

PRESS RELEASE

Istituto Marangoni Design Presents Soul of Space During Shoreditch Design Week 2026

Revisiting a landmark collaboration with Poltrona Frau exploring the future of luxury living, hospitality and interior architecture

London, September 2026

During Shoreditch Design Week 2026, part of London Design Festival 2026, Istituto Marangoni Design will present Soul of Space, a design research project originally developed through a collaboration between Poltrona Frau and students from the Istituto Marangoni, exploring the evolving relationship between residential interiors, luxury hospitality and contemporary lifestyles.

Presented at the school's Shoreditch campus from 15-19 September, the project offers visitors the opportunity to revisit an exploration of how design can shape meaningful and immersive living environments through a holistic understanding of space, materiality and human experience.

Originally conceived as an educational and research initiative, Soul of Space brought together emerging designers and Poltrona Frau, a brand defined by timeless elegance and Made in Italy craftsmanship, to investigate future approaches to contemporary living. At the project's core is the idea of an “awakened design”: furniture and interiors conceived not as static objects, but as elements that subtly evolve and respond to the people who inhabit them, drawing on the logic of natural growth and formation. Rooted in the concept of “total living”, this quiet, non-human intelligence is treated not as an add-on but as a strategic tool for shaping environments that anticipate wellbeing rather than simply respond to it.

The themes explored in Soul of Space remain highly relevant today. As the boundaries between living, working, socialising and hospitality continue to evolve, designers are increasingly challenged to create spaces that are adaptable, human-centred and emotionally engaging. From luxury residences and branded living developments to experience-led hospitality concepts, the project invites reflection on how design can respond to changing lifestyles while maintaining a strong sense of identity, comfort and belonging.

By presenting Soul of Space within the context of Shoreditch Design Week, Istituto Marangoni Design aims to encourage discussion around the future of luxury interiors, the changing expectations of contemporary users and the role of design education in shaping new approaches to space, experience and wellbeing.

Alongside the installation, visitors will have the opportunity to discover Istituto Marangoni London's School of Design and its distinctive approach to creative education.

Located in the heart of Shoreditch, the School of Design offers undergraduate and postgraduate programmes across Interior Design, Product Design and Visual Communication Design. Combining Italian design heritage with London's dynamic creative ecosystem, the school prepares students to work at the intersection of design, culture, business and innovation.

Through the Marangoni Method, students learn within small studio-led cohorts guided by industry-active practitioners, developing their skills through project-based learning, individual mentorship and direct engagement with leading brands, designers and creative organisations. The methodology mirrors the realities of professional practice while encouraging experimentation, critical thinking and collaboration.

Programmes include:

- BA (Hons) Interior Design
- BA (Hons) Product Design
- BA (Hons) Visual Communication Design
- MA Interior Design
- MA Product & Furniture Design
- MA Visual Design

By connecting students with global brands, cultural institutions and industry partners, Istituto Marangoni London equips the next generation of creative professionals with the knowledge, experience and perspective required to shape the future of design, luxury, hospitality and the wider creative industries.

About Istituto Marangoni London

Istituto Marangoni London is part of the international Istituto Marangoni network and offers specialist undergraduate and postgraduate programmes across fashion, design and creative business disciplines.

The School of Design combines Italian creative heritage with London's diverse and globally connected design ecosystem. Through industry partnerships, live projects and a studio-based learning environment, students gain direct exposure to the realities of contemporary design practice while developing the creative and professional skills required to succeed in an international industry environment.

For more information, visit: www.istitutomarangoni.com