



BIOTEXFUTURE at Milan Design Week 2025

Exploring Material Innovation



Milan Design Week 2025 (7 - 13 April 2025) was a vibrant showcase of creativity, sustainability, and material innovation, and BIOTEXFUTURE was proud to be part of this dynamic exchange. We participated in The Scale of Commitment exhibition, hosted at Superstudio Più in the heart of Milan's Tortona District. This exhibition highlighted the tangible efforts of material innovation in advancing sustainability and performance, aligning perfectly with our mission. Importantly, it underscored the need for measurability in sustainability efforts – demonstrating that impactful change must be backed by transparent data and clear metrics.

A New World for Cross-Disciplinary Exchange

As a research and innovation space stepping into the world of design, the exchange, interest, and engagement we experienced proved once again just how valuable cross-disciplinary conversations can be.





Beyond our own exhibition, we explored other showcases that pushed the boundaries of material science. One venue that stuck with us in this space is Dropcity – a hub for research, experimentation, and design. Their diverse exhibitions

included Material Futures which presented a compelling vision of how emerging technologies and sustainable practices are shaping the future of design. Meanwhile, their Materials Library includes an educational archive of materials offering crucial insights into the environmental impact of different materials.



Reflections on Sustainability, Innovation, and Collaboration

We believe that materials play a fundamental role in shaping a more sustainable future. Whether through bio-based alternatives or innovative production methods, these advancements challenge industry norms and open new pathways for responsible design. As we move forward, we are more committed than ever to fostering material innovation that is not only creative and forward-thinking but also measurable and impactful.

Milan Design Week served as a powerful reminder that material innovation is inseparable from sustainability. Seeing our BIOTEXFUTURE projects as well as material research and innovation beyond our space spark curiosity and dialogue in a space so deeply rooted in creativity reminded us why exploration and collaboration matter.

A huge thank you to Materially, WINT Design Lab, and everyone who stopped by, shared their thoughts, and contributed to this meaningful experience.