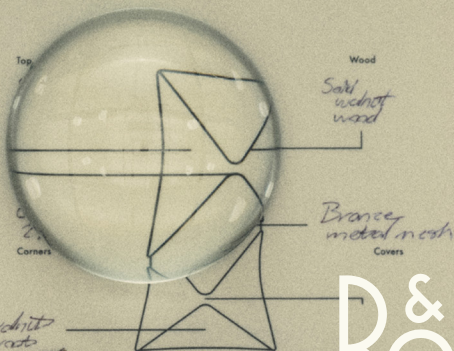


LUPPEN
IT. WE CRAFT IT.

Customer Request



B&B
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Bespoke Design Dialogues

You dream it. We craft it.

APRIL 8TH - 10TH 2025

Bespoke Design Dialogues

Conversations on product personalization
as the new frontier of luxury.

TU-9:00 AM

Atelier : You dream it. We craft it .

April
8th

- 9.15 am Kresten Bjørn Krab-Bjerre, Creative Director for
Bang & Olufsen Atelier in conversation with Claudia
Spreafico, Editor of Platform Architecture
- 9.30 am Simona Finessi, Director of Platform Architecture Magazine
moderates the dialogue on "Personalization as the new
frontier of luxury", with:
- Elena Tomlenova - Archventil*
Sarah Gabaglio - Studio Marco Piva
Federica Poggio - Icona Architetti Associati
Tito Canella - Tito Canella Architeti
Simona Dentone Architetto
Emilio Tenca - Studio Tenca & Associati
Anna Barassi - l.a.barassi architettura
Simonetta Cenci - Atelier(s)Femia



WED-9:00 AM

How to build an icon

April
9th

- 9.15 am André Polheim, Founder of NOTO Design in conversation with Claudia Spreafico, Editor of Platform Architecture
- 9.30 am Simona Finessi, Director of Platform Architecture Magazine moderates the dialogue on “Personalization as the new frontier of luxury”, with:
- Francesca Neri Antonello – FNA Concept*
Giorgia Longoni – Giorgia Longoni Studio
Clara Bona – Studio 98
Viola Simoncioni – Studio18milano
Gerardo Sannella – Mygg
David Morini – Pelizzari Studio
Marco Donati – storagemilano
Selina Bertola – Nomade
Alberto Nespoli – Eligo Studio

THU-9:00 AM

Personalization in Luxury. Atelier.

April
10th

- 9.15 am Marta Armijo, Head of Brand Management for Bang & Olufsen in conversation with Claudia Spreafico, Editor of Platform Architecture
- 9.30 am Simona Finessi, Director of Platform Architecture Magazine moderates the dialogue on “Personalization as the new frontier of luxury”, with:
- Tatjana Grgic – A2T Milano*
Diego Paccagnella – Reveria
Marijana Radovic – m2atelier
Beatrice Gianni – BLUAttitude
Michael Vincent UY – MVUY
Lucio Micheletti – Micheletti + Partners
Giampiero Panepinto Architetto
Silvia Porro Architects
Guido Valtorta – Nauta





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