Future > Factory > Furniture > goes international

Eindhoven, 3 April 2025—Eight leading Dutch furniture and textile companies will showcase how they are accelerating the transition to a circular home & living sector during Milan Design Week with an exhibition and interactive talk.

Future > Factory > Furniture > (FFF) is a bold and ambitious initiative by Arco, CS rugs, Enschede Textielstad, Gelderland, Label Vandenberg, Lande Family, Leolux, and Montis, in collaboration with Dutch Design Week and Koninklijke CBM, the Royal Federation for the furniture industry and interior construction in the Netherlands.

Driven by Dutch Design Week Eindhoven, the FFF initiative has evolved over the past two years into a collective with a clear mission. This development continues, with Milan Design Week serving as an important milestone along the way.

At Masterly | The Dutch in Milano, the ever-expanding FFF consortium will throw open its doors during Salone del Mobile, inviting colleagues and partners to collaborate on a European level, share knowledge, and co-create. Among the highlights is a 100% wool textile made from a high percentage of recycled material.

Additionally, they are hosting a panel discussion on Thursday, 10 April, from 18:15 to 19:00, featuring four pioneers: Annemieke Koster and Dirk van Deursen (FFF) from the Netherlands, alongside Gabriele Tempesta (LeNSlab Polimi) and Mattia Trovato (Manteco) from Italy. The Netherlands Enterprise Agency (RVO) and the Consulate General in Milan are supporting this presentation and programme, recognising the importance of international cooperation and contributing to strengthening the Netherlands' position and sustainable prosperity.

Key to Success

The ecological challenges of our time call for a radical shift in the way furniture is designed, produced, and used. FFF firmly believes that supply chain collaboration is the key. The initiative is building a circular supply chain of timeless, sustainable products to counterbalance the influx of cheap, fast furniture increasingly dominating the European market. FFF fosters innovation by openly addressing dilemmas and jointly experimenting with new materials, constructions, and environmentally friendly processes.

"With Future > Factory > Furniture >, we aim to preserve the craftsmanship, knowledge, employment, pride, and quality that define the iconic Dutch interior sector," says Marsha Simon, Consortium Lead at FFF. "This is more than a temporary project –a movement that connects the entire supply chain."

Future > Factory > Furniture > invites colleagues, consumers, designers, and stakeholders to contribute ideas and help build a circular living environment. Discover more about the programme in Milan at www.futurefactoryfurniture.com.

FFF at Masterly | The Dutch in Milano

Location: Palazzo dei Giureconsulti - Piazza del Duomo, Milan

Opening hours:

- Tuesday, 8 April: 11:00 - 16:30
- Wednesday 9 – Saturday 12 April: 11:00 - 20:00
- Sunday, 13 April: 11:00 - 15:00

Press preview: Monday, 7 April, 15:00 - 19:00 – RSVP via press@masterly.nl

Interactive talk: Thursday, 10 April, 18:15 - 19:00 – Click here to register

Questions? Contact marsha@welcometomars.nl