

Press Kit MDW 2025



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Kerakoll presents LOOP, an artistic exploration of colour in motion

The London-based studio Isabel + Helen transforms the showroom into a creative atelier, unveiling a preview of Kerakoll's new colour selection. A kinetic installation investigates the themes of time, movement, and transformation.

Milan, 7 April 2025 – On the occasion of Milan Design Week 2025, Kerakoll presents LOOP. Chromatic gestures, an installation by the London-based studio Isabel + Helen that explores the fluidity of Kerakoll's colours through a creative process blending craftsmanship and experimentation.

LOOP. Chromatic gestures

From the very first glance at the showroom windows – entirely covered with brushstrokes in four distinct hues, evoking a construction site – the Brera space transforms into an experimental and creative atelier. The installation invites reflection on time, movement, and transformation, intertwining these themes in a harmonious dialogue.

Kerakoll's installation is both a performance and a collection of artworks. Eight groups of precisely arranged brushes, increasing in size, are dipped into carefully selected shades and applied onto a rotating canvas around a single axis. Layer by layer, colours and textures overlap, generating unique compositions in continuous evolution.

"We wanted to create an installation that showcases how a simple, repetitive gesture can generate infinite variations," say Isabel Gibson and Helen Chesner, founders of Isabel + Helen Studio. "By using Kerakoll's paints, this work celebrates the passage of time and continuous transformation, bringing to life an uninterrupted dialogue between stillness and change."

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The *LOOP* project is brought to life by refined, newly developed hues that mark an evolution in Kerakoll's chromatic language. Renowned for seamlessly integrating design and colour, the brand presents an installation where textures and shades merge into canvases, shaping forms, gestures, and compositions. The result is a rhythmic interpretation of movement, where each artwork builds upon the previous one while remaining anchored to the same axis of rotation.

“With *LOOP. Chromatic gestures*, we invite the public to reflect on the value of craftsmanship and materiality. Through the interplay of manual skill and automation, these elements transform into art,” comments Alessandro Dondi, Brand Marketing & Communication Director of Kerakoll Group. “The works displayed in our showroom, which for the occasion becomes an artist's atelier, embody Kerakoll's path into the exploration of colours. At Milan Design Week, we unveil a preview of some new shades that will be part of a larger project – the expansion of our offering for interior and exterior decoration. A new era of colour.”

Beyond the showroom, the narrative continues, with tonal transitions that echo the works inside, blurring the boundary between public and private space.

LOOP. Chromatic gestures

Kerakoll Brera Studio

via Solferino, 16 – 20121 Milan

7 April 2025 – Press preview (by invitation), 11:00 am to 4:00 pm

8-12 April 2025 – Open to public by registration, 10:00 am to 8:00 pm

Credits

Project: Isabel + Helen Studio

Creative Agency: Studio Blanco

Art Direction: Kerakoll

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Colour in motion

Colour as language

Colour is not just a visual quality but a universal language – one that evokes emotions, defines spaces, and tells stories. It has transcended time and disciplines, influencing art, architecture, and design while carrying different meanings across cultures and historical contexts.

More than a mere aesthetic choice, colour is a sensory experience. Its perception shifts depending on light, materials, combinations, and the emotions of the observer. Every space, surface, and brushstroke shapes its intensity and character.

Today, colour is a structural element, playing a fundamental role in defining the identity of a space. In contemporary design and architecture, it is not merely a finishing touch but an integral part of the project, capable of generating atmospheres, rhythms, and ever-changing perceptions.

Colour as process

Colour is never static; it is a constantly evolving phenomenon, influenced by time and environmental conditions. Its application is a gesture that leaves a trace, an expressive tool that layers and transforms over time.

From this perspective, Isabel + Helen Studio created *LOOP*, an exploration of colour's generative potential through action and movement. A repeated gesture produces a continuous sequence of marks and overlaps, forming compositions in constant flux. The installation interprets colour not as a fixed element but as an evolving experience. It is not merely seen but lived – shaped by the act of painting itself.

Through this installation, which anticipates Kerakoll's new interior and exterior decoration project, colour becomes a visual and material exploration, where repetition and variation generate ever-unique results.

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Isabel + Helen Studio

Isabel + Helen Studio is the creative partnership of London-based designers Isabel Gibson and Helen Chesner. Their work sits at the intersection of art and design, creating experimental installations and kinetic sculptures that explore themes of transformation, form, and function.

Since their collaboration began in 2015, the duo has created projects for prestigious brands such as Hermès and Moncler and exhibited in renowned venues like the V&A and Saatchi Gallery. With a playful yet precise approach, they invite audiences into a world where simplicity meets complexity.

For more information:

<https://isabelandhelen.com/>

https://www.instagram.com/isabelandhelen_studio/

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Kerakoll Group

The Kerakoll Group is a multinational company operating in the construction industry, offering an integrated range of products and services to create better living environments.

Founded in 1968 in the heart of the Sassuolo ceramic district, Kerakoll initially specialized in ceramic tile adhesives. Today, the company operates through three Business Units, focusing on Laying, Building, and Surfaces. In 2023, the Group recorded a turnover of €774 million – 59% from Italy and 41% from international markets – and employs approximately 2,230 people worldwide.

Present in 11 countries with 21 production plants, Kerakoll is a Benefit Corporation. In 2023, it obtained B Corp certification, reinforcing its commitment to ESG values and a business model that generates economic, social, and environmental impact.

For further information:

www.kerakoll.com

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Project Isabel + Helen Studio Creative Agency Studio Blanco Art Direction Kerakoll



Kerakoll_LOOP_MDW2025_Portrait
Isabel + Helen Studio_DSCF1276.jpg



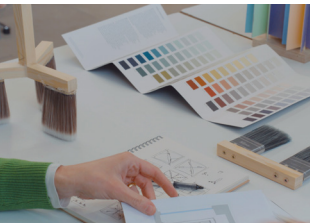
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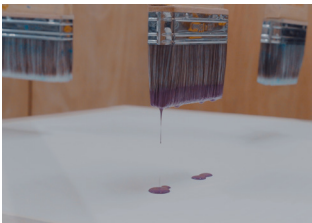
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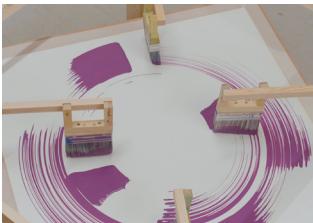
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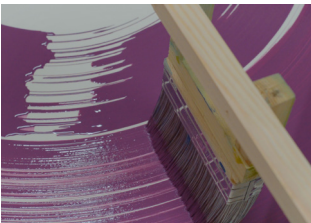
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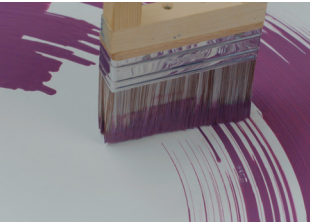
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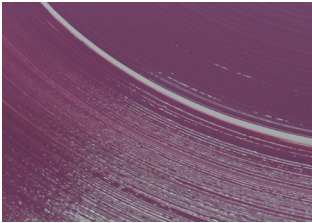
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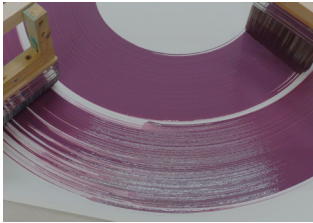
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kerakoll

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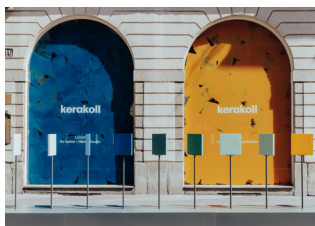
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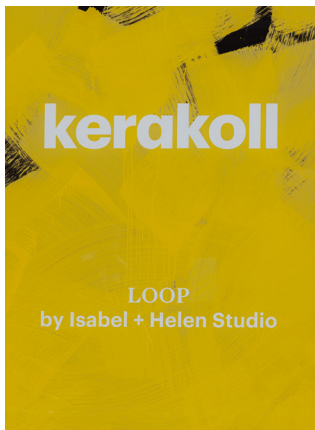
Project Isabel + Helen Studio Creative Agency Studio Blanco Art Direction Kerakoll Photography Piergiorgio Sorgetti



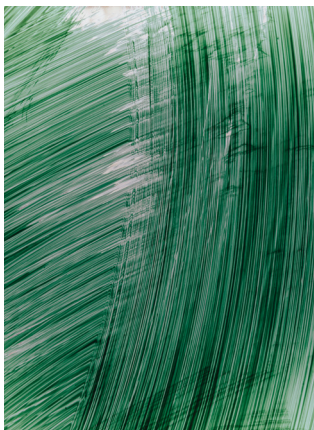
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