

PRESS RELEASE

April 9th, 2026

**CERASA<sup>®</sup>**  
*la salle de bains*

FUORISALONE MILANO, APRIL 20th - 25th, 2026

## LIVING INTERIORITY

### THE BATHROOM AS AN INNER SPACE

The Living Interiority project stems from Cerasa's attention to social and cultural changes, and from its ability to grasp new ways of experiencing and perceiving space. Through this sensitivity, the company creates solutions that respond in a concrete and personal way to the ever-evolving needs of its clients.

In contemporary design, function and aesthetics are no longer the only elements to consider. This is the moment when space begins to engage with what is not visible: perceptions, states of mind, and deeper needs. It is within this shift that the bathroom is transformed, becoming one of the most sensitive and identity-defining spaces of the home.

On the occasion of Milan Design Week, Cerasa presents Living Interiority, a project that takes shape within the La Salle de Bains showroom in Milan and translates this concept into a direct, personal, and immersive experience.

The space dedicated to displaying collections and materials selected for bathroom furnishings incorporates a relational device. On one wall of the showroom, nine shelves hold an equal number of bottles: not objects to be observed, but activators of meaning. Each one corresponds to an emotional state of living — from Silence to Protection, from Care to Reflection — inviting visitors to recognize themselves, to choose, and to become aware of their own way of experiencing the bathroom space.

The experience is built on two levels. On the one hand, the olfactory dimension: dedicated fragrances translate emotional states into immediate, intimate perceptions. On the other, Cerasa products: each condition is matched with solutions that interpret, through materials, lighting, proportions, and composition, a specific feeling to be experienced within the bathroom.

This is not about associating an aesthetic with an emotion, but about suggesting a design direction. The bathroom is no longer merely a service space or a place devoted to physical well-being; it becomes an environment in which a relationship with oneself is constructed — made of rituals, pauses, energy, and protection.

In this sense, Living Interiority is not simply an installation: it proposes a shift in perspective, from designing for functions to designing for inner states. An approach that restores centrality to the individual and opens up a more complete — and more contemporary —

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interpretation of living.

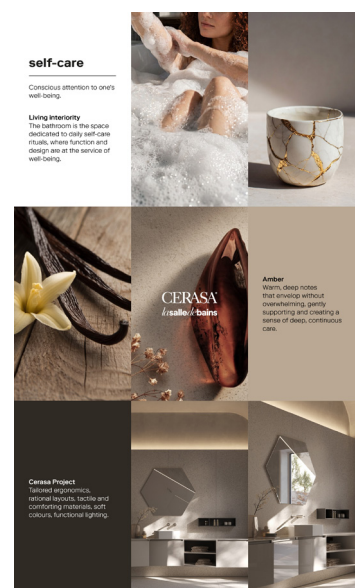
Within the La Salle de Bains showroom, Cerasa thus strengthens its role not only as a manufacturer, but also as a cultural interlocutor: an entity capable of activating reflections, shaping languages, and offering design tools that go beyond the product itself. Today, designing a space increasingly means designing how we want to feel.



Living interiority



Emotional bottles



Modes of living

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