

# BoConcept

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# BoConcept x CLAUDIO BELLINI Studio: Danish design with Italian soul

## **Introducing the Milano collection – an architectural sofa concept designed for sensual comfort**

BoConcept is excited to unveil its highly anticipated collaboration with internationally acclaimed CLAUDIO BELLINI Studio: The Milano sofa and coffee table series. This visionary new line brings together Danish minimalism and Italian elegance, resulting in a sculptural yet inviting centrepiece for the modern living space.

Blending an architectural approach with poetic form, Milano is more than a sofa – it's a way of living. "As an architect, I imagine a landscape that you build at home," says Claudio Bellini. "When I design a sofa, I don't just think of it as a product – a place to sit," explains Claudio Bellini. "I'm interested in designing a place. The sofa plays a central role in shaping one of the most important spaces in your home: the living area."

"I really like how Mr Bellini imagines the living space as a landscape," says Helena Christensen, BoConcept's Global Artistic Director. "This architectural approach creates the foundation for how you will continue to personalise a home."

### **A playground of possibility**

The Milano sofa is a celebration of form and function, inviting users to shape their space according to lifestyle and mood. With one of the most versatile configuration systems BoConcept has ever launched, Milano offers numerous modules and personalisation options – from fixed or free cushions to armrests and backrests of equal height, which lend the design a visual lightness.

Bellini's approach to comfort is intuitive. "It's not just sitting comfort – but emotional comfort. When you see it, you should feel: 'Wow. That's what I need,'" he says. Slightly deeper and lower than traditional seating, the sofa offers a relaxed, modern posture that supports both lounging and living.

At the core of the design is the concept of "skeleton and skin": a refined, minimal outer structure paired with an ultra soft and inviting interior. This duality creates a dynamic tension – controlled form meets casual luxury.

"The outside is clean, minimal, and precise – a controlled surface. But the interior is sensual, rich, and inviting," says Bellini. "That duality is key. It's how I see the Danish and Italian design sensibilities coming together."

### **Personalised living, Danish roots**

Modularity is central to Milano's appeal. Each component has been carefully developed to allow maximum flexibility without compromising clarity of form. Whether in a family home, an urban apartment, or a minimalist retreat, the sofa adapts.

"It's something you can use easily place in a home that might be more classic or more contemporary. It works," says Bellini.

BoConcept's Danish legacy runs deep throughout the project. There's an emphasis on honest construction, clean lines, and intuitive function – all hallmarks of Scandinavian design.

“Danish design is incredibly inspiring,” Bellini reflects. “It’s rooted in craftsmanship and process. It’s methodical, team-driven, and values clarity and simplicity.”

Then the Italian flair adds emotion and warmth. “Italian design – especially from the ‘60s – was about pushing boundaries, experimenting with materials, provoking ideas,” Bellini notes. Milano marries that boldness with Danish restraint, creating something truly international, yet deeply personal.

### **Sculptural tables in marble**

Completing the collection is a series of marble coffee tables that serve as elegant companions to the sofa system. Architecturally inspired and crafted with the same meticulous attention to proportion and structure, the tables offer a striking counterpoint to the softness of the sofa.

“We wanted a coffee table that felt grounded - something in stone or marble,” Bellini explains. “And because marble is heavy, we had to think intelligently about KD (knock-down) construction. So, I designed this collection with that in mind – sculptural, but easy to assemble.”

Geometric, balanced and inherently tactile, the coffee and side tables add a sense of permanence and artistry to any living space.

### **Design for life**

The Milano collection is rooted in longevity – both in construction and style. With its timeless silhouette and future-facing versatility, it offers a refined canvas for personal expression. BoConcept and CLAUDIO BELLINI Studio have together created a design that doesn’t shout but speaks with clarity and purpose.

As life continues to evolve, so too must our living spaces. Milano reflects this shift – a sofa designed not just to be seen, but lived in. “It’s designed with longevity in mind,” says Bellini. “It feels like something that belongs.”

***Pre-release visuals – full asset available 30 June***

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### **About CLAUDIO BELLINI Studio**

CLAUDIO BELLINI Studio is a Milan-based multidisciplinary design studio led by Claudio Bellini, an architect and designer known for his cosmopolitan vision and multidisciplinary approach. Built on an open-minded and innovative perspective, CLAUDIO BELLINI Studio is internationally recognised for its innovative approach and elegant, functional aesthetics. The studio has worked across furniture, product, and interior design since 1996.

### **About BoConcept**

BoConcept was founded in 1952 in Denmark and is today the world’s most global furniture retailer, with over 300 stores spanning 65 countries. The brand works with award-winning designers to create collections of furniture, accessories, and lighting for private homes and business spaces. Under the heading ‘Live Ekstraordinær’, BoConcept is committed to bringing its flexible Interior Design Service and industry-leading customisation to spaces both private and public – without compromising on design vision or aesthetics.

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