

A Space That Tells a Story

IOC studio_The new showroom-manifesto of IOC project partners, designed by Migliore+Servetto

IOC project partners today inaugurates IOC studio, a new identity space conceived within the historic headquarters designed by Angelo Mangiarotti in the 1970s. Designed by **Migliore+Servetto**, IOC studio is envisioned **as a living, layered place** – capable of narrating the company's identity in its full complexity, from its artisanal roots to its contemporary international dimension. A **multisensory narrative** – blending the physical and the digital – designed to make the daily encounter between knowledge, craft and design intelligence both vital and tangible.

In dialogue with Angelo Mangiarotti's architecture, **IOC studio** unfolds across approximately 400 sqm in a circular journey articulated in three distinct yet deeply connected moments: **the (Creative) Lab**, the **Agora**, and the **Lens on the World**.

The **Creative Lab (The Lab)** is the starting point – an open backstage where the genesis of IOC's projects comes to life through a path that weaves together research, experimentation and craftsmanship. One wall is dedicated to the company's core values, through dynamic content and driving questions; the other takes the form of a living material archive, organised in a modular system housing finishes and production prototypes. At the centre, a large tripartite table – almost a "talking trunk" – gathers stories, intuitions and innovations. Completing the space, an exhibition partition presents over 250 aluminium profiles, rendering the company's technical alphabet visible.

The **Agora** is the exhibition heart of the space. IOC's most representative pieces, arranged in chromatic islands defined by rugs, create fluid and reconfigurable micro-environments. Vertical mirrors amplify the space and multiply viewpoints, revealing unexpected details of both space and objects. Together, they compose a flexible environment designed to transform and adapt to future exhibition projects.

The **Lens on the World (The Lens)** concludes the journey with an immersive corridor that translates the statement "Made in Italy, Designed for the World" into lived experience. Mirrored surfaces and sound suggestions expand the perception of space towards an almost infinite dimension, accompanying the narrative dedicated to international projects. It is the place where craftsmanship meets its global projection – in a continuous dialogue between identity and openness to the world.

Migliore+Servetto's design transforms the IOC showroom into a manifesto-space: a place where matter and thought merge into an expressive synthesis – at once rational and emotional – capable of speaking a universal language without losing authenticity.

May 2026, Giussano



Migliore+Servetto is an Italian design studio based in Milan, that has earned numerous international awards, including three Compassi d'Oro, thirteen Red Dot Design Awards and two German Design Awards. Founded by architects Ico Migliore and Mara Servetto, who work in synergy with a young, international and multidisciplinary team, the studio has an unrivalled expertise in conceiving narrative spaces – whether public areas, museums, exhibitions, installations or retail projects – spanning architecture, urban archigraphy, interior design, product design, graphic design and multimedia.

Over the years, prestigious brands and institutions have relied on the studio including Max Mara, Tod's Group, B&B Italia, Pedrali, Luceplan, Samsung, Whirlpool, Bombardier, New York Times and Wallpaper. Since 2023, they have served as Creative Directors for the company NEUTRA, for which they have developed the brand identity and designed a range of products such as furniture and lighting.

Migliore+Servetto's signature can be found in interventions at some of the world's leading cultural destinations, including the Natural History Museum in Milan, the Egyptian Museum in Turin, the Chopin Museum in Warsaw, the ADI Design Museum in Milan and the Schengen Museum in Luxembourg. The studio also designed the interiors of the new headquarters of The Human Safety Net – the social foundation of the Generali Group – within the Procuratie Vecchie in St Mark's Square, Venice, and the new Electa bookshops inside the Colosseum in Rome.

In the field of urban design, M+S led the Blue Line Park project in Busan, South Korea, and is currently engaged in the construction of the new campus of Joshibi University of Art and Design in Tokyo – conceived as a new cultural hub bridging the university and the city, open to the public.

Ico Migliore is a Professor at the Politecnico di Milano, Chair Professor at Dongseo University in Busan (South Korea) and a member of the Scientific Committee of the Franco Albini Foundation. Mara Servetto has been a Visiting Professor at Joshibi University in Tokyo since 2009.

Migliore+Servetto Press Office

SEC Newgate Italia

Cinzia Ghilotti

cinzia.ghilotti@secnewgate.it

+39 347 7958520

Beatrice Baldiraghi

beatrice.baldiraghi@secnewgate.it

+39 340 5591679

Elena Evangelisti

elena.evangelisti@secnewgate.it

+39 340 1167530

IOC project partners Press Office

SaraSignorini.Design

Sara Signorini

sarasignorini.design@gmail.com

+39 347 3074836

Press Office

Sara Signorini.Design

Sara Signorini

t +39 347 3074836

sarasignorini.design@gmail.com

IOC spa

via dell' Artigianato 12
20833 Giussano (MB), Italy

t +39 0362 862296

info@ioc.it

www.ioc.it