

Aurea, an Architectural Fiction

An immersive and narrative installation at the heart of the Salone. An imaginary hotel that reinvents the codes of luxury and hospitality as a theatrical and sensory experience.

Aurea, an Architectural Fiction, in pavilions 13–15 of the **Salone del Mobile.Milano**, has been designed as space to be experienced slowly. Conceived by **Maison Numéro 20**, a Parisian studio founded by **Oscar Lucien Ono**, the project takes the form of an imaginary hotel, divided into a series of rooms.

Each **room** introduces a **subtle variation of light, matter and atmosphere**. Visitors move around freely, following a logic built on **perceptions** rather than functions. The spaces open up one after the other, like episodes, allowing an intimate and almost suspended dimension to emerge, in which design does not impose itself, but accompanies. More than a place, **Aurea is an architectural fiction**: a spatial story in which the **visitor** becomes **a traveller**. The name recalls the Latin **aureus**, "golden", and **the golden ratio**, the universal principle of harmony. Here, light, matter and composition intertwine in a continuous balance, in which **light becomes a design material**, capable of **shaping volumes, revealing surfaces and building a fully sensory experience**.

A journey through rooms, visions and atmospheres

Aurea unfolds in the manner of a story that progresses in fragments. The **spaces emerge unhurriedly**, like **images in memory**, in a sequence in which **intimacy and wonder, material density and dissolving light** alternate. Each **space** is not just a place, but a **perceptual condition**: an invitation to slow down, observe, open oneself up to the experience.

The entrance marks the way. A **gallery** suspended between **reality and imagination**, lit by a **copper-coloured light** that envelops and protects. **Theatrical draperies, blended metal surfaces** and a **light** that points the way build a **sensitive** threshold, almost alive. Visitors do not simply enter: they are welcomed, held, transformed. From this first experience, **the space opens up into a constellation of environments**.

1000 Nights Suite

A **space** that unfolds like an **oriental story**. **Silken** drapes flow like moving narratives, **lacquered reflections** multiply the light, while a **monumental bed** anchors the room in quiet solemnity. The atmosphere is enveloping, sensual, suspended. Here the space is transformed into a continuous reverie, in which design, emotion and poetry are interlaced in a fragile, magnetic balance.

Cosmic Cabinet

A **contemporary cabinet of curiosities** condenses the infinite into an intimate space. **Mother of pearl and deep surfaces** evoke faraway galaxies. **Every single object seems to contain a story**, every reflection opens up a possibility. Time slows down, thickens, and the visitor is invited to look not outside, but inside.

Olfactorium

A **space in which air itself becomes a narrative material**. Perfume and music intertwine as if in an invisible score: fragrances develop like chords, notes are layered like memories. **Emerald green, deep black and gold** build a mysterious, almost ritualistic environment. Here the experience is synaesthetic: one listens with the sense of smell, one perceives it with the body, one experiences it with memory.

Smoking Lounge

Deep velvets, lacquered woods and Art Deco geometries build a **space for conversation** and suspension. The **stylised palm trees, bas-reliefs and material details** evoke an unspoken exoticism. It is a place of proximity, in which luxury is manifested in the quality of shared time, in slow gestures, in the inhabited silence.

Midnight Bar

A nocturnal, golden and vibrant retreat. The **corrugated recycled plastic surfaces** move like **liquid curtains**, capturing and returning light. **Metallic reflections, precious details and diffused lighting** generate a **dense and enveloping space**, in which light flows and stratifies, conveying depth and rhythm. Here luxury is redefined: **not accumulation, but transformation, recovered material** that becomes an aesthetic experience.

Copper Garden

An **indoor garden**, where nature and imagination overlap. The **warm copper tones** change with the light, evoking a landscape in eternal twilight. Birds in flight swoop over the surfaces, while **light fragrances** and **soft textures** build a contemplative pause. It is a space in which to breathe, of suspended time, where the gaze becomes lost and thought is stilled.

Salon de Bain & Glass Gallery

A space that blends theatricality with intimacy. Warm, diffused light caresses the surfaces, whilst mirrors and glass multiply the space to infinity. The **bathroom becomes a sanctuary**, a private and poetic space, in which everyday gestures are transformed into sensory experiences.

An experience to remember

At Aurea, every space is designed to leave a lasting impression. Not mere stage sets, but experiences that linger in the memory, resurfacing as images, sensations and fragments. **Oscar Lucien Ono** had this to say: *"This collaboration with the Salone del Mobile offers me an opportunity to express a personal vision of hospitality, in which architecture and design give shape to intimate settings through a narrative composition and a sensitive dialogue between light and matter. Aurea blends different styles and worlds, reminding us of a simple truth: design exists to take us on a journey, fill us with wonder, protect us and make us dream".*

Luxury as a conscious gesture

Aurea is also a **manifesto of sustainability**, in which **materials, processes and collaborations respond to a logic of circularity**. In dialogue with partners such as **Nagami Design**, the project integrates surfaces and furnishings made of **recycled plastic, transforming the recovered material into an aesthetic language**. Luxury is redefined, therefore, as **a conscious gesture: not ostentation, but attention, care, responsibility**.

Exhibiting Brands at Aurea, an Architectural Fiction

Arcahorn
Alchymia
Annibale Colombo
Arnolfo Di Cambio
Arte Veneziana
Bellotti
Boca Do Lobo + Brabbu
Cg Cappelletti
Chiara Provasi
Chicca Orlando
Cinabre Gallery
Cristal De Paris
Duccio Di Segna
Edition Bouganivillie
Flos
Francesco Molon
Greggio
Hugues Rambert
I Dogi
Ivg Home Collection
Jansen
Maison Claire
Ombres et Facettes
Ongaro & Fuga
Oniro Group
Park Avenue
Salda
Salma
TrecA Adova
Villari
Zanaboni

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