

@aroma

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@AROMA/MILANO DESIGN WEEK 2021

@aroma is participating at the exhibition 'Mesh Topology' at Agape12 in Milano.

Agape12 amplifies the dialogue between the brand partners that share its space, opening new horizons in design. The exhibition brings together the recent innovations of Agape and Agape12 partners like @aroma.

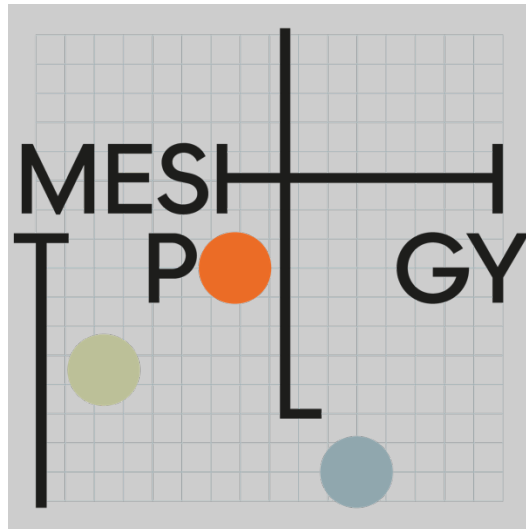
@aroma

@aroma are specialists in Scent Architecture + Design for use in high quality interior environments and branding projects. @aroma was established in 1998 in Tokyo and now has global offices in Shanghai, Los Angeles and Berlin with many concept stores in Japan.

Using only the finest, 100% natural ingredients, our experts create the world's most sophisticated and refined scent experiences.

We combine our unrivalled expertise in blending essential oils with advanced diffusion systems to enhance the overall perception and improve the total experience of a space.

at-aroma.com



An installation exploring the unexpected topologies of living.

Geometries, colors, and mood boards create surprising connections between shapes and furnishings.

Milan, August 2021 - **Agape12** is a one-of-a-kind space. It is a **showroom for some of the most interesting brands on the contemporary design scene, but also a workshop for design itself.** Architect Camilla Benedini is the space's artistic director, while operational management is handled by Zenucchi design code.

The project explores the unexpected topologies of living, amplifying the possible interactions among Agape12's partner companies taking part in the exhibition: its 850 square meters of space unfold as environments waiting to be explored, reminiscent of life-sized mood boards. Color fields on the walls are punctuated with inserts of different materials, displayed like paintings, offering ideas and inspiration. Free diagonals and symbols allude to connections and relations among forms, materials, and furnishings. Along with the mood boards, they all come together to offer new interpretations of the contemporary domestic landscape.

Each partner's contributions become elements in a rich, variegated, and unified collective design. "Mesh Topology" is the story told by the diverse visions on display at Agape12. This single showroom offers possibilities for every aspect of living space design, from interior finishes to lighting and accessories, and its new layout reaffirms the shared design philosophy of the space and its partner brands.

Agape12's partner brands include **Agape, Agapecasa, @aroma, Antrax IT, CP Parquet, Effe, Grassi Pietre, Gypsum, Key Cucine, Midgard, Mosaico+.**



With an 850-square-meter space in Brera, in the artistic heart of Milan, Agape12 is a one-of-a-kind project. Artistic director Camilla Benedini and operational managers Zenucchi design code have created a synthesis between a furniture store, a design studio and the Milanese headquarters of some of the leading brands in contemporary design, thanks to enthusiastic and expert scouting. This iconic locale offers everything necessary for an interior design project, as each partner company sets up their own display area as part of a harmonious aesthetic whole.

agape12.it