



MILAN DESIGN WEEK 2023

OPEN HOUSE BY LEROY MERLIN

A new and open way of living

From April 17th till April 23rd,
a full calendar of meetings, workshops,
and debates with experts on 'home living'

Press Preview:

Monday, April 17th (5PM)

Casa Nervesa

via Sirtori, 26, Milano

Rozzano (MI), 23 March 2023 – From April 17th till April 23rd, Leroy Merlin, the company expert in home improvement, is once again at Milan Design Week at **Casa Nervesa** (via Sirtori, 26, Milan) in the new **Porta Venezia Design District**, to participate in the debate and the planning of future **homes**, coherently with this year's Fuorisalone theme: *Laboratorio Futuro*.

The chosen theme is ***Open House by Leroy Merlin. A new and open way of living***, expressed through **4 pillars**:

- **Supply** with a focus on Made in Italy's brands and products (quality, artisanship, natural materials), energy efficiency, materials created through sustainable production processes.
- **Evolution** to present new selling formats in Milan and throughout Italy, encouraging the employment of new generations and granting new solutions to people living the territory.
- **Sustainability** with the goal of presenting solid projects made to promote an inclusive economy, to re-generate people, competences, materials.



- **Home Trends** with debates and workshops involving experts, stakeholders, and residents to cultivate knowledge and discussion on themes regarding the improvement of homes, of community, of quality life at home.

After the pandemic, our home is born again more beautiful, more efficient, and inclusive, as a **new motor of life** according to the new needs of people living on this planet. With installations **in partnership with students of Politecnico of Milan**, debates, workshops, and meetings with experts in 'home living', Leroy Merlin carries on the debate on the themes of **the house of the future**: circular economy and energy saving, but also new design trends and the way in which improving our living spaces also improves well-being and emotions.

Leroy Merlin opens its doors to experts in 'home living', associations, local communities, partner brands to stimulate new visions, projects, and solutions to allow people to improve their lives in their home and community, always looking to the future.

Discover more about Open House by Leroy Merlin in the **events calendar** below and save the date for the press preview on Monday April 17th at 5.00 p.m. at Casa Nervesa (via Sirtori, 26, Milano). Constant updates on <https://www.leroymerlin.it/>.

About Leroy Merlin

Leroy Merlin is a multispecialist brand offering home improvements thanks to a complete supply of products and services. Starting from 1996, Leroy Merlin has now 52 stores all over Italy with an over 1,64 billion euros revenue. The brand provides work to 8.500 employees. 99% of shareholders are of the Group itself. Leroy Merlin thinks every person has a right to their own ideal home and works to renovate the houses of people facing hardships, because a better home makes life better. More information on the company may be found on www.leroymerlin.it

CONTACTS

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OPEN HOUSE BY LEROY MERLIN

- Events calendar -

	Monday 17	Tuesday 18	Wednesday 19	Thursday 20	Friday 21	Saturday 22
9.30-10.30 a.m.		"Formidabili" interviews , the first Italian social TV hosted by young people affected by Asperger's syndrome	"Formidabili" interviews , the first Italian social TV hosted by young people affected by Asperger's syndrome	"Formidabili" interviews , the first Italian social TV hosted by young people affected by Asperger's syndrome	"Formidabili" interviews , the first Italian social TV hosted by young people affected by Asperger's syndrome	Talk "It's time to live OPEN HOUSE" hosted by Gianluca Nicoletti
10.30-12.30 a.m.		"Open" Working Group Connect to DO	"Open" Working Group Connect to RESTART	"Open" Working Group Connect to REINFORCE	"Open" Working Group Connect to INNOVATE	10.30-12.00 am KIDS Workshop "Becoming creative" with Mascia Premoli (@mlaboratori)
3.00-5.00 p.m.	Open House preview Press preview	Workshop "Living with flowers: free compositions" with Cecilia Paganini (@la_fiorellaia)	Talk "It's time to live OPEN HOUSE" hosted by Gianluca Nicoletti		Workshop "Living with style: my ideal moodboard" with Sarah Balivo (@sarahbalivo)	Workshop "Living with creativity: wallpaper meets light" with Sabina Maffei Plozner (@sabinamaffeiplozner)
5.00-6.00 p.m.	From Open House: Press conference	Talk ENERGY SAVING: talking with Maurizio Melis and Politecnico of Milan		Talk "Home open to people: living and sharing under the same roof" with Alessandra Barlassina (@gucki.it)	Talk "Adaptive Homes: living a home passion-friendly" with Elisabetta Marangoni (@elisabettamarangoni)	Talk OPEN TO SHARE home sharing trends with Nicoletta Civita and Antonella Brugnola, SuperHost & Community leader Airbnb
6.00-7.00 p.m.	Press cocktail	Talk "It's time to live OPEN HOUSE" hosted by Gianluca Nicoletti		Talk "It's time to live OPEN HOUSE" hosted by Gianluca Nicoletti	Talk "It's time to live OPEN HOUSE" hosted by Gianluca Nicoletti	
7.30 p.m.			Open House Party (by invitation)			