

# Valextra Vocabolario



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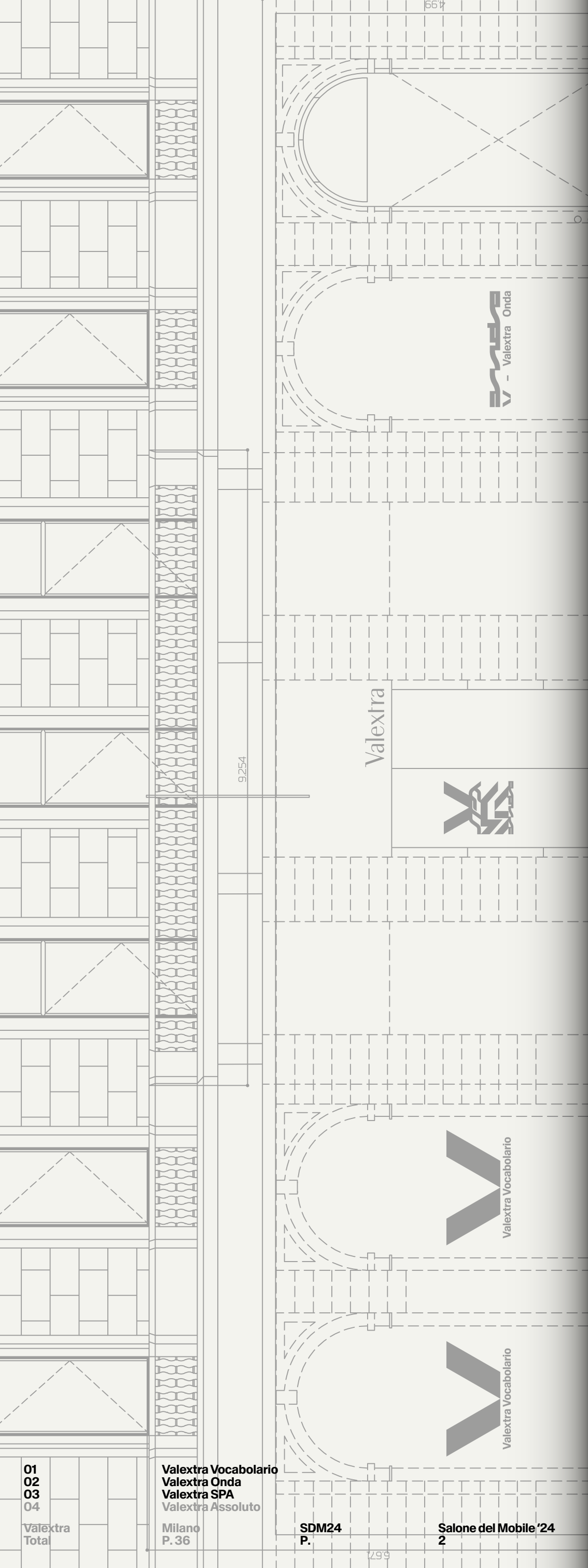
Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

Milano  
P. 36

**TEMP** Valextra

SDM24  
P.

Salone del Mobile '24  
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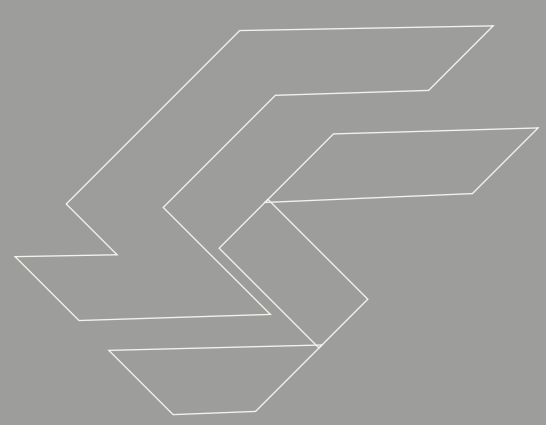
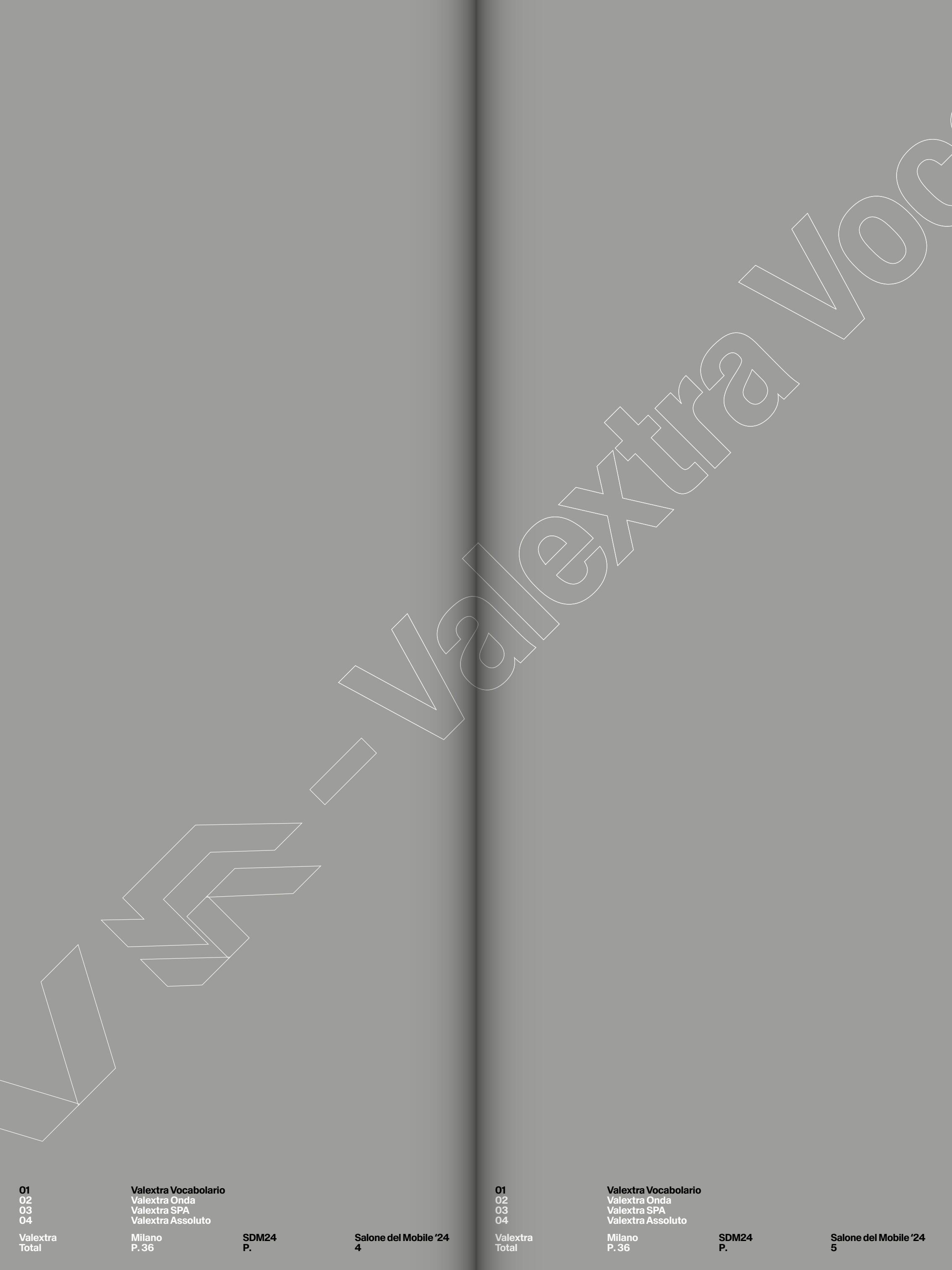


<b>01</b>	<b>Valextra</b>
	<b>Vocabolario</b>
<b>P.</b>	<b>4</b>
	<b>7</b>
<b>02</b>	<b>Valextra Onda</b>
<b>P.</b>	<b>8</b>
	<b>16</b>
<b>03</b>	<b>Stage Map</b>
<b>P.</b>	<b>17</b>
	<b>20</b>
<b>04</b>	<b>Valextra</b>
	<b>Assoluto</b>
<b>P.</b>	<b>21</b>
	<b>29</b>
<b>05</b>	<b>Valextra</b>
	<b>SPA</b>
<b>P.</b>	<b>30</b>
	<b>33</b>
	<b>Colophon</b>
<b>P.</b>	<b>34</b>

# SDM 2024

## Salone del Mobile

### Milano



01  
02  
03  
04

**Valextra Vocabolario**  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

Valextra  
Total

Milano  
P. 36

**SDM24**  
P.

**Salone del Mobile '24**  
4

01  
02  
03  
04

**Valextra Vocabolario**  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

Valextra  
Total

Milano  
P. 36

**SDM24**  
P.

**Salone del Mobile '24**  
5



# Valextra Vocabolario

Valextra  
SDM24  
Via A. Manzoni N.3

Vocabolario  
Salone del Mobile  
20121 Milano

2024  
(MI)

Valextra

Valextra  
Presents

Milan Design Week 2024  
Valextra Vocabolario  
A future-facing design experience  
with Studio Temp

On the occasion of Milan Design Week 2024, Valextra presents a multi-channel gesture reaching from the historic Via Manzoni flagship boutique to a takeover of La Rinascente, the iconic department store in the shadow of the Duomo.

Amplifying the brand's fundamental dedication to cosmopolitan design, Valextra joins forces with the Bergamo-based design bureau Studio Temp to unveil Valextra Vocabolario - a holistic project comprising an intervention of radical architecture, state-of-the-art bag development, and a tailor-made repair and restoration service. Designed by John Pawson in 2019, the Valextra flagship on Via Manzoni sets the stage for an unprecedented temporary takeover featuring floor-to-ceiling aluminium 'blades' that transform the minimalist temple into a maze of frosted panels in V-shaped intersections and blush pink carpet across the two floors. Visible from street-level, Studio Temp's brutalist gesture creates a bold statement of abstract geometries that continue throughout the visual identity of Valextra Vocabolario, with custom logo designs, special objects, and new hardware.

The project's progressive graphic language pays homage to the brand's historic approach to luxury, which has included collaborations with forward-thinking voices in the design world since the 1960s starting from Valextra founder Giovanni Fontana with AG Fronzoni to more recent projects with Michael Anastasiades, Martino Gamper, Kengo Kuma, Philippe Malouin, Bernard Dubois, Patricia Urquiola and Bethan Laura Wood.

01  
02  
03  
04

Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

Valextra  
Total

Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
6

I. **Iside Onda**  
Both centrepiece and masterpiece of the project, Valextra presents the 3D-printed Iside Onda handbag — a Futurist, curvilinear expression of the classic Iside trapezoid design sculpted from a biodegradable corn filament.

Originally designed in 2011, today the Iside is a House signature, with its jewel-like turn lock tab and softly structured form the ideal canvas for graphic combinations of fine leather and polished hardware. Pairing 3D-printing technology with new material research and traditional leather techniques, the wavy, striated surface of this machine-made wonder is achieved thanks to the ductile quality of the renewable organic sources including corn starch filament.

Its rigid, sculptural body is varnished by hand, complemented by smooth black-on-black Palmellato leather details and hardware — sublimating the power of cutting-edge technology to create a luxurious, artisanal heirloom.

II. **Valextra Assoluto**  
Translating the codes of the Valextra Vocabolario project into progressive product, Valextra unveils Valextra Assoluto, a new unisex capsule collection of regenerated nylon maroquinerie that embraces modern engineering whilst safeguarding the traditions of style and craftsmanship inherent to the brand since 1937.

Engineered in all-black ECONYL® yarn, with sleek monochrome hardware, this high-performance luxury series is a new expression of Valextra's dedication to elevated object design — manifesting in streamlined, ergonomic structures that align with our sophisticated design vocabulary. Alongside a multi-pocket utility Shopper and pod-shaped Bumbag (inspired by the 1968 Tric-Trac bag), a folded Backpack with a V-shaped drape is the collection's hero piece, with its compact, ergonomic design enriched with Millepunte calfskin leather detailing.

Concealed black matte or polished palladium zippers, V-shaped quilting and tonal jacquard logo webbing straps join a new matte black 'V' hardware device, evolving the House traditions of Italian craftsmanship in conversation with new aesthetic movements and environmentally friendly developments in the production cycle.

III. **Valextra Spa**  
On the second level at via Manzoni, the metal labyrinth parts to reveal Valextra SPA, a dedicated leather goods repair service for clients made manifest in a tongue-in-cheek 'wellness' installation where artisans sit at a custom workstation alongside a space-age sauna. Clad in embossed aluminium panels and featuring an engraved viewing window, the life-size sauna is a conceptual architecture that announces the House dedication to extending the life cycle of our products.

Valextra SPA offers clients access to specialty cleaning, repairs, buffing and polishing, and re-lacquering of our signature black Costa edging that outlines the architectural silhouette and meticulous construction of Valextra designs.

On the occasion of Milan Design Week, Valextra has issued limited edition Valextra SPA merchandise in partnership with Studio Temp, including terry cloth towels, satin sleep masks, and laser-cut aluminium trays.

IV. **Valextra at La Rinascente**  
Founded by the Bocconi brothers in 1865 and renamed by the poet Gabriele d'Annunzio in 1917, La Rinascente is Italy's oldest department store. Valextra's long-standing relationship with La Rinascente dates back 70 years, when in 1954 the Ventiquattro Ore briefcase was awarded the first Compasso d'Oro — a prize that celebrates the best examples of function and refinement.

On the occasion of MiArt and Milan Design Week 2024 from April 9-22, Valextra asserts its place amongst Milanese icons with an ambitious window display across the facade of the historic department store.

Spacing the word V-A-L-E-X-T-R-A in grey lettering across 8 arched windows facing the Duomo, the blacked-out facade is slashed at eye level to reveal Valextra pieces in a sleek, atmospheric display. Inside on the first-floor men's luxury department, a Valextra Vocabolario pop-up space designed by Studio Temp showcases the Assoluto collection in angular displays and embossed logo carpeting that echoes the installation presented at Via Manzoni. This ephemeral expression complements the permanent Valextra women's space at La Rinascente in the luxury leather goods department on the mezzanine floor.

01  
02  
03  
04

Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

Valextra  
Total

Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
7



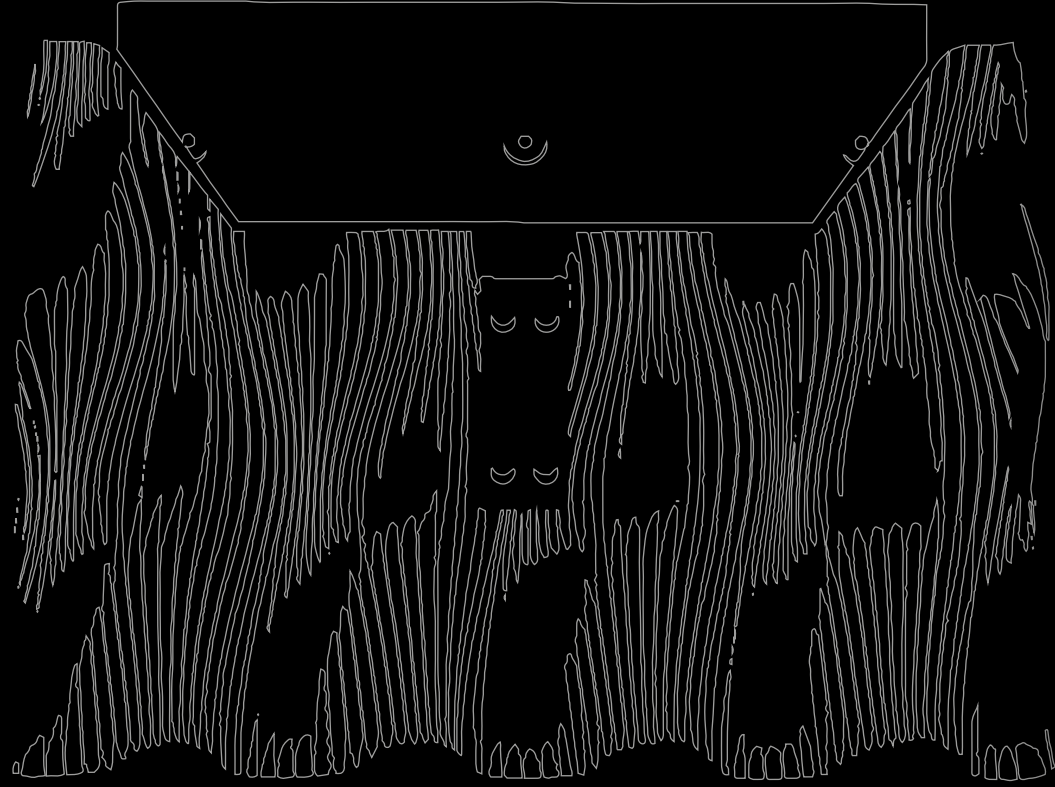
# An object of reinvention, imagination and cutting-edge craft.

The **Iside Onda** is Valextra's first 3D-printed handbag, simultaneously celebrating the advancements of machine-led technology and the time-honed human touch combining the talents behind both to create a mesmerising new proposition in leather goods. The 3D printing of its body takes 20 hours to make before the Valextra artisans assemble and finesse its structure. Its curved silhouette marks a striking departure from the strict lines of the original **Iside**, pushing the boundaries of Valextra's imagination and expertise.

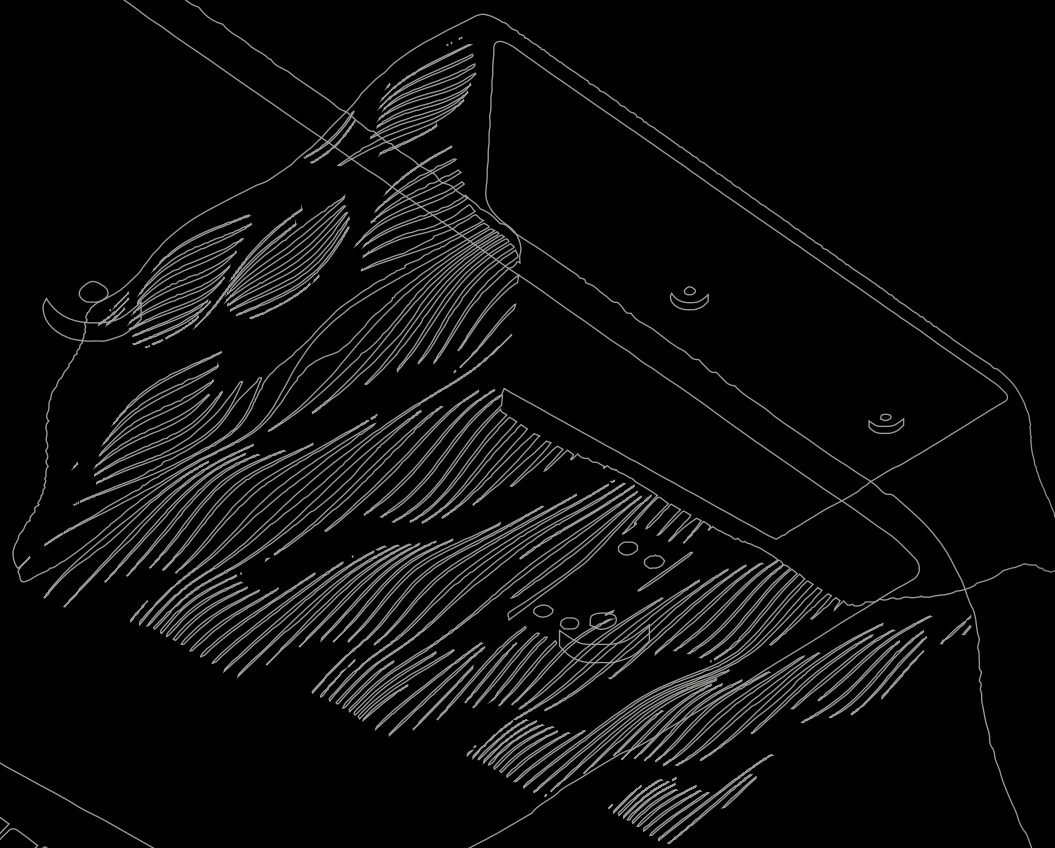
Of all Valextra's icons, the **Iside** is the one of most frequent reinventions. Since it was first introduced in 2011, it has come to encapsulate our DNA, elegantly bridging the gap between the sobriety and spontaneity that defines the spirit of our forever stimulus: Milan. For Salone del Mobile 2024, the **Iside Onda** is revealed. Our first 3D-printed handbag, it simultaneously celebrates the advancements of machine-led technology and the time-honed human touch combining the talents behind both to create a mesmerising new proposition in leather goods.

Taking 20 hours to 3D print its structure before assembly and artisanal finessing takes place, its curved structure is crafted from a filament of renewable organic sources including corn starch. Strong and resilient, this material possesses ductile qualities which allows it to be moulded to Valextra's unique specifications before it is painted by hand in several light layers to maintain the pattern beneath. This takes place in a painting chamber to limit any fibres or dust contaminating the paint making the finished product impeccable.

The structure is then finished by hand as the top flap crafted from our exquisite **Palmellato** calf leather is attached by our highly skilled artisans and it is finessed with our black lacquered **Costa** edges. Marking a striking departure from the strict lines of the **Iside**, its top flap, handle, and lock are each reinforced with additional layers of leather to re-emphasise its curvature, resulting in a new frontier of modern luxury craftsmanship. Inside, a special "Limited Edition" foiled stamp is embossed to document this unique and milestone addition to the Valextra portfolio of exquisite urban craft.



01 Technical illustration showcasing the front view

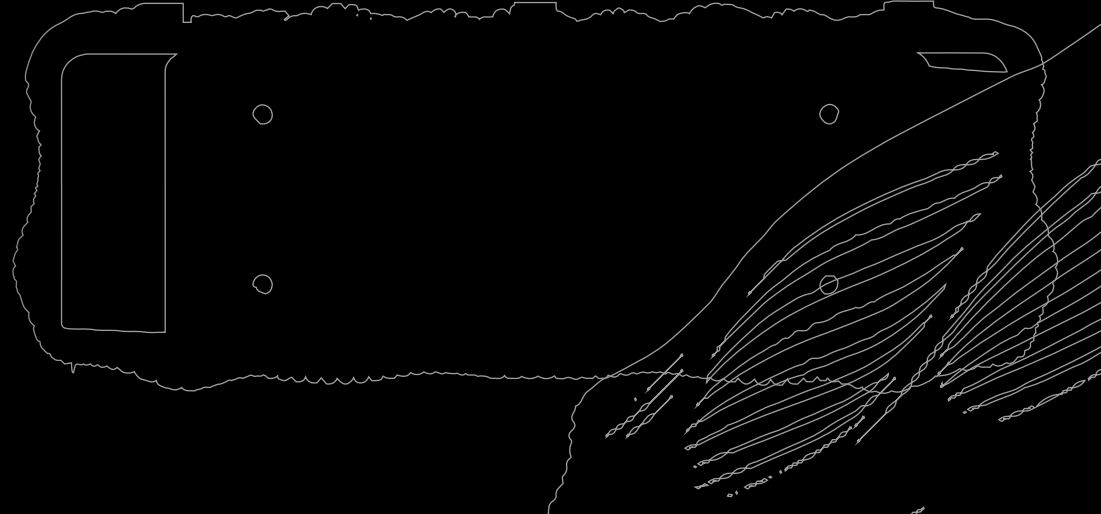


01 Technical illustration showcasing the angled view



01 Technical perspective from the underside

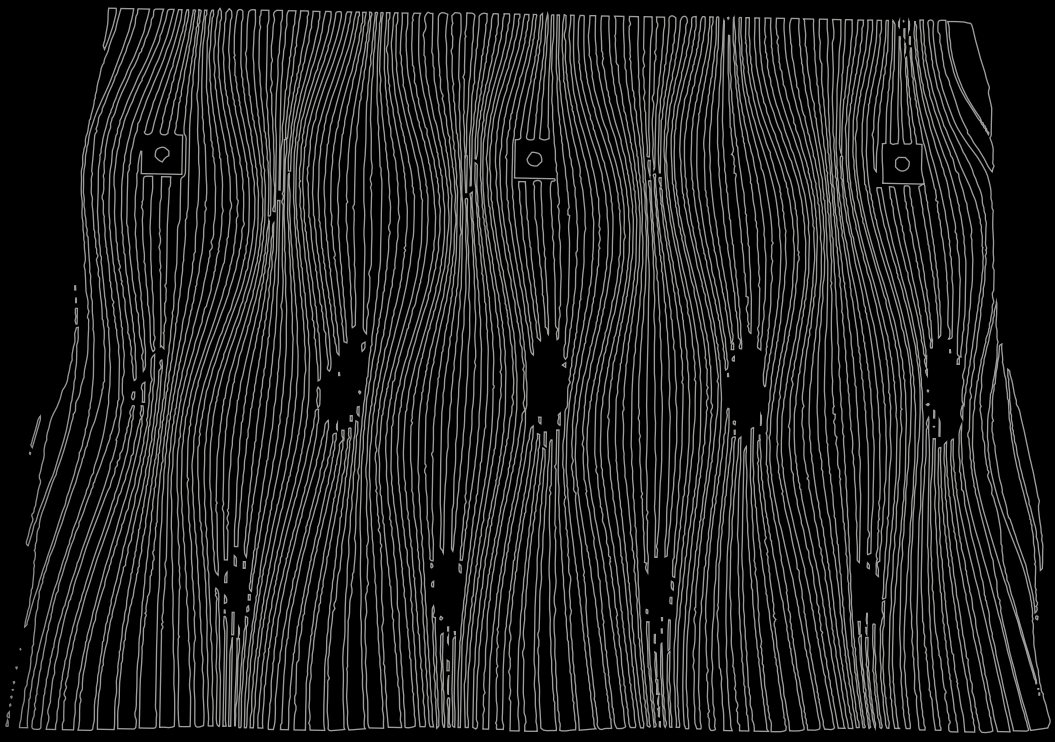
01  
02  
03  
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Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto



01 Overhead view revealing the structure and component layout



01 Technical rendering presenting the side view

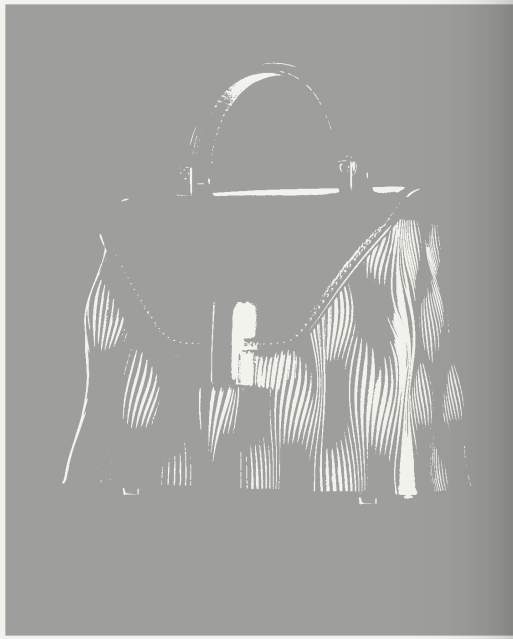


01 Technical diagram depicting the rear perspective

01  
02  
03  
04  
Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto



01



02



Images

01  
02

Iside Onda: Front view  
Iside Onda: Angled perspective

01  
02  
03  
04

Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

Valextra  
Total

Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
12

01  
02  
03  
04

Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

Valextra  
Total

Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
13





01  
02  
03  
04

Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

Valextra  
Total

Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
14

01  
02  
03  
04

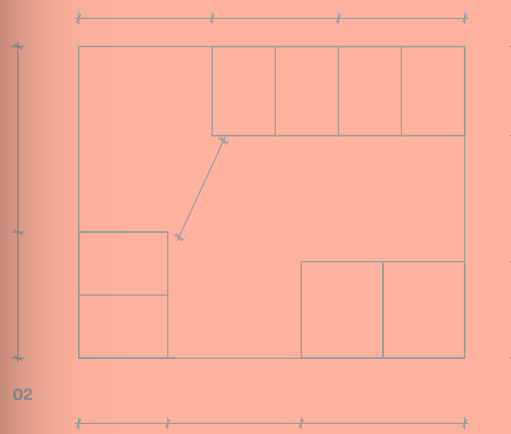
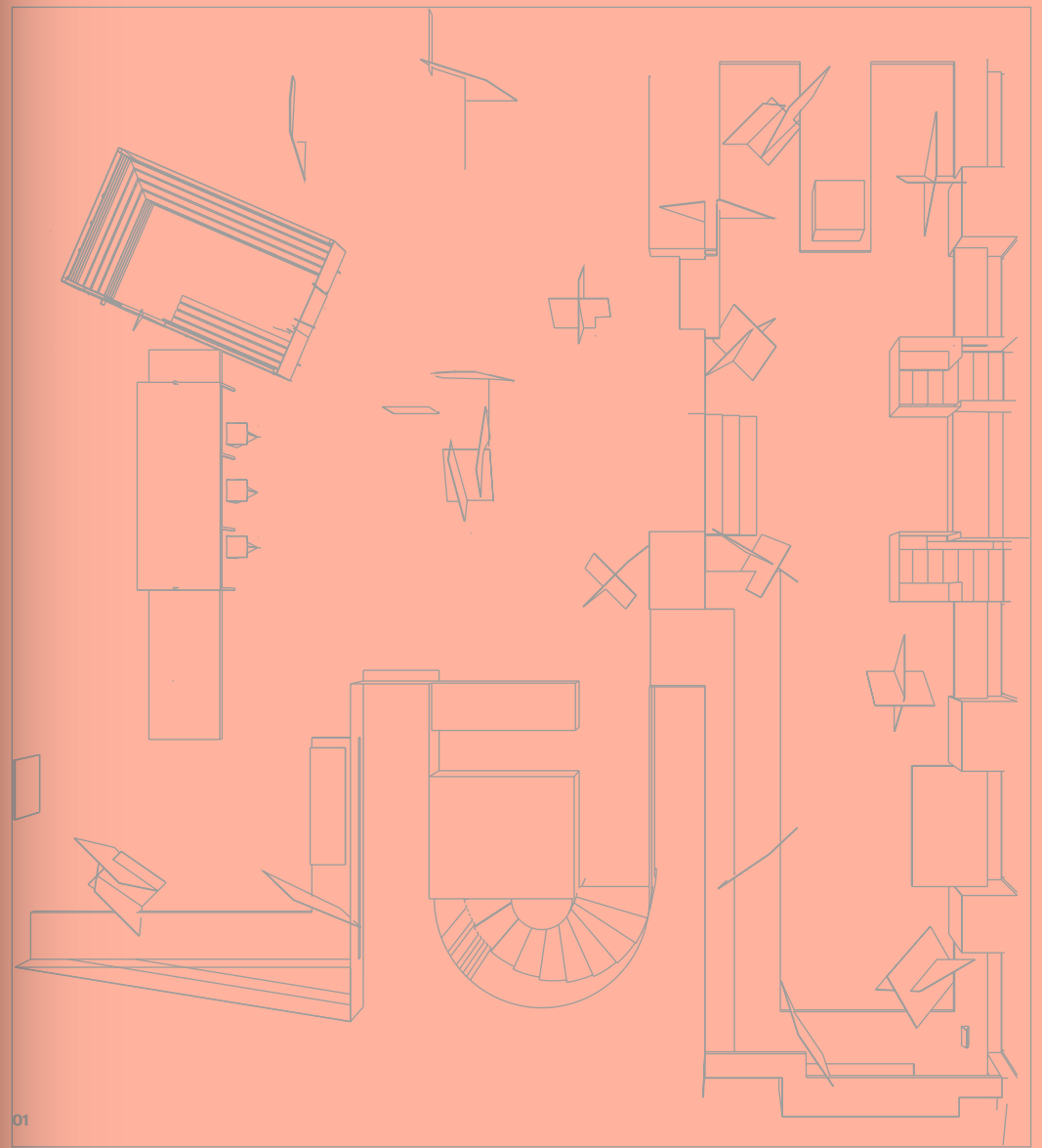
Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

Valextra  
Total

Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
15



01  
02  
03  
04

Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

Valextra  
Total

Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
16

Images

01  
Location:

Valextra Manzoni Shop Floor Plan  
Via Manzoni, 3

02  
Location:

Valextra Pop-Up Store Floor Plan at La Rinascente  
La Rinascente, First Floor  
Piazza del Duomo - 20121, Milan

01  
02  
03  
04

Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

Valextra  
Total

Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
17



01  
02  
03  
04

Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

Valextra  
Total

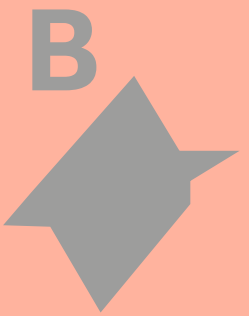
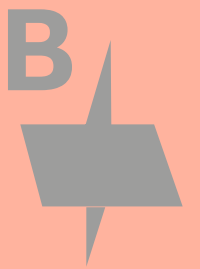
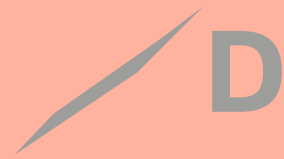
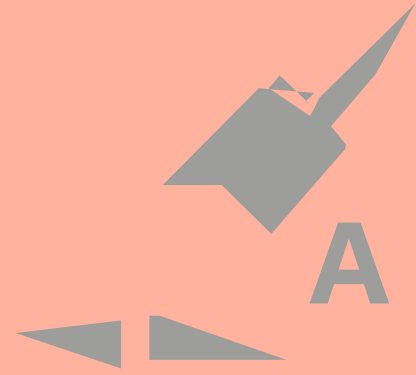
Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
18



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03  
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Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

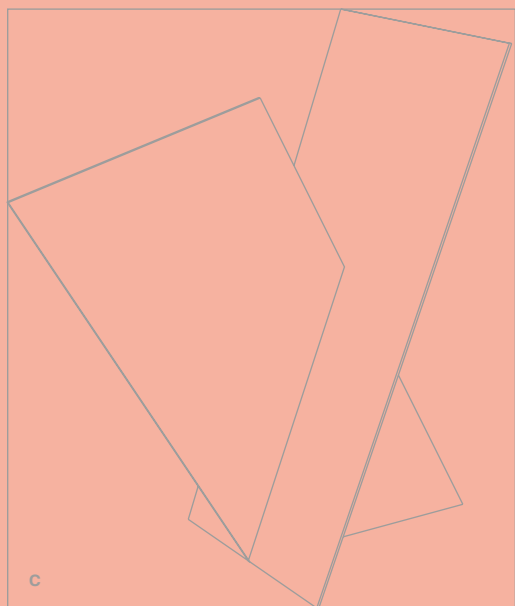
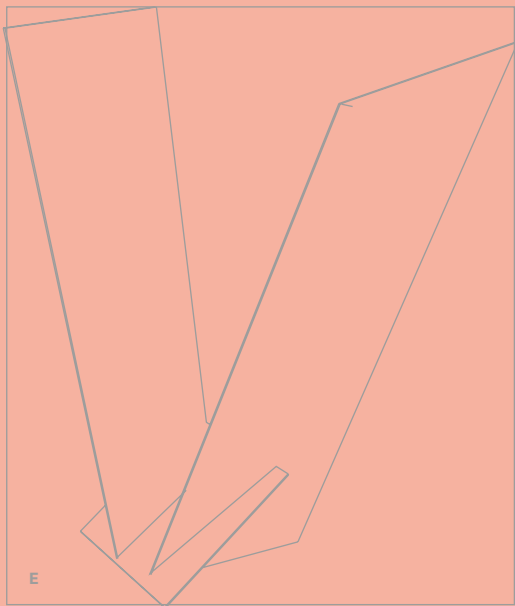
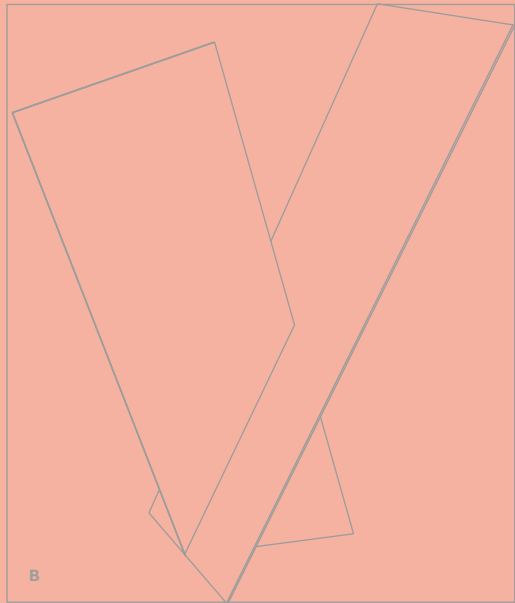
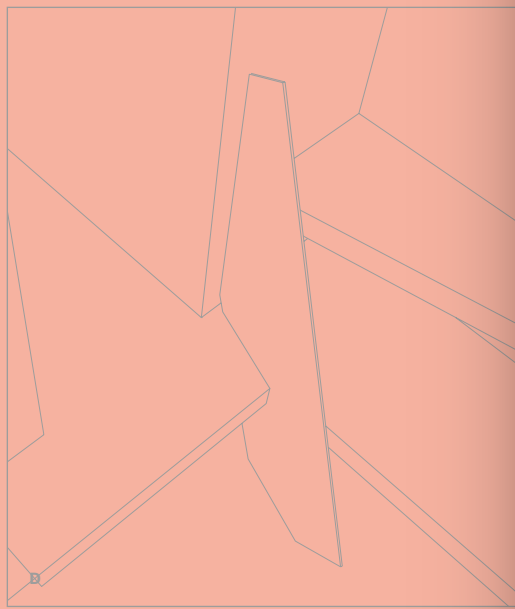
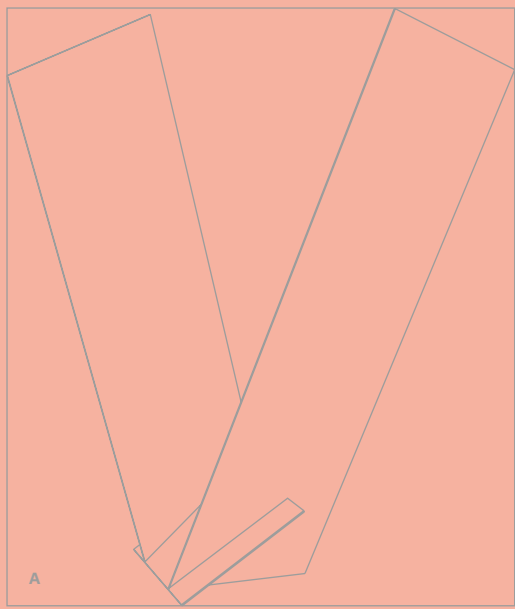
Valextra  
Total

Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
19





Images

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- B Inclined Plane Typology B
- C Inclined Plane Typology C
- D Inclined Plane Typology D
- E Inclined Plane Typology E

01 **Valextra Vocabolario**  
 02 **Valextra Onda**  
 03 **Valextra SPA**  
 04 **Valextra Assoluto**

Valextra Total Milano SDM24 P.

Salone del Mobile '24 20



01 **Valextra Vocabolario**  
 02 **Valextra Onda**  
 03 **Valextra SPA**  
 04 **Valextra Assoluto**

Valextra Total Milano SDM24 P.

Salone del Mobile '24 21



01  
02  
03  
04

Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

Valextra  
Total

Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
22

01  
02  
03  
04

Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

Valextra  
Total

Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
23



01  
02  
03  
04

Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

Valextra  
Total

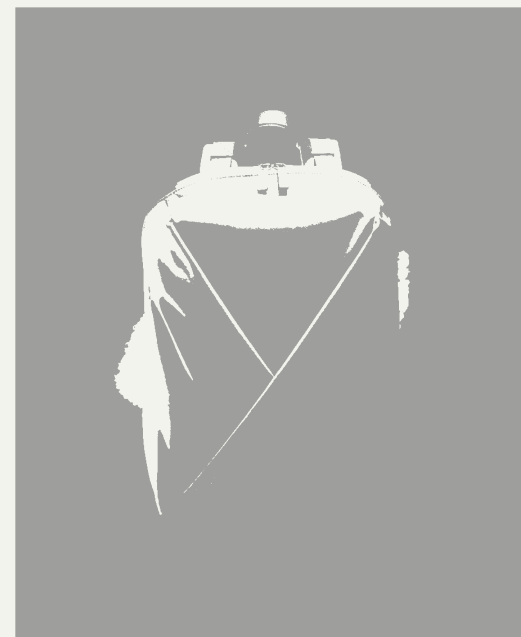
Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
24



01



02



03

Images

01  
02  
03

Valextra Assoluto BumBag  
Valextra Assoluto Backpack  
Valextra Assoluto Trio of Products

01  
02  
03  
04

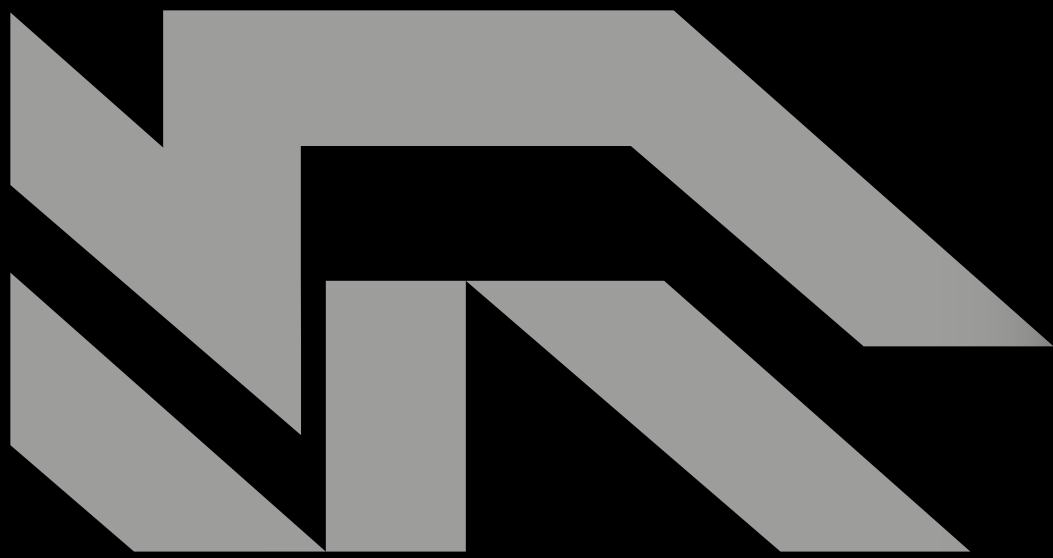
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Valextra Onda  
Valextra SPA  
Valextra Assoluto

Valextra  
Total

Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
25



# V – Valextra Assoluto

Valextra

Valextra  
SDM24  
La Rinascente

Assoluto  
Salone del Mobile  
20121 Milano

2024  
(MI)

# Pushing the boundaries of Valextra's revered material innovation, Valextra Assoluto is a new capsule collection that sees Valextra entering also the high-performance space.



Crafted from ECONYL® regenerated nylon, the collection comprises the Backpack, the Shopping Bag, and the Bumbag, each a considered object of pure design that combines Valextra's time-honed artisanal expertise with cutting-edge technology.

Pushing the boundaries of material innovation, our new capsule collection combines cutting-edge technology and artisanal expertise. Synonymous with pioneering material advancements, Valextra is proud to present the arrival of Valextra Assoluto, a high-performance capsule collection crafted from ECONYL® regenerated nylon.

Comprising the Backpack, the Shopping Bag and the Bumbag, Valextra Assoluto is a collection that elevates essentiality. Every inch of each bag has been considered, eliminating superfluous details and decoration to maintain purity of design. Each item in the collection fuses comfort and purpose, maximising capacity while keeping silhouettes streamlined and each object compact and lightweight, an endeavour that encapsulates Valextra's constant pursuit of technical material innovation to meet the demands of dynamic lifestyles. ECONYL® yarn is a 100% regenerated nylon fiber that is produced entirely from waste including fishing nets, carpet flooring, and industrial plastics. Nylon waste, otherwise polluting the Earth, is transformed into ECONYL® regenerated nylon that gives the possibility to create new products without having to use new resources.

Valextra Assoluto has been engineered to be intuitive. The Backpack is structured with a shock-absorbing padded back and shoulder straps to enhance comfort, while its internal chamber features two zipped pockets, a patch pocket and a pen holder. The Shopping Bag has a padded mesh interior featuring a zipped pocket and laptop pouch with side-expanding buttons to increase volume. And the Bumbag features tone-on-tone Valextra-logo jacquard and adjustable sides. Arriving in all black, the Valextra Assoluto collection features our signature leather trims; internal palladium hardware; black-coated brass finishes; a discreet strip that conceals its water-repellent zips that protect contents from both dust and water penetration; and the introduction of a V-shaped metal plaque as a subtle identifier.

Heralding a new era of exploration in the high-performance space, Valextra Assoluto creates a benchmark for combining cutting-edge technology with time-honed artisanal expertise.

01  
02  
03  
04

Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

Valextra  
Total

Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
26

01  
02  
03  
04

Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

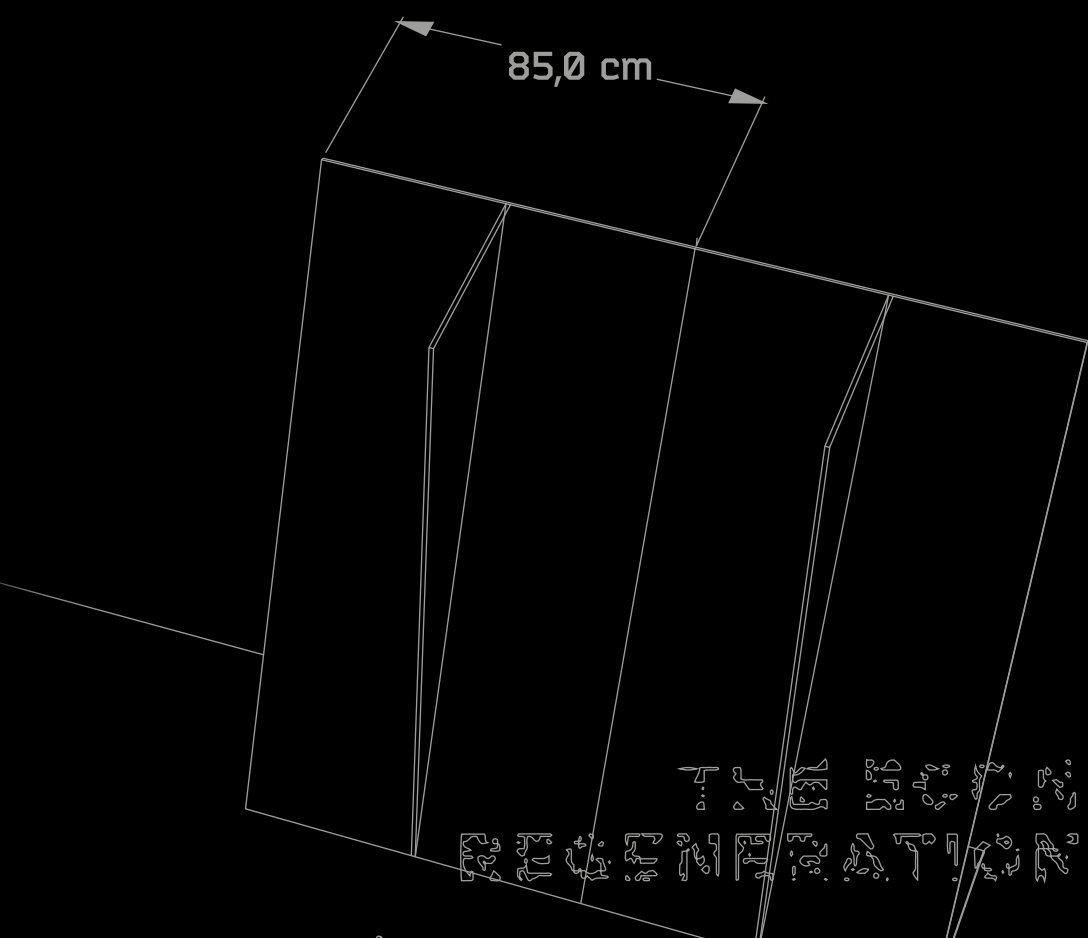
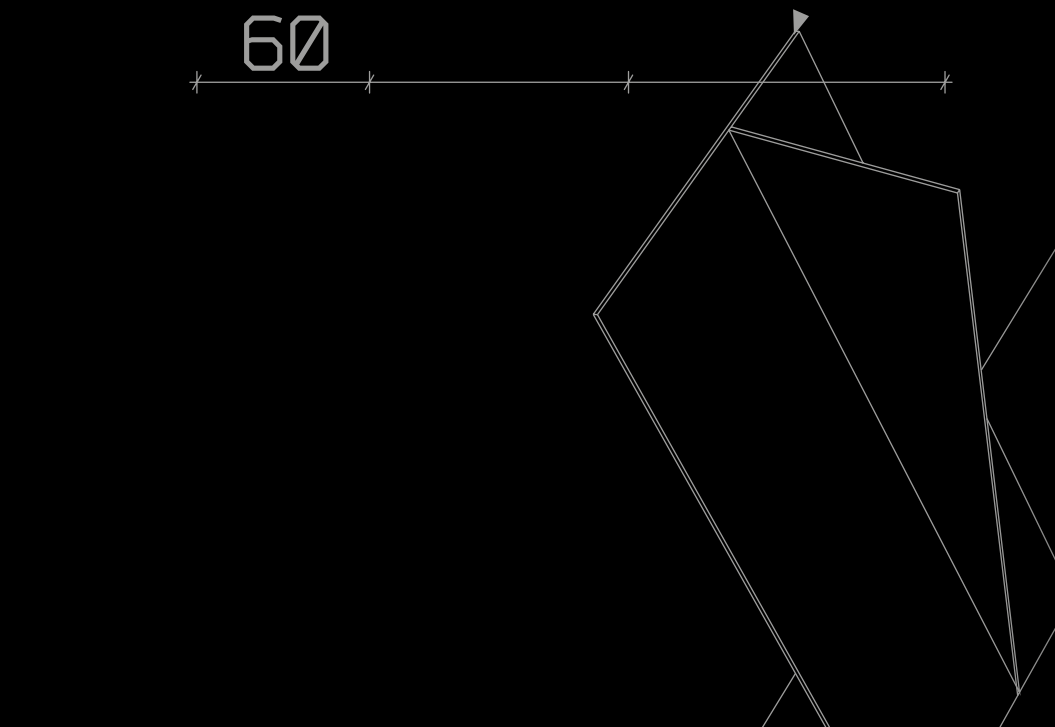
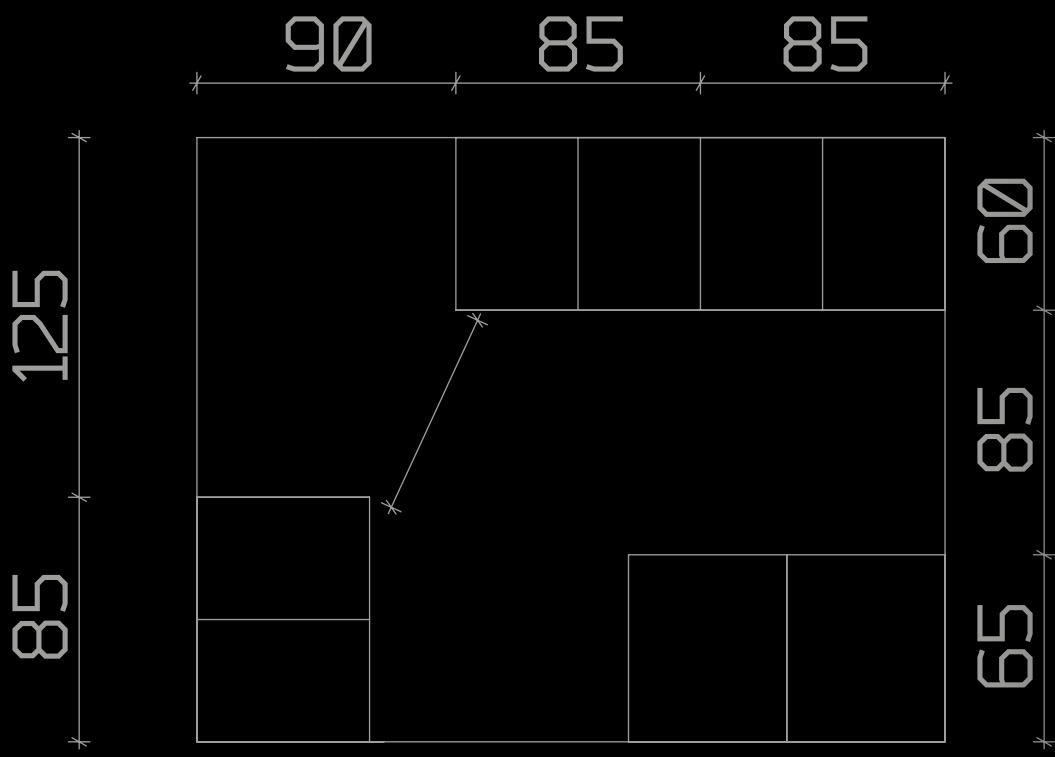
Valextra  
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Milano  
P. 36

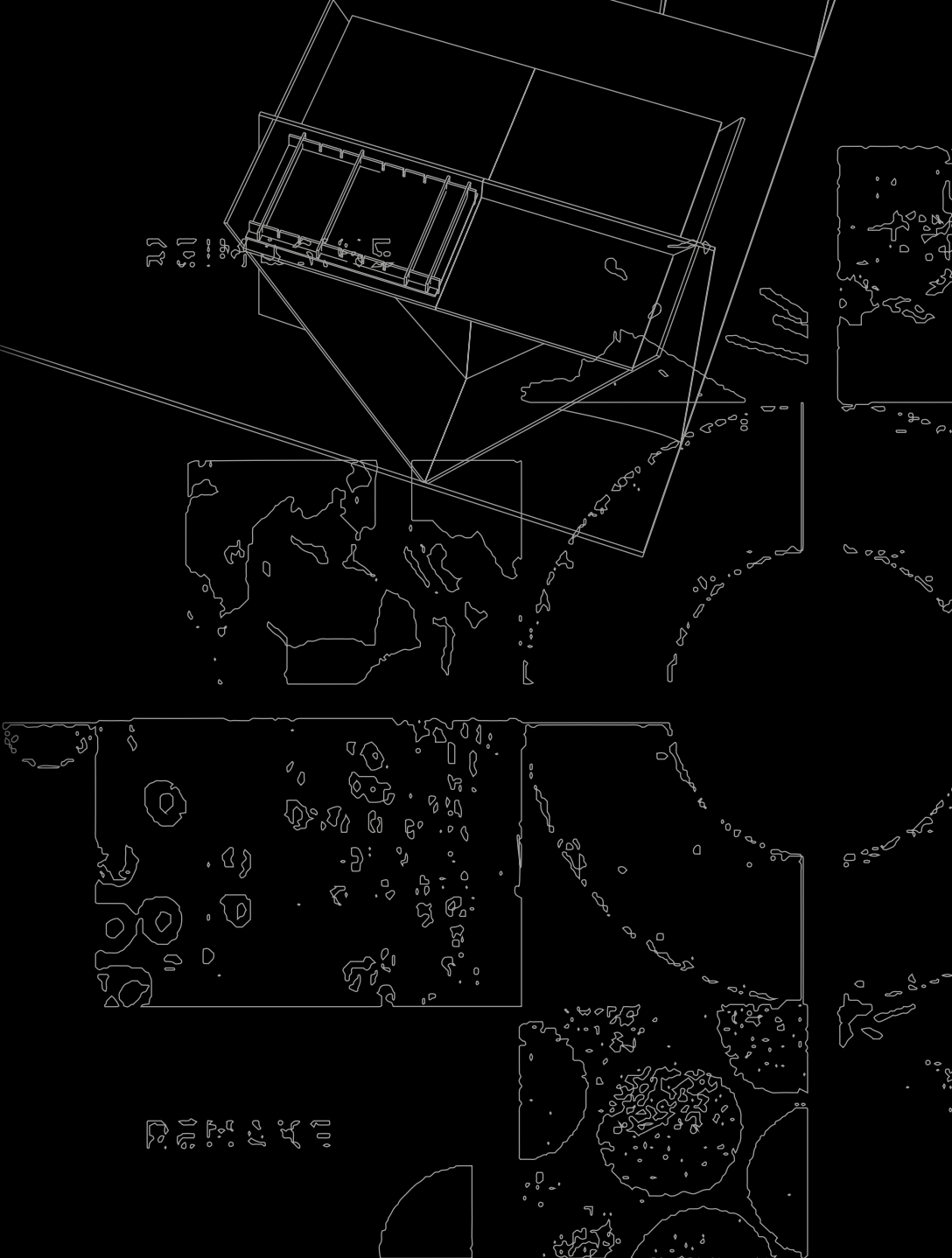
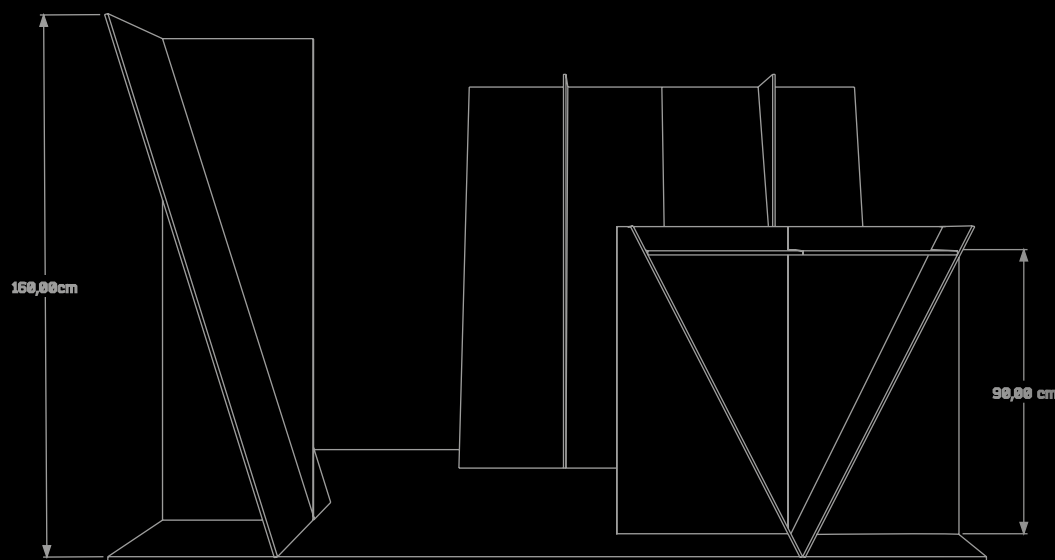
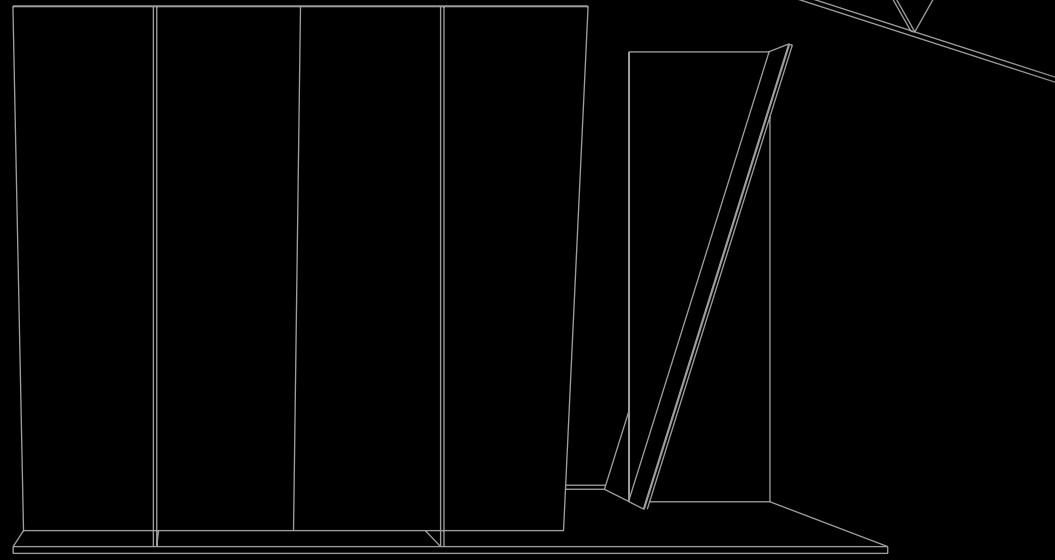
SDM24  
P.

Salone del Mobile '24  
27





↑↓ Technical drawings and floor plans detailing the layout and design of the Valextra Pop-Up Store located at Floor 1 in Rinascente Piazza del Duomo, Milan 20121





# Valextra SPA

Valextra

Valextra  
SDM24  
Via A. Manzoni N.3

SPA  
Salone del Mobile  
20121 Milano

2024  
(MI)

## I. Presenting Valextra SPA

Valextra presents Valextra Spa, an immersive environment where exploration and observation are celebrated in symbiosis on the occasion of Salone del Mobile, 2024. Taking place in our Via Manzoni flagship boutique in Milan, Valextra welcomes guests to relax in abstraction as they engage with the Valextra world taking place around them.

## II. The Valextra SPA

At the heart of Valextra Spa stands the Valextra sauna, a wooden construction that has been conceived to create an experiential space from where guests can watch Valextra's expert artisans carry out their meticulous work. This mutual exchange of admiration is inspired by our founder Giovanni Fontana and the importance he personally placed on the art of observation to inform the inception and creation of his leather goods. For Salone del Mobile, Valextra reignites this dialogue in a vibrant setting of invention, bringing an idiosyncratic and playful point of contact.

## III. Artisanal Showcase and Craftsmanship

When Valextra opened its first boutique on Piazza San Babila, the atelier was incorporated into the space so to reactively engage with the demands of our clientele. Valextra Spa revisits this concept, with three workstations alongside the Valextra sauna attended to by our expert artisans. It is at these tables that Valextra's unwavering commitment to craftsmanship, sustainability, and the meticulous care of its bags can be observed and admired for the first time in our history as the processes behind our signatures – including Costa, Inchiostro, and the Iside Clasp – are revealed.

01 Valextra Vocabolario  
02 Valextra Onda  
03 **Valextra SPA**  
04 Valextra Assoluto

Valextra  
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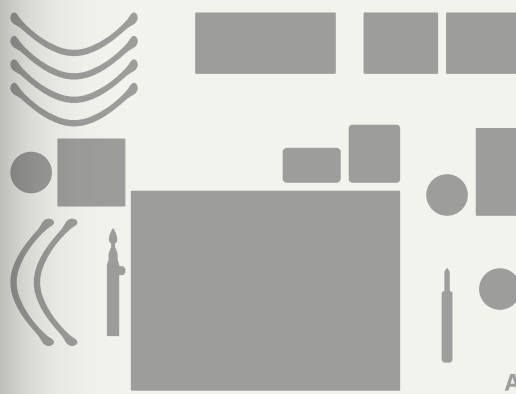
Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
30

Valextra Spa is an immersive environment where exploration and observation are celebrated in symbiosis on the occasion of Salone del Mobile, 2024. At the heart of Valextra Spa stands the Valextra sauna, a wooden construction that has been conceived to create an experiential space from where guests can watch Valextra's expert artisans carry out their meticulous work, an exchange inspired by our founder, Giovanni Fontana, and the importance he personally placed on the art of observation.

## Table A activities and tools

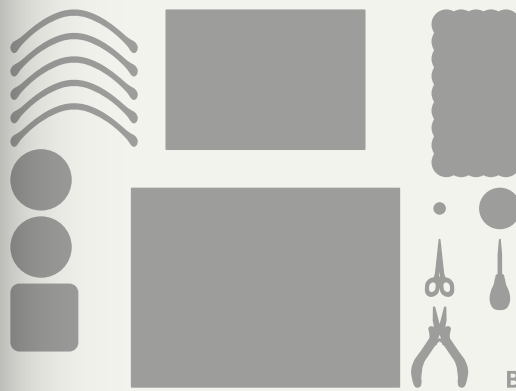


I. The art behind our signature glossy black Costa edging is revealed. The four stages – including sanding, sealing, and two handpainted coats of our unique ink formula – are demonstrated by our artisans on the ribs of Valextra icons.

II. The process of our fine handpainted Inchiostro lines that finesse our small leather goods is put in the spotlight as the leather is scored with a hot iron before the ink is applied with a fine pen.

1. Ink can
2. Hot iron
3. Pot of water
4. Rubber
5. 8cc bi-fold wallet
6. Cardboard
7. String pulling
8. Handles
9. Sandpaper
10. Dye roller
11. Dye can

## Table B activities and tools



III. The handles of our handbags are stitched by hand using a needle and thread.

IV. The covering of our buttons and rivets using our signature Millepunte leather and their assembly is displayed.

1. Iside Wicker handbag
2. Leather for buttons
3. Glue
4. Pliers
5. Tip
6. Thimble
7. Scissors
8. Button and rivet components
9. Needles
10. Twine
11. Sewing thread
12. Handles

## Table C activities and tools



V. The longevity of a Valextra handbag is of utmost importance to the Valextra atelier.

Here, the leather is refreshed with the hand-application of a specialist cream using a soft cloth.

VI. The iconic Iside twist-lock clasp is replaced on a handbag with exquisite attention to detail using micro screws.

1. Cotton gloves
2. Case for screwdriver components
3. The Iside handbag
4. Screwdriver
5. Iside twist-lock components
6. Cleaning cloth
7. Cleaning cream

01 Valextra Vocabolario  
02 Valextra Onda  
03 **Valextra SPA**  
04 Valextra Assoluto

Valextra  
Total

Milano  
P. 36

SDM24  
P.

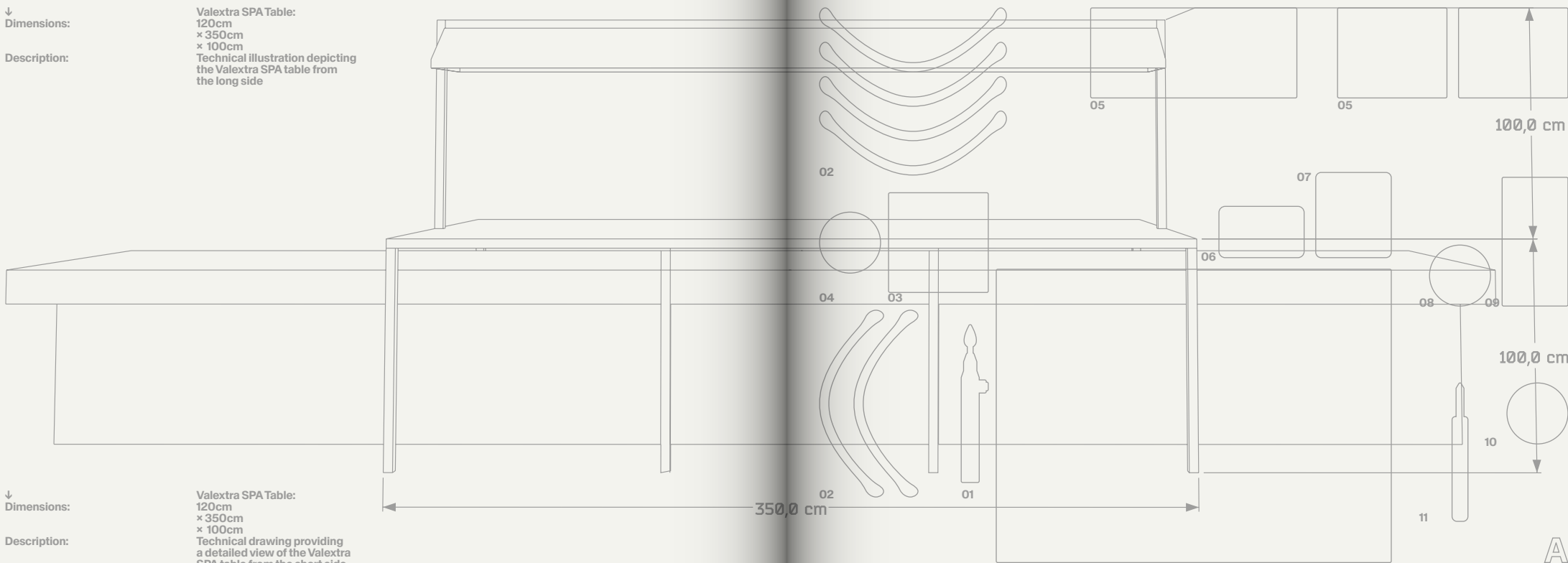
Salone del Mobile '24  
31



↓ Dimensions:

Valextra SPA Table:  
120cm  
x 350cm  
x 100cm  
Technical illustration depicting  
the Valextra SPA table from  
the long side

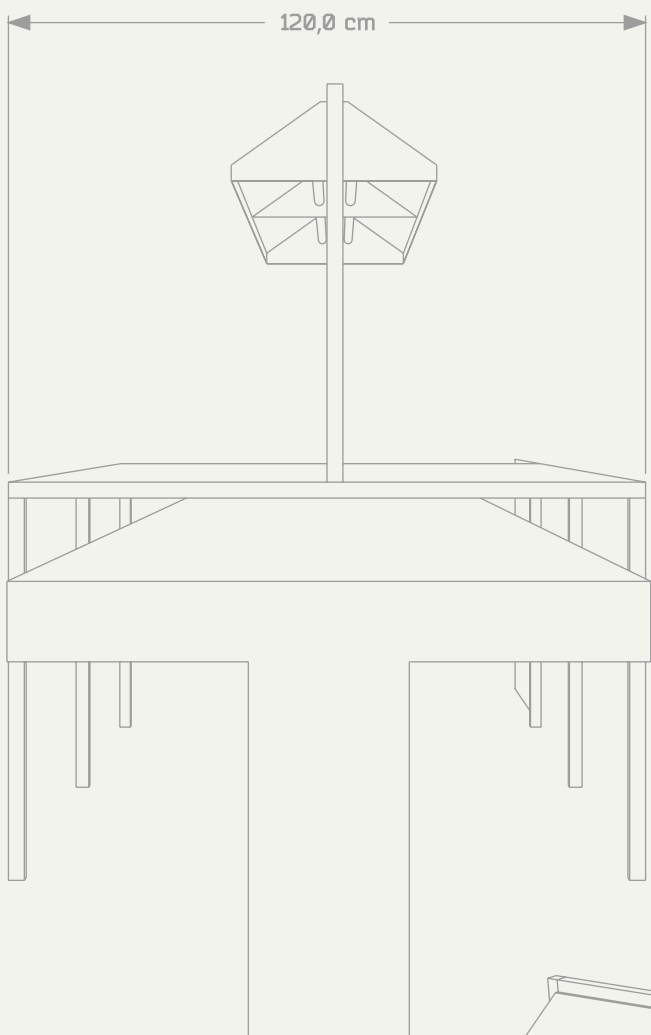
Description:



↓ Dimensions:

Valextra SPA Table:  
120cm  
x 350cm  
x 100cm  
Technical drawing providing  
a detailed view of the Valextra  
SPA table from the short side

Description:



↓ Dimensions:

Valextra SPA Table:  
120cm  
x 350cm  
x 100cm  
Technical illustration presenting  
an angled perspective of  
the Valextra SPA table

Description:

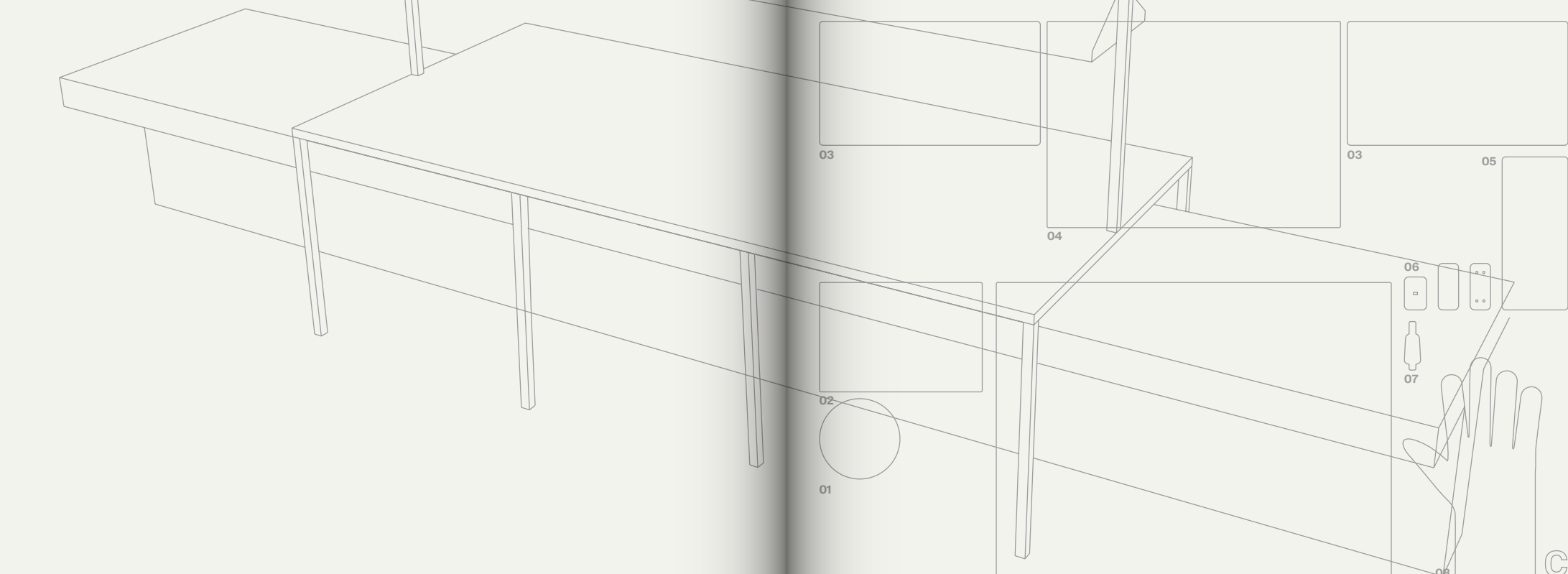


Table A and Table B activities  
and tools, technical illustration

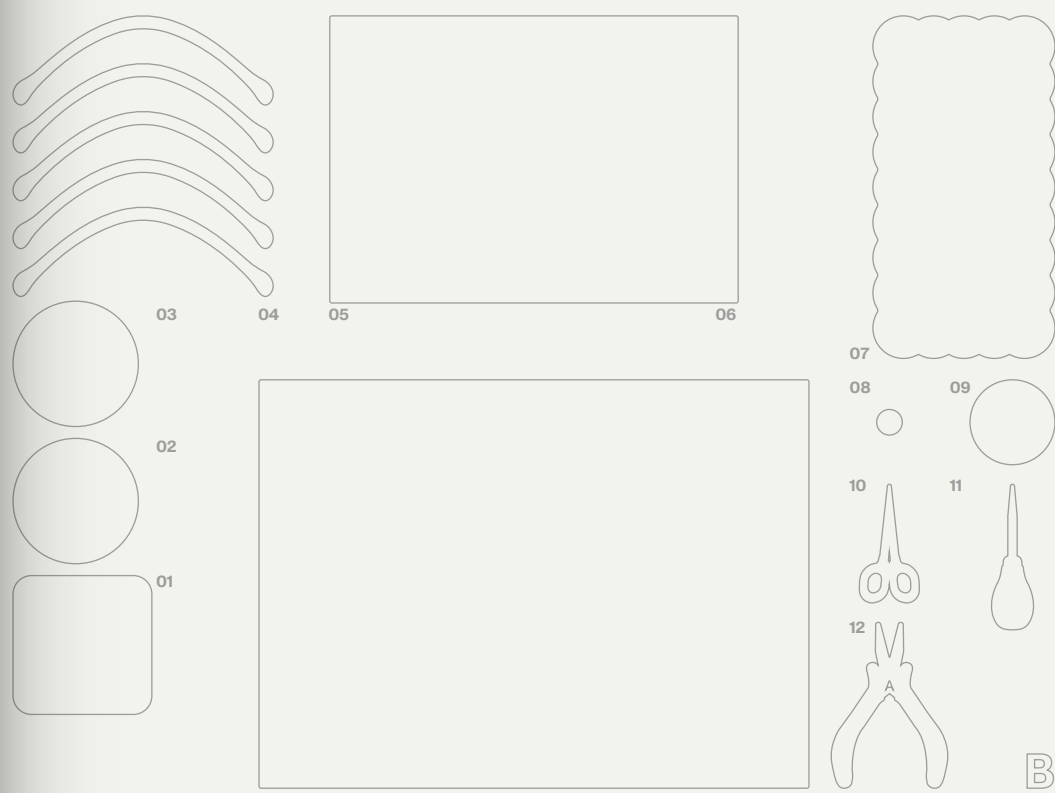
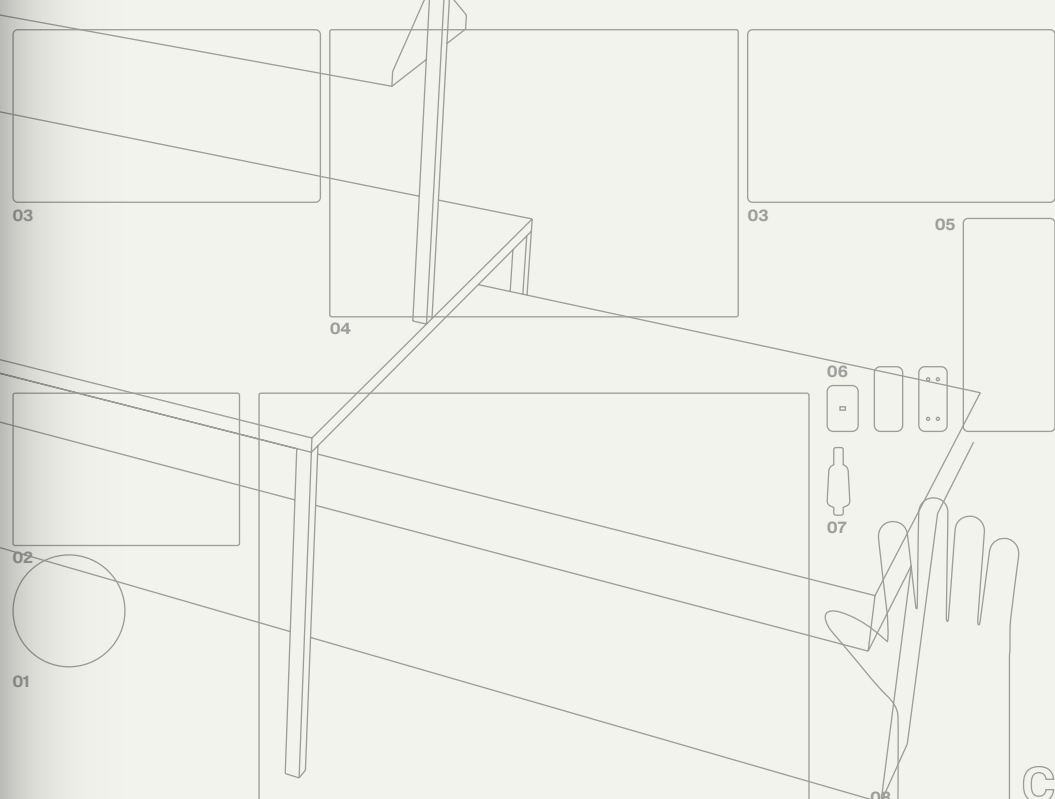


Table B activities and tools,  
technical illustration



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Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

Valextra  
Total

Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
32

01  
02  
03  
04

Valextra Vocabolario  
Valextra Onda  
Valextra SPA  
Valextra Assoluto

Valextra  
Total

Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
33



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Art Direction, Visual Identity,  
Graphic Design and Scenography  
Studio Temp

Studio Temp is a graphic design studio founded in 2007 by Guido Daminelli, Marco Fasolini and Fausto Giliberti in Bergamo. The studio covers various aspects of graphic design: visual identity, type-design, editorial design, art direction and web design. Their clients are institutions and brands with whom they establish a relationship of creative collaboration.

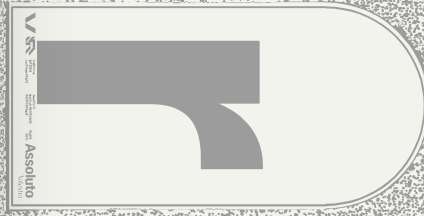
01 Valextra Vocabolario  
02 Valextra Onda  
03 Valextra SPA  
04 Valextra Assoluto

Valextra  
Total

Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
34



01 extra Vocabolario  
02 extra Onda  
03 extra SPA  
04 Valextra Assoluto

Valextra  
Total

Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
33

01  
02  
03  
04

Valextra Vocabolario  
Valextra Onda  
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Valextra Assoluto

TEAMP Valextra

Valextra  
Total

Milano  
P. 36

SDM24  
P.

Salone del Mobile '24  
36



Valextra Vocabolario