

COMUNICATO STAMPA
26 Marzo 2026

CERASA[®]
la salle de bains



FUORISALONE MILANO, 20th-24th APRIL 2026

Flowin' - Water & Stones

An urban narrative connecting public space, design, and material

Flowin' – Water & Stones is the project through which **La Salle de Bains, Cerasa's** permanent showroom, opens to the city during Milan Design Week 2026: an urban installation that, from April 20 to 24, guides visitors from the public space into the showroom. The project connects the urban space of Via San Clemente, its history and evolution, material in motion, and the projects linked to it, building a narrative based on two elements: **water and stone**. Water as flow and transformation; stone as matter and construction. From their dialogue emerges an idea of design as a continuously evolving process, rooted in the living context of the city.

THE STORY OF AN URBAN FLOW

The project draws inspiration from the journey of Candoglia marble, transported for centuries along the Navigli canals for the construction of the Duomo di Milano, and from the system of waterways that shaped Milan.

A flow now invisible, yet still present in the memory and structure of the city. Flowin' reactivates this hidden trace, connecting public space and exhibition space: from the city to the Cerasa La Salle de Bains showroom.

Flowin' interprets design as a process, rooted in history yet oriented towards the future.

LA SALLE DE BAINS
via San Clemente 1, 20122 Milano, Italy
+39 345 36 29 975
showroom.milano@cerasa.it
www.lasalledebains.it

COMUNICATO STAMPA
26 Marzo 2026

CERASA[®]
la salle de bains

THE JOURNEY OF CANDOGLIA MARBLE

Starting from 1387, Candoglia marble was extracted in the Ossola Valley and transported by water to Milan for the construction of the Duomo di Milano.

The blocks, marked "A.U.F.", travelled across Lake Maggiore, the Ticino River and the Naviglio Grande, reaching the Laghetto di Santo Stefano, just a few steps from the cathedral.

From there, they continued overland, also passing through Via San Clemente, where they were manually transported to the construction site.

Water made the journey possible; human hands completed the transformation from material to architecture.

THE CENTRAL ROLE OF VIA SAN CLEMENTE

Via San Clemente is today the point where this story meets the present. Once a key node in urban flows, it now hosts the **Cerasa La Salle de Bains showroom**.

It is here that Flowin' finds its meaning: a place where memory, material and design converge.



Flowin' – Water & Stones: il racconto urbano di Cerasa



Il trasporto del marmo lungo le vie d'acqua di Milano



Il lavoro manuale nella lavorazione del marmo



La costruzione del Duomo in un'immagine del Settecento

LA SALLE DE BAINS
via San Clemente 1, 20122 Milano, Italy
+39 345 36 29 975
showroom.milano@cerasa.it
www.lasalledebains.it