

heimtextil

Heimtextil celebrates Milan Design Week honoring partnerships with Patricia Urquiola and Alcovia Milano

Frankfurt am Main, 20 April 2026. Heimtextil is represented at Milan Design Week with its strong design partners Patricia Urquiola and Alcovia. At Villa Pestarini, the leading trade fair spotlighted its dynamic collaborations with acclaimed designer Patricia Urquiola and Alcovia Milano.

Heimtextil stands for holistic interior design concepts. Its strong partners Patricia Urquiola and Alcovia Milano presented inspiring concepts and trends for the past two editions of the leading trade fair. The event at Villa Pestarini in Milan underscored Heimtextil's continued commitment to fostering meaningful collaborations at the intersection of textiles, architecture and design.

“It is always meaningful to continue the dialogue with Heimtextil in Milan, a place where different energies converge. To continue this collaboration means to carry forward a shared line of research, seeing textiles not as mere surfaces, but as living systems: structures, interfaces, and fields of experimentation in continuous evolution,” says Patricia Urquiola.

Her installations focused on textiles functioning as transformative and intelligent materials – combining craftsmanship, technology, texture, sustainability and structure. “At the last two editions of Heimtextil, Patricia Urquiola presented textile design at the highest level. With her exclusive installations, she impressively demonstrated the relevance of textiles in interior design,” says Olaf Schmidt, Vice President Textiles & Textile Technologies, Messe Frankfurt.

At the last edition of Heimtextil in January 2026, Patricia Urquiola highlighted the materials, designs and technologies set to shape the future of interior design. The immersive design world “among-all” actively involved visitors in defining the space. Movements became part of the installation experience through AI tools. Patricia Urquiola thereby demonstrated how textiles can affect special design, gestures and interaction.



Photo: Messe Frankfurt / Andrea Kasap
Patricia Urquiola, Valentina Ciuffi, Joseph Grima and Olaf Schmidt at Villa Pestarini.

Heimtextil 2027 takes place from 12 to 15 January 2027.

Press information & images:

<https://heimtextil.messefrankfurt.com/frankfurt/en/press.html>

Online:

www.heimtextil.messefrankfurt.com

www.linkedin.com/heimtextil

www.instagram.com/heimtextil

www.facebook.com/heimtextil

www.youtube.com/heimtextil

A banner for 'TEXPERTISE' featuring a world map. The text 'TEXPERTISE' is at the top. Below it, 'Your world's number one for textile fairs'. On the left, two circular icons: one with '14 Countries' and another with '60+ Trade fairs'. On the right, a button that says '>> Click here'. At the bottom, a horizontal bar with four colored segments: red ('Apparel Fabrics & Fashion'), green ('Interior & Contract Textiles'), blue ('Technical Textiles & Textile Processing'), and grey ('Textile Care').



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