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Comunicato Stampa

THE GREEN CIRCLE 2025: SUSTAINABILITY RETURNS TO CENTER STAGE AT MILANO HOME

A showcase dedicated to sustainable products for the home and personal care, featuring new global selections that excel in beauty, functionality, and environmental responsibility.

Milan, January 14, 2025 – From January 23 to 26, 2025, The Green Circle returns as the special area of Milano Home exclusively dedicated to sustainability and innovative home design. Curated by Raremood.it, the Bio Interiors department of Goldmann & Partners srl SB, this second edition presents a unique journey that combines aesthetic excellence, functionality, and deep environmental respect.

50 Products from Around the World: Sustainability Narrated Through Design

The Green Circle 2025 will feature approximately 50 products from across the globe, each carefully selected for its sustainability and aesthetic qualities. Each item has been evaluated and approved by the IRCAS (*International Research Centre for Applied Sustainability*) within Goldmann & Partners srl, following criteria aligned with the United Nations Sustainable Development Goals (SDGs). These are not prototypes but market-ready products demonstrating how sustainability can meet advanced technical standards while addressing the highest demands for elegance and exclusivity.

The 2025 Innovation: A Dedicated Conference Room

A major highlight of this edition is the Conference Room dedicated entirely to The Green Circle. Surrounding the circular exhibition of all featured products, exhibitors, experts, and professionals will host individual presentations, roundtables, and discussions over four days. They will not only showcase their creations but also share the stories, technologies, and visions behind them. This space is designed to foster dialogue and inspiration for architects, designers, buyers, and industry professionals.

An Experience Merging Culture and Commerce

The Green Circle is much more than an exhibition: it embodies the ethos of Raremood.it, a permanent solidarity-driven, cultural, and commercial platform aimed at introducing new options and perspectives to the world of home design.



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At The Green Circle, each product is accompanied by a narrative detailing its sustainable features, while individual company desks surrounding the circular exhibition offer direct contact with producers to delve into technical details, production processes, and each company's mission.

*"Sustainability is not just a value; it's a way of life."
"Sustainability must be tangible, accessible, and capable of inspiring emotion. With The Green Circle, we aim to show that beauty and innovation can coexist with an ethical and responsible approach. This project is an invitation to envision a future where design is not only about aesthetics but also a powerful tool for change,"* says Isabella Goldmann, founder of Goldmann & Partners srl SB and creator of Raremood.it.

About Us

Raremood.it (www.raremood.it) is the Bio Interiors department of Goldmann & Partners srl SB (www.goldmann.it), a leading firm in bioclimatic architecture and sustainability, certified as a B Corp. With over 38 years of experience, Goldmann & Partners srl SB combines cutting-edge design and applied research through its IRCAS research center. Raremood.it brings this philosophy into the home, offering products that transform any space into a haven of well-being, beauty, and harmony.

Save the Date: Milano Home

Fieramilano (Rho) – January 23-26, 2025
milanohome.fieramilano.it