

# ABI at Salone Raritas

**At Salone Raritas, ABI expands its research into Egyptian stone across collectible design, material culture, presenting two new collaborations with Sofia Albrigo and Heim+Viladrich.**

On the occasion of Milan Design Week 2026, ABI presents a path developed around Salone Raritas, confirming and expanding its identity as a stone design brand active between Cairo and Milan. Born from the meeting between the quarrying and production expertise of Marmonil Marble & Granite in Egypt, the creative direction of NM3 in Milan, the strategic and communications support of P:S, and the contribution of Brun Fine Art, Simone Becchio and OZ SRL to the definition of the project, ABI reinterprets Egyptian stone through the language of contemporary design, developing a lexicon grounded in craftsmanship, formal rigor and design research. At the center of this new chapter is its participation in Salone Raritas, the new Salone project dedicated to collectible design and limited editions, where ABI presents two new collections developed in collaboration with Sofia Albrigo and Heim+Viladrich, alongside a selection of previous projects. What emerges is a compact and coherent presence, in which Egyptian stone is interpreted as both a historical and a deeply contemporary material.

## Salone Raritas

At Milan Design Week 2026, the heart of ABI's presence is Salone Raritas, the new Salone del Mobile.Milano project dedicated to collectible design and limited editions. For ABI, Raritas represents a particularly natural context: a stage conceived for projects capable of combining research, material and narrative, and therefore the most coherent place in which to develop a discourse that, from the outset, is rooted in the dialogue between past and present and in a reinterpretation of Egypt's artistic and formal heritage through contemporary design. For this reason too, ABI's presence in this context goes beyond a simple trade fair participation and takes on the value of a more conscious and defined positioning.

As NM3 points out, both ABI and Raritas are still young projects, yet they are united by the ambition to address a discerning and selected audience, sharing a vision of design as a research practice and as the expression of a narrative tied to context. In this sense, Raritas becomes for ABI the first institutional setting in which the brand can present itself in an organic way, building a narrative capable of holding together material origin, creative development and cultural identity.

The selection of pieces presented at Raritas reflects this intention precisely. On the one hand, ABI introduces new works by NM3, including a red granite stool, a black granite stool, a dining table in Aswan black granite and an alabaster coffee table; on the other, it presents the new projects by Sofia Albrigo and Heim+Viladrich, while completing the narrative with Nick Ross's Palace Bench from ABI's first collection, underscoring the continuity of the brand's language. The aim is therefore not simply to show newness, but to offer a fuller view of ABI and its evolution, bringing continuity and development into dialogue.

The elements linking the works on display are material, formal and conceptual at once. On the one hand, the use of materials sourced from Egypt — including red granite, black granite, alabaster, quartz and limestone — provides a shared and distinctive foundation; on the other, the projects draw on references rooted in Egyptian culture, reinterpreting its geometries, proportions and surface treatments in a contemporary key. The exhibition logic is therefore built through the interaction between objects of different scales and functions, in a dialogue between different authors brought back to a shared imaginary.

The decision to involve Sofia Albrigo and Heim+Viladrich, alongside a new development by NM3, stems from the desire to bring different languages into dialogue within a common cultural and material framework. In Sofia Albrigo's case, the interest lies in observing how a typically architectural approach can be translated into objects on a more intimate, almost domestic scale, such as tableware elements. With Heim+Viladrich, by contrast, the starting point was their background with materials such as metal and wood: inviting them to work with stone generated unexpected results, opening up new expressive possibilities within ABI's language. For NM3, finally, the new pieces represent a natural extension of the work initiated with the first collection, helping to further consolidate the brand's identity. What unites all the designers involved is a shared brief, inviting them to begin from the formal heritage of the ancient world and reinterpret it through their own language.

Within this context sits Tight Spot, the collection designed by Heim+Viladrich for ABI. Composed of Ashtray, Chest, Low Table and Seat, the collection explores four functions through a reflection on the tension between mass and gesture. Made entirely of Sinai limestone, the pieces are built from simple geometric forms, onto which a concave or convex “pinch” intervenes, transforming their rigorous profile into a more organic surface. This gesture acts both as a function and as an aesthetic element: it defines the point where a cigarette can rest, the seating area of a stool, or takes on an almost ornamental or protective value in the chest. The result is a homogeneous ensemble, monumental yet subtle, that interprets stone as a raw material to be respected rather than forced through excessive transformations.

Sofia Albrigo's project, instead, begins with the stone vessels of ancient Egypt, conceived as objects destined for eternity. The designer reinterprets some of their essential formal elements — rounded bodies, elongated rims, sharp profiles — through a new lens also inspired by alchemical laboratory tools, suggesting a more analytical and experimental way of observing the permanence of form. The collection does not have a single overall title and unfolds as a series of small objects identified by codes and essential denominations — Cup, Vase 26, Plat 20, Plat 40, Tray 60, Vase 60 and Vase 90 — developed in black granite, quartz and limestone. In this project, archaeology and contemporary experimentation converge in a series of measured, essential objects, yet ones deeply rooted in the material memory from which they stem.

Raritas thus becomes the place where ABI not only presents new objects, but also makes its language fully legible: a synthesis of ancient materials, local craftsmanship, contemporary production processes and an international design sensibility. It is here that the brand's research finds its most complete and readable form during Milan Design Week 2026.

## **New Collections**

The new products presented by ABI at Raritas reinforce the brand's desire to build a coherent lexicon that remains open to different interpretations. NM3's new pieces — a red granite stool, a black granite stool, a dining table in Aswan black granite and an alabaster coffee table — insist on a direct continuity with the work of defining ABI's identity, furthering a reflection on the monumental presence of matter and its translation into essential forms. Tight Spot by Heim+Viladrich, developed entirely in Sinai limestone, introduces instead a more evident tension between geometric rigor and gesture, turning compact volumes into surfaces activated by a minimal yet decisive detail. Sofia Albrigo's project operates on a more intimate and domestic scale, through a family of small objects with no collection title, identified by codes and articulated as Cup, Vase 26, Plat 20, Plat 40, Tray 60, Vase 60 and Vase 90, made in black granite, quartz and limestone. Taken together, these new works expand ABI's formal landscape without interrupting its coherence, reaffirming stone as the material and cultural center of the project.

## **About ABI**

ABI is a contemporary design brand based between Milan and Cairo, born from the collaboration between NM3, Marmonil, Brun Fine Art, P:S, Simone Becchio and OZ SRL. Through the use of Egyptian granite and marble, ABI rereads Egypt's monumental history through a contemporary lens. By combining craftsmanship and industrial processes, it develops a language that blends tradition and innovation, reinterpreting forms, geometries and symbols within an essential and functional aesthetic.

## **About Heim+Viladrich**

Heim+Viladrich is a design studio founded in 2022 by Lauriane Heim and Johan Viladrich, based in the south of France. Their approach combines contextual research, technical expertise and a strong narrative dimension. The studio has developed a coherent visual language and maintains a close relationship with production processes, pursuing an economy of gesture that harmonizes materials and techniques in projects that are both measured and sophisticated. Their practice takes shape through the design of spaces, scenographies and objects, moving between commercial, institutional and independent projects. For ABI they sign Tight Spot, a collection composed of Ashtray, Chest, Low Table and Seat, developed entirely in Sinai limestone.

## **About Sofia Albrigo**

Sofia Albrigo is an Italian architect and lecturer. She founded her own studio in 2022, based between Switzerland and Italy. Her practice spans architecture, installations and critical research, with particular attention to spatial dynamics and an approach based on targeted interventions and an economy of means. She is currently a lecturer at the Accademia di Architettura in Mendrisio. For ABI she develops a series of small objects inspired by the dynastic tradition of stone vessels in ancient Egypt, reinterpreted through a contemporary language that brings archaeology and experimentation into dialogue.

## **About NM3**

NM3 oversees ABI's creative direction and supports the brand in defining its overall identity and positioning. Within the project, their role consists in building continuity between Egypt's material heritage and a contemporary design culture, while also directly contributing to the development of new pieces presented in 2026. Based in Milan, NM3 operates both as a brand and as a consultancy agency in the fields of architecture, interiors, product design and custom furniture.