



## PRESS RELEASE

### **PIRELLI DESIGN PRESENTS AT MILAN DESIGN WEEK BRANDED VERSIONS OF THE "KUTYNA" CHAIR AND THE "LAFLAMINIA" LAMP CREATED BY ARCHI.MO.RA**

**During the event, other products customized with the Pirelli style were also on display at various locations around the city: the Ciclotte Exercise Bike, the "CRISTALLINO TECKELL" luxury foosball table, and the iXOOST "Pirelli P Zero Sound" speaker**

**The new PIRELLI 47 maxi-rib, depicted on a LED wall, also celebrates the company's more than twenty-year collaboration with Sacs Tecnorib.**

*Milan – 21 april 2026.* **Milan Design Week 2026** will see the debut of the **Pirelli-specific versions** of the "**Kutyna**" chair and the "**LaFlaminia**" lamp, patented and designed by interior designer **Pier Paolo Rauco**, founder of the Roman studio **Archi.mo.ra**. The two pieces of furniture inaugurate a collaboration based on shared values, including **Italian style, attention to detail, and the ability to reinterpret the past with a modern twist.**

Design Week also represents the ideal setting to showcase the **partnerships of Pirelli Design** - the Group's division dedicated to design and lifestyle projects - with other leading brands in the sector, through product displays and light installations in various areas of the city.

#### **Kutyna and LaFlaminia: inside the project**

Among the new additions to Milan Design Week are **the PIRELLI-branded versions of Kutyna and LaFlaminia**: two seemingly simple creations that embody years of experimentation and design expertise.

**Kutyna** is a **retractable telescopic chair**, inspired by the telescopic drinking glass popular in Italy between the 1960s and 1980s. It can be fully closed, serving as a coffee table, or adjusted in height to become a stool, thanks to a refined mechanical system that ensures stability and safety in any configuration. The project is characterized by a **high level of engineering**, and each element is assembled and finished by hand, in a process that combines **technology and Made in Italy craftsmanship**. The frame is made of transparent polycarbonate, with a chrome-plated tubular footrest. Among the options is a version with energy-efficient LED lighting. The same design principle is behind **LaFlaminia**, a **height-adjustable lamp** that uses the same patented telescopic system. The device allows you to change the shape, height and diffusion of the light, adapting to different furnishing needs.

#### **Pirelli's Distinctive Elements**

The Pirelli-customized Kutyna and LaFlaminia versions introduce functional and material details that recall the tyre manufacturer's universe. These include the **rubberized finish** of the base and top - embellished with the gray **Pirelli parenthesis logo** - the black seat cushion finished with a **yellow Pirelli** trim, and the yellow cover for the charging port for the light featuring the **P lunga logo**.

The PIRELLI-branded Kutyna and LaFlaminia will be presented on Thursday, April 23rd, during a Fuorisalone event at the Bulgari Hotel. They will also be on display throughout Design Week in the COIN shop windows on Corso Vercelli in Milan, inside the store in Piazza Cinque Giornate, and in the Kutyna temporary store in the Brera district. The products will be available for purchase starting in July on the Kutyna website (<https://kutynaofficial.com/en>) and in major COIN department stores.



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## Pirelli Design in Milan

Pirelli is also a key player at Milan Design Week through **Pirelli Design**, with activities throughout the city highlighting its various partnerships. The **Interni** showroom on Via Turati features, in addition to a Formula 1 show tyre, three PIRELLI-branded products: the "**Ciclotte**" designer exercise bike created by Multi Design, the **CRISTALLINO TECKELL per Pirelli** luxury foosball table, and the **iXOOST "Pirelli P Zero Sound"** Bluetooth speakers. All the products are distinguished by motorsport-inspired elements, such as colors and graphics that pay homage to the tyres used in the world's top automotive competition, for which Pirelli is the sole supplier. Finally, until April 30, LED walls dedicated to the **PIRELLI 47** maxi-rib, the latest addition to the PIRELLI SPEEDBOATS range, the result of over twenty years of collaboration with **Sacs Tecnorib**, will be on display in various areas of Milan.

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## About Pirelli Design

In line with Pirelli's strategic focus on the Premium and Prestige segments, Pirelli Design creates targeted projects in collaboration with partners of excellence in their respective fields to deliver products that are both unique and distinctive. Pirelli Design's three business areas are: licensing, which includes collaborations with prestigious brands in fields ranging from sailing to skiing, from watches to sports equipment; merchandising, with collections dedicated to motorsports and corporate heritage; and lifestyle, with capsule collections inspired by the Pirelli universe and geared towards positioning in the high-end segment.

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