The unpacking boxes of the furnishings are part of the intervention: they open up and transform into dreamlike scenic elements accompanying Monica Armani's new collections.

Construction lights reinforce the idea of a space in the making, appearing alongside selected lighting pieces by Rotaliana that punctuate specific moments throughout the installation. The result is a dynamic environment, conceived as a contemporary stage set that tells the story of a project in progress and brings to London the artistic direction entrusted to Benedetta Tagliabue – EMBT Architects, first introduced during Milan Design Week.

**Alongside the installation, FREZZA will host a three-day programme of conversations bringing together architects, designers and industry professionals to discuss the future of interiors through the lens of comfort, materiality and wellbeing.**



## PROGRAMME — PARALLEL TALKS “TRANSITIONS”

**19th May, 16:00**

### **Transitions: Towards a More Natural Environment**

Benedetta Tagliabue in conversation with Yael Reisner

Opening the programme, **Benedetta Tagliabue**, architect and author of the Frezza installation at Clerkenwell Design Week, reflects on architecture as a means of shaping spaces that feel more connected to people and to nature. In conversation with **Yael Reisner**, architect, researcher, writer and founder of Object Beautiful Gallery, the exchange will consider the showroom as a temporary architectural condition and the installation as an evolving spatial narrative, connected to EMBT Architects' broader design philosophy and its continuous exploration of beauty, wellbeing, nature and care.

**20th May, 16:30**

### **Transitions: Towards a More Domestic Environment**

Monica Armani in conversation with Duncan Riches

Opening the second day of the programme, **Monica Armani**, architect, designer and author of Frezza's new furniture collections SABREE and LASH, presented in the showroom, reflects on the evolution of contemporary workplaces towards softer and more domestic environments. In conversation with **Duncan Riches**, writer, creative director and strategist working across the design industry, the exchange will explore how comfort, tactility and hospitality are reshaping the spaces of work.

**21st May, 16:00**

### **Transitions: Towards a More Comfortable Environment**

Giovanni Lauda (Rotaliana) in conversation with TF Chan

Concluding the programme, **Giovanni Lauda**, designer for Rotaliana, the Italian lighting brand whose pieces are integrated into the Frezza showroom, reflects on light as a fundamental element in shaping comfort and wellbeing. In conversation with **TF Chan**, author of *Louis Poulsen: First House of Light* and contributor to leading design and interiors titles, the exchange will explore how contemporary lighting design is becoming increasingly flexible, intuitive and human-centred, moving naturally across workplace, hospitality and domestic environments.

With this new London opening, FREZZA reinforces its international presence while positioning the showroom as an ongoing platform for dialogue between architecture, design and contemporary culture.

FREZZA Showroom -  
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Week 2026 The Button  
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## ABOUT FREZZA

Founded in 1954 in the Treviso district, Frezza is an Italian company specialized in executive furniture and systems for contemporary work environments. Part of the We.Do Group — the family holding company of the heirs of Ettore Doimo, which owns and manages shareholdings and brings together 5 companies and 12 brands — Frezza is part of a shared industrial plan focused on international growth and on a strategic and cultural transformation within the furniture and design sector. In this context, the company combines design culture, industrial quality, and sustainability, expanding its offer beyond the traditional boundaries of the office with a strategic focus on the hospitality sector.

## ABOUT MONICA ARMANI

Architect and designer Monica Armani has developed her design language by weaving together memory and innovation. Daughter of Marcello Armani, one of the leading figures of Italian Rationalism from the 1960s onward, she inherited from him a disciplined creative process, focused on the search for balance between beauty and function. Today, Monica continues this exploration, reinterpreting archetypes in order to design the future.

Alongside her is Luca Dallabetta, her partner in life and work, and manager of the Studio. Together, they have developed a design method that combines rationality and intuition, experimentation and rigor, transforming every idea into a unique project in which nothing is left to chance. They have defined this approach as **“Design in Molecules”**: an alchemy of elements that combines **MAGIC** and **LOGIC**. The success of each of their designs comes from the disciplined and conscious application of this formula. Monica’s rigorous and elegant style has won over some of the most prestigious companies in the design world. Her projects, internationally awarded, have become bestsellers and points of reference for design enthusiasts.

## ABOUT BENEDETTA TAGLIABUE, MIRALLES TAGLIABUE – EMBT ARCHITECTS

Benedetta Tagliabue is an architect and co-founder of **EMBT Architects**, established in Barcelona together with Enric Miralles (1955–2000), as well as founder and director of the **Fundació Enric Miralles**. She has led the design of iconic works such as the **Scottish Parliament** (2004), the **Santa Caterina Market** (2005), and the **Spanish Pavilion at Expo Shanghai 2010** (2010). Recent projects include the **Church and Parish Complex of San Giacomo Apostolo** in Ferrara (2021), the **Centro Direzionale Station of the Naples Metro** (2024), and the **Clichy-Montfermeil Station of the Paris Metro** (2024).

She has been a **Louis Kahn Visiting Professor at Yale University** and previously taught at **Harvard University**, **Columbia University**, and other leading academic institutions. From 2011 to 2023, she served as a jury member for the **Pritzker Architecture Prize**. In 2024, she received the **Order of Isabella the Catholic**, and in 2025 she was awarded the title of **Doctor of Design Honoris Causa** by **The Boston Architectural College**.

## ABOUT THE COLLABORATION

The artistic direction entrusted to **Benedetta Tagliabue / EMBT** expresses Frezza’s desire to strengthen its dialogue with international architecture and to build a coherent and recognisable spatial identity. Together, the first pop-up showroom, presented in Galleria San Babila during **Milan Design Week**, and this second presentation in London during **Clerkenwell Design Week** complement the company’s showroom in Trevignano, in the province of Treviso: over 1,100 square metres dedicated to design experimentation and customisation.

Frezza integrates ESG criteria into its production processes and corporate strategy, interpreting the workplace as a fluid, sustainable ecosystem oriented towards people’s wellbeing.