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LE CORBUSIER, CASSINA, MURANO. DESIGN CLASSICS UNITE AT BOTTEGA VENETA'S AW24 SHOW



2 / 8

Location

[Via Privata Ercole Marelli, 6, 20139 Milano MI, Italy](#)

Production

[Bureau Betak](#)

Brand

[Bottega Veneta](#)



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Drawing on Italy's landscapes and rich tradition of handmade craft, Bottega Veneta's AW24 presentation captured its quintessence through the overlap of Italian fashion and design.

KEY FEATURES

The Bottega Veneta AW24 collection's show space, curated by the brand's creative director Matthieu Blazy, was inspired by the stark yet vibrant landscapes of southern Italy, particularly Calabria. The dusk-like ambience was recreated with warm lighting, custom wood furniture and Murano glass cacti sculptures, all set on curved wooden platforms reminiscent of sand dunes.

The third collaboration with Cassina and the Fondation Le Corbusier featured a special edition of the LC14 Cabanon stool. The stools were treated with a traditional Japanese technique, which created a protective layer and highlighted the natural grain of the wood, rendering each seat unique. The flooring complemented the stools, employing the same finishing technique. Following the showcase, these uniquely finished stools will be presented at a special installation during Milan Design Week, allowing attendees to interact with and acquire a piece of this singular design narrative.

FRAME'S TAKE



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The bespoke approach taken for both the stools and Murano glass sculptures reflects Blazy's commitment to artisanal craftsmanship, specifically Italian design, a hallmark of Bottega Veneta's fashion offerings. Also invoking the essence of a distinctly Italian landscape, the brand further celebrated its heritage. Italian postmodernism has been a present theme in the brand's presentations, with its **SS23 collection's space**, known for its audacious, vibrant and colourful contributions also a reflection of Italy's cultural legacy. The AW24 collection delves deeper into Italian design traditions, featuring the modernism icon Le Corbusier's work. The decision to look inward despite globalization's increasing reach reflects the brand's enduring connection to its homeland's authentic arts and crafts tradition. Bottega Veneta continues to encapsulate this form of nostalgia, honouring its Italian national heritage within the fashion and design industries.

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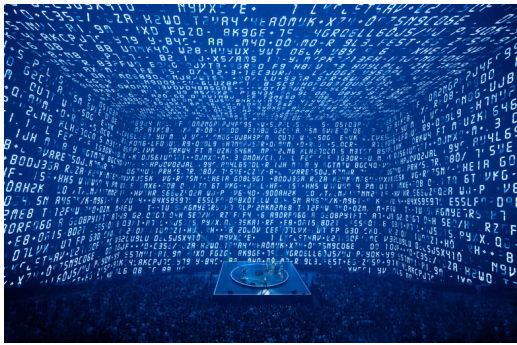
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