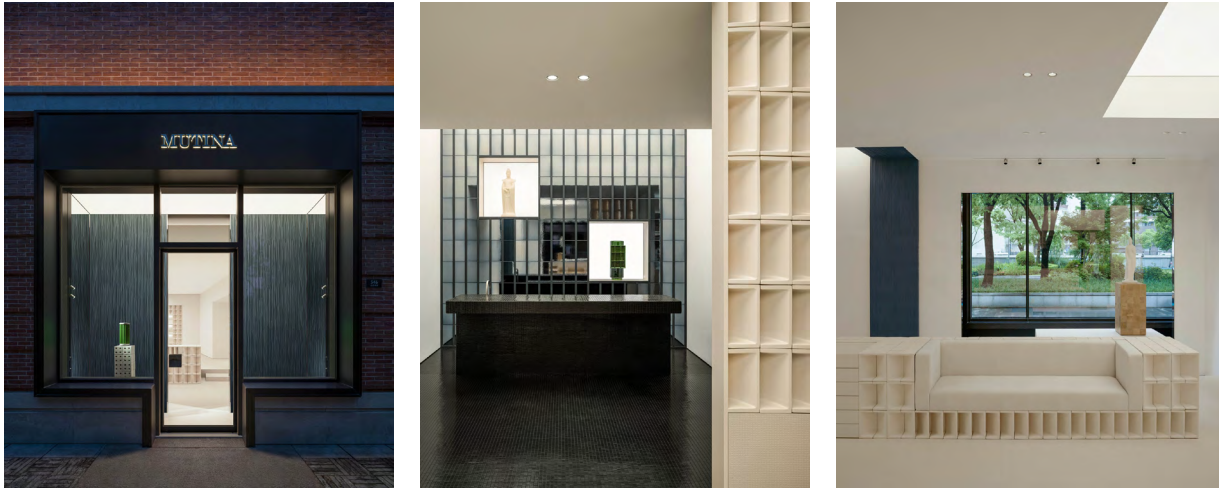


MUTINA

MUTINA SHANGHAI: THE FIRST BRAND RETAIL SPACE IN MAINLAND CHINA



Mutina opens its first brand retail space in Mainland China, located in Shanghai's Jing'an District, and developed in collaboration with Chroma, the brand's exclusive distributor in the country. Curated by the architecture studio Chaos Programme, the space moves beyond the conventional idea of a showroom, taking shape instead as a permanent exhibition embedded in the fabric of the city.

Conceived as a place to experience design through material, surface and space, the new Shanghai showroom reflects Mutina's distinctive approach to ceramics and contemporary design. Over the years, the company has built an ongoing dialogue with some of the most influential voices in international design, transforming ceramic from a functional surface into a field for research and experimentation, with the potential to shape both objects and spaces.

This vision takes physical form throughout the showroom, where ceramic surfaces and modules become integral to the architecture. Transformed into shelving, counters, seating and display structures, they shape the way visitors move through and experience the space, creating moments of encounter, discovery and pause.

Chaos Programme reconfigures Mutina ceramic surfaces and modules, terracotta bricks and objects, bringing together pieces developed in collaboration with some of the most influential designers of our time, including Patricia Urquiola, Ronan Bouroullec, Konstantin Grcic, Tokujin Yoshioka.

A restrained palette of white, light grey and deep blue gives the space a precise visual rhythm. Columns clad in Phenomenon tiles define the architecture through intense blue accents, while an overhead structure establishes a framework that guides the eye throughout the showroom. White counters clad in Mistral bricks extend beyond their display function to become architectural elements in their own right, defining volumes while incorporating niches and seating areas.

Rather than functioning as a conventional showroom, the space offers an immersive expression of the Mutina world, where ceramics become a spatial language to experience, inhabit and interact with. Alongside ceramic surfaces and terracotta bricks, visitors can discover Mutina Editions, a series of handcrafted collectable objects that extends the company's research beyond surfaces and into the realm of art and design.

The showroom is located in an area that brings together a number of leading international names in design, architecture and contemporary culture and is open to the public by appointment.

Address: No.546 North Suzhou Road, Jing'an District, Shanghai, China 200085

Design Studio: Chaos Programme

Photographer: Zhu Di

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For over twenty years, Mutina has shaped the essence of ceramics through dialogue with some of the leading designers, architects and artists of our time. Encounter lies at the heart of the company's philosophy, which sees human and creative interplay as its most valuable resource. For this reason, Mutina operates at the intersection of design, architecture and art, challenging conventional production logics and exploring new spatial and material languages.

Drawing on an in-depth knowledge of materials and production techniques, Mutina brings together the quality of Italian artisanal tradition with the precision of innovative industrial technologies, shaping an authentic and timeless product. This balance is the result of a savoir-faire developed over the years, which has redefined ceramics as a medium of research and expression.

Alongside its surface collections, this approach extends to the Editions. Produced in limited runs, they are handcrafted objects in which ceramics become both an expressive medium and a collectible artefact. The company's relationship with contemporary art finds its fullest expression in Mutina for Art, the non-profit project that supports experimentation and cultural exchange, expanding the company's field of research beyond the product itself.

Sensitivity to form, drive for innovation and openness to cross-disciplinary dialogue have always been central to Mutina's design philosophy. Today, this vision is distilled into a single, constant aim: to shape beauty.

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