



PRESENTS

SELETTI SENSORIUM PIAZZA AT MILAN DESIGN WEEK

PRESS CONFERENCE

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MEDIA BACKGROUNDER

At *IQOS* we always ask ourselves: What if? Why not? And we never shy away from making a new, better discovery. It's because we believe in the transformative magic of curiosity to inspire shared moments. Embrace this vision with us at Milan Design Week this year as we launch our new experiential project for adult consumers labeled *IQOS* Curious X. Curiosity is what propels us to explore beyond the boundaries of the known and fuels our quest toward a future without cigarettes.

To make this vision come true we team-up with Seletti – an iconic brand that believes that (r)evolution is the only solution – and together we liberate ourselves from conventions of creativity to bring something truly unexpected, explore new possibilities beyond the limits of traditional design – and ultimately – challenge the status quo.

This collaboration gives birth to Sensorium Piazza - a bold reimagination of the traditional Italian piazza where people meet, engage and connect, bridging the physical world into an unexpected digital dimension where art and technology intertwine to create meaningful and extraordinary interactions.

Sensorium Piazza is influenced by Seletti's signature approach of blending classical and contemporary aesthetics and *IQOS*'s passion to innovate beyond the ordinary. It unfolds as a dynamic and ever-changing digital canvas molded by the memories of real-life interactions, echoed through immersive soundscapes and captivating scents inviting our audiences to actively engage and leave their personal footprint inside the exhibition.

It's time to step inside this sensorial story and discover novel ways to meet, engage and connect.

Curious?

Step inside the unexpected.

About *IQOS*

IQOS is the number 1 tobacco heating system² and a beacon of progress within the industry, changing the landscape for good— paving the way to a smoke-free future. *IQOS* continuously masters moments of tobacco pleasure and delivers high-quality products for all adult smokers who wish to abandon cigarettes in favor of better alternatives.

IQOS embodies the bold spirit of curiosity, which pushes us to explore new technologies and approaches to tobacco pleasure, driving innovation in the relentless pursuit of a smoke-free future. *IQOS*'s promise is to never stop reinventing itself and to continuously and positively transform tobacco experiences with a commitment to positively impact society.

About Seletti

Seletti is a pioneering Italian design brand celebrated for its fearless approach to creativity and innovation. Seletti boldly redefines everyday objects by infusing them with playful imagination and artistic flair, transforming ordinary design into a vibrant celebration of creativity that challenges conventions and inspires joy.

This philosophy embodies unbound curiosity and emphasizes constant research and originality, striving to create products that are both functional and artistic. Seletti blends cultural narratives with contemporary design and demonstrates how this artistic approach can better our everyday lives by transforming mundane items into eye-catching conversation pieces that evoke emotional connection.

About the *IQOS* x Seletti collaboration

At *IQOS* we believe that curiosity is the spark that ignites discovery and positive change, propelling us to explore beyond the boundaries of the known. It is a relentless force that urges us to seek better experiences, find different perspectives and inspire those around us. Being forever curious enables our quest for the continuous development of better smoke-free alternatives versus continued smoking and ultimately the delivery of a future where cigarettes are obsolete.

At Milan Design Week 2025, *IQOS* launches its new global brand engagement platform *IQOS* Curious X, designed to deliver inspiring experiences to our audiences which push the boundaries of innovation fueled by the power of unexpected collisions in collaboration with game-changing creatives. This year, *IQOS* teams-up with Seletti around the shared belief that curiosity paves the way to groundbreaking creativity, which inspires us to connect and explore new possibilities beyond the limits of traditional design.

This collaboration brings together *IQOS*'s commitment to positive change with Seletti's visionary design ethos. Together, we have created a unique experience for Milan Design Week that embodies the power of curiosity to boldly reimagine the spaces where people meet, engage and connect—pushing the boundaries of the expected, into a new sensorial dimension.

This feature act, as part of Milan Design Week, represents the beginning of a year-long collaboration, engaging *IQOS* users and artistic communities along the way—leading to an exciting culmination in a year-end finale celebration of the senses in October 2025.

About Sensorium Piazza

Sensorium Piazza is a bold reimagining of the traditional Italian piazza as a multi-sensory space where visitors meet, engage and connect. More than a physical-to-digital space, the piazza is a living repository of human connection, absorbing and reflecting the memories, voices, and characters of those who pass through it.

Blurring the lines between past and present, reality and abstraction, the installation unfolds as a dynamic, ever-changing canvas. The sky, timeless and unbound, sets the stage before architecture rises, evolving through shifting materials, patterns, and textures that echo the piazza's layered history. Conversations

emerge, typographic fragments float, and visitors' faces merge onto the digital structures, symbolizing the collective memory of the experience.

Influenced by Seletti's signature approach to blending classical and contemporary aesthetics, the installation pays homage to the ornamentation, bold contrasts, and playful pop-art reinvention that define Seletti's work. Meanwhile, *IQOS* brings its philosophy of curiosity-driven innovation, encouraging visitors to go beyond passive observation and engage with the digital environment in new and interactive ways.

Through immersive soundscapes, captivating scents, and interactive artworks—Sensorium Piazza invites visitors to step inside this evolving story—to meet, engage, and connect in a new sensory way. Here, simple interactions leave a trace, and each visitor becomes a part of its lasting imprint.

Sensorium Piazza transforms the audience from spectators to contributors using digital tools to leave their mark, blending their creativity with the installation's evolving design.

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