

# MUTINA

## **BEING MUTINA**

### **MILANO DESIGN WEEK 2025**

On the occasion of the 2025 Milano Design Week and its twentieth anniversary, **Mutina** presents ***Being Mutina***, a special project created in collaboration with artist and photographer **Brigitte Niedermair**, and curated by **Helen Nonini**.

The exhibition will take place from April 7th to 13th at Casa Mutina and Spazio Cernaia, while the Casa Mutina installation will be open for visits by appointment only until November 2025.

*Being Mutina* was born from the desire to express Mutina's identity and evolution through an artistic language that transcends time. The project comes to life from the encounter between the brand and the vision of Brigitte Niedermair, an internationally renowned photographer known for combining classical art with contemporary aesthetics.

The curatorial concept revolves around the intention to offer a new interpretation of Mutina's iconic collections, transforming ceramics into the protagonists of emotional and narrative spaces. Through twenty-four photographs and their corresponding installations, Niedermair explores the essence of ceramic material, creating an unprecedented dialogue between design and art.

The exhibition setup reconstructs the atmospheres of the rooms — some of which of remarkable dimensions — designed and used by the artist for her photographic work with a large-format camera, immersing visitors in a unique visual and sensory experience. The installation evokes emblematic artistic expressions from different eras, as well as the ambiance of imaginary cities.

*Being Mutina* is not just an aesthetic celebration, but a cultural journey that intertwines past and future, once again emphasizing the value of experimentation and innovation in the Mutina world.

"I deeply loved this project because Brigitte Niedermair envisioned it through the lens of an interior designer" says **CEO Massimo Orsini**. "Looking at her images, I did not think about the twenty years of work already behind us. It was as if she had left a message saying: This is Mutina. A powerful energy charge, thinking about the work we'll be doing in the years to come."

"I thought that each designer had worked on a story, and that each one could be told in a different way," emphasizes **Brigitte Niedermair**. "I had never had the opportunity to create something so bold in my sets: rooms that are not meant to contain objects or people, but only light. Imagining places meant to evoke a desire or a feeling, I allowed surprise to take hold of me."

"Through these twenty-four photographs and their installations," says curator **Helen Nonini**, "we invite you to explore a world where beauty reveals itself through light and texture - in a perfect balance of form and function. Mutina celebrates its past while looking toward the future, once again committing to turning every project into a cultural and sensory experience."

During this special event, Mutina retraces its history and envisions its future. Which, as CEO Massimo Orsini affirms, remains the same as always: "a living home, illuminated by the light of ideas, reflected on its surfaces."

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## ABOUT MUTINA

Founded in 2005 from Massimo Orsini's desire to restore ceramic material to its historic purpose, Mutina began its journey by collaborating with some of the greatest designers of our time, unique projects driven by curiosity, experimentation, and dialogue.

Mutina transforms ceramic material into emotion, blending artisanal tradition with contemporary design. It is an entrepreneurial project created with the aim of challenging the conventional rules of ceramics, elevating its essence by creating timeless collections. Every initiative by Mutina is the result of a harmonious collaboration between diverse talents, where each voice contributes to the creation of unprecedented products and projects.

The outstanding team with whom the company develops its collections includes **Michael Anastassiades, Edward Barber & Jay Osgerby, Ronan & Erwan Bouroullec, Nathalie Du Pasquier, Konstantin Grcic, Hella Jongerius, Laboratorio Avallone, OEO Studio, Raw Edges, Inga Sempé, Patricia Urquiola, Vincent Van Dusen, and Tokujin Yoshioka.**

"The collections developed over the years," says CEO Massimo Orsini, "are the result of these encounters. They are the sincere expression of our knowledge, of our continuous innovation, opening up as many paths as possible for each designer's expressive identity. They are exchanges of vision and intent, rooted in the courage and intellectual honesty needed to truly forge a new path."

Mutina's mission is grounded in the belief that Beauty can positively affect the environment and society through creations that combine aesthetics, functionality, and durability.

A sensitivity to form, a desire for innovation, and an openness to creative cross-pollination have been part of Mutina since its inception, but these values took shape in 2017 with the launch of **Mutina for Art**,—a non-profit initiative reflecting the company's commitment to contemporary art, aimed to make it a source of inspiration, experience, and above all, a space for exchange.

"Mutina evolves through its constant dialogue with extraordinary designers, architects, and artists, enhancing the essence of ceramic material with respect, responsibility, and sustainable growth."  
— Massimo Orsini, CEO Mutina

## BRIGITTE NIEDERMAIR

Brigitte Niedermair has made photographs for over twenty years, spanning independent artistic enquiry and fashion image-making. Since the 1990s, her projects have centered on the meaning of identity, the affect of representing the female body, and the agency of viewership. More broadly, Niedermair's approach to photography has been a constant exploration of time and memory that reflects onto the languages of the history of art.

Her work has been shown internationally, with monographic exhibitions. Her fashion images have been featured in international publications including CR Fashion Book by Carine Roitfeld, Harper's Bazaar, Wallpaper\*, Dior Magazine, W, Citizen K, and Vogue Italia. Her works are included in private collections, museums and public institutions in Italy and abroad. She lives in Merano and works in Paris, Milan.

## HELEN NONINI

Helen Nonini is a Brand Advisor and Strategic Consultant, as well as the Founder & CEO of Schwa, a consultancy firm focused on brand strategies. After a career in finance, she shifted toward fundraising and non-profit work, later specializing in the luxury sector, where she served as Head of Operations at Quintessentially, the leading Luxury Concierge agency.

In 2011, she published *Professione Problem Solver (Il Sole 24 Ore)* and contributed to the writing of *Selling Luxury*. She served as Brand Ambassador for Pomellato from 2017 to 2022 and is currently an Ambassador of *Homo Faber* for the Michelangelo Foundation. From 2018 to 2020, she was a board member of Save The Duck, the first B-Corp in Italian fashion.

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## EXHIBITION PATH

### Casa Mutina

Mattonelle Margherita  
Tile collection by Nathalie Du Pasquier

Phenomenon  
Tile collection by Tokujin Yoshioka

Rombini  
Tile collection by Ronan & Erwan Bouroullec

Puzzle  
Tile collection by Barber & Osgerby

Primavera  
Tile collection by Barber & Osgerby

Mutina Editions  
Signature project by Mutina designers

### The Garden

Puzzle  
Tile collection by Barber & Osgerby

Celosia  
Tile collection by Patricia Urquiola

Brac  
Bricks collection by Nathalie Du Pasquier

### The Loft

Mater  
Tile collection by Patricia Urquiola

Osso & Bottone  
Tile collection by Ronan Bouroullec

Kosei  
Tile collection by Vincent Van Duysen

Fringe  
Tile collection by Michael Anastassiades

## For more information and materials, please contact:

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