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FROMM. is a cross-cultural design platform operating across product, talent, and research, with a presence between Milan and Msheireb, Doha. Through its dual structure — FROMM. collections and FROMM.Lab — the platform develops contemporary, collectible design while supporting international designers and positioning regional creativity within an international context. During Milan Design Week 2026, FROMM. unfolds this vision through two parallel presentations: the launch of The Space Between capsule collection at Salotto Retori, and a preview of Interlaced at Alcova, ahead of its full presentation at the Design Doha Biennale.

At the helm of FROMM. is Alia Rachid, founder and CEO, whose background in engineering, entrepreneurship, and luxury investment informs a strategic and multidisciplinary approach to design. She also serves on the board of Giorgetti, reflecting a close engagement with one of Italy's leading design houses. Through FROMM. and FROMM.Lab, she is building a platform that fosters cross-cultural collaborations, inspiring international designers through Middle Eastern heritage and connecting their work to global markets, positioning design as both a cultural and economic driver across regions.

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FROMM.LAB PRESENTS INTERLACED AT ALCOVA – A PREVIEW OF THE EXHIBITION AHEAD OF ITS FULL PRESENTATION PRESENTATION AT DESIGN DOHA BIENNALE, EMERGING FROM ITS FIRST DESIGN COMPETITION

During Milan Design Week 2026, **FROMM.Lab** will present a preview of its upcoming exhibition *Interlaced* at **Alcova**, from **Monday 20th to Sunday 26th April 2026**, within the Baggio Military Hospital Complex. Founded by Alia Rachid in 2021, FROMM.Lab operates as the research and talent development arm of FROMM., dedicated to nurturing emerging designers through mentorship, prototyping, and international exposure.

Developed as an exhibition project emerging from FROMM.Lab's first international design competition — launched during Milan Design Week 2025 — *Interlaced* invited emerging designers worldwide to reinterpret Arab heritage across four categories: seating, tables, storage, and lighting. The open call received over 120 submissions from more than 50 countries, leading to the selection of twelve finalists, who were supported through a structured mentorship and development process.

They are accompanied by a panel of renowned mentors, including Giulio Cappellini, designer and founder of Cappellini; Joseph Grima, co-founder of Space Caviar and Alcova; Aline Asmar d'Amman, founder of Culture in Architecture; and the FROMM.Lab team led by Luca Fois, Professor at Politecnico di Milano. The judging panel also included Fahad Al Obaidly, Acting Director of Design Doha Biennale, and Asma Al Darwish, Assistant Manager, Architecture at Katara Hospitality. The competition and exhibition are curated and project-managed by Etienne Bastormagi, as part of the FROMM.Lab team.

Interlaced represents the exhibition outcome of this initiative, bringing together the resulting works within a shared narrative that reflects a plurality of cultural perspectives, materials, and practices. As expressed in the curatorial framework, “our identity is shaped and constantly evolving,” echoing the words of Etel Adnan. In this context, heritage is understood not as a fixed reference, but as a dynamic and evolving field of exchange.

Developed as a cross-cultural design project, *Interlaced* explores Arab heritage through a contemporary and global lens. While the full exhibition will be unveiled at the Design Doha Biennale in autumn 2026, Alcova presents a curated preview, offering an early insight into an evolving body of research that repositions heritage as a living and fluid dialogue shaped through making, ritual, and place.

The twelve designers featured in the exhibition include Abeer Borhan (Egypt), Areej AlGhonaim (Saudi Arabia), Assaad Feghali (Lebanon/USA), Catalina Martínez Rojo (Spain), Cecilia Rinaldi (Italy), Daniel Heilig (Hungary/Germany), Galyiah & Lolwa AlMohannadi (Qatar), Ismail Hutet & Blanca Scully (Lebanon & France/USA), Kuranoie (Japan), Marwane Soumer (France/Tunisia), Noor Alabdulmalik, Noof Alnaama & Amina Fakhroo (Qatar), and Xinyi Wang (Australia/China).

At Alcova, four designers present a first constellation of projects from the exhibition — Cecilia Rinaldi (Italy), Daniel Heilig (Hungary/Germany), Ismail Hutet & Blanca Scully (Lebanon & France/USA), and Xinyi Wang (Australia/China) — offering distinct yet interconnected perspectives. Each project approaches Arab heritage through making, ritual, or sensitivity to place, positioning design as a means of cultural expression within a shifting global context.

As curator Etienne Bastormagi notes, “This preview at Alcova offers fragments of a larger conversation, where heritage and identity emerge through the subtle interplay of objects, spaces, and practices.” The remaining projects will be fully unveiled at the Design Doha Biennale in autumn 2026, positioning Alcova as a first moment of visibility within a wider curatorial trajectory.

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“FROMM.Lab was created to build real pathways for designers — from concept to production, and from local perspectives to international platforms. This presentation at Alcova is an important step in that journey, giving visibility to a new generation of voices and reinforcing our commitment to supporting design as both a cultural and economic force across regions,” said Alia Rachid, Founder & CEO of FROMM. and FROMM.Lab.

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