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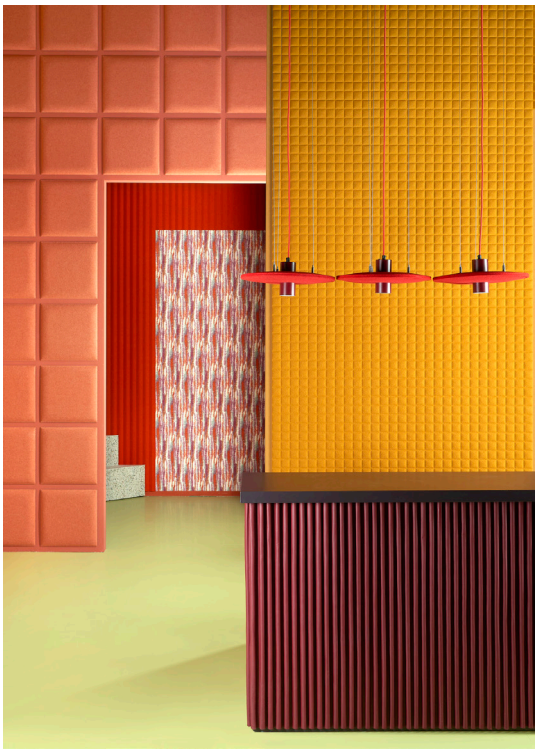
Soft Cubism

Salone del Mobile
Fiera Milano Rho, Hall 22 Booth A36

Slalom Acoustics presents "Soft Cubism" at the Salone del Mobile 2026: designing well-being in spaces stems from the combination of acoustics, colour and ever-innovating sound-absorbing forms.

In the contract and hospitality sectors, where Slalom is an international leader with its acoustic solutions, the company is taking on a **new challenge**: to increasingly bring a technical-scientific discipline like acoustics closer to **colour** and ever-**innovating forms**, until they become one in the spatial experience. «Starting from a strength — each Slalom acoustic solution is available in a wide variety of colours and shapes — our research has focused on a new, fresh energy, capable of fitting naturally into Slalom's various development lines, reinforcing its "Acoustethics" philosophy: the balance between acoustics, ethics and aesthetics», explains **Elettra de Pellegrin**, CEO of Slalom.

In collaboration with Swedish colourist and designer **Teklan**, the **Teklan X Slalom** collection was born, enriching the Slalom palette with new shades. Soft without being vague, present yet not loud, the new colours suggest new combinations and are intended as tools for acoustic-architectural design right from the early stages of a project. This palette aims to function like **wall colours**, with pale, delicate mineral tones capable of interacting with the architecture, absorbing light and shaping the perception of an interior.



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The new colours are to be discovered at the Slalom's stand in the **"Soft Cubism"** installation designed by Teklan, who, in the wake of the new palette, curated the design starting from a recurring question in her creative process: how can a space be perceived before it is fully understood? The goal therefore becomes to create a space in which colour, materials, and shapes can speak as one.

«What interested me from the outset was the opportunity to work with acoustic materials not as isolated products, but as an architectural language», explains Teklan; «Slalom's new formats and textures became a natural point of departure. Their square-based forms suggested a cubist line of thought - not as a direct reference to art history, but as a method of layering, fragmenting and reconstructing visual experience through rhythm, repetition and depth. I wanted the stand to challenge the boundary between the two-dimensional and the three-dimensional, allowing surfaces to behave almost spatially, and space itself to shift between image, object and architecture.
With **Soft Cubism**, I wanted to create a space shaped by perception: a quiet play of geometry and softness, clarity and illusion. Something precise, yet gently disorienting — a form of everyday surrealism, grounded in material, atmosphere and care. »

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SPYKON: a new geometry for silence

In the installation, Teklan shades colour the sound-absorbing surfaces, among which **SPYKON** stands out, a new generation of acoustic surfaces designed for Slalom by architect **Giulia Foscari**, founder of UNA/UNLESS.

Conceived as a continuous field of prismatic volumes, SPYKON reinterprets the geometries historically used in recording studios and anechoic chambers worldwide. Its diamond-like pyramidal modules form a seamless, faceted landscape engineered to scatter, diffuse, and absorb sound.
Where conventional systems rely on petroleum-based polyurethane foam to trap acoustic energy through depth and irregularity, SPYKON advances this principle through a fully sustainable material approach.

«SPYKON dismantles the acoustic panel of conventional anechoic chambers to reinvent silence» explains Foscari, «no longer an extractive condition, but a sustainable geometry: a constellation of prisms that absorbs sound and reflects light, turning performance into space. »

The project originates from an experimental intervention by UNA/UNLESS at Carlo Scarpa's 1952 Biennale ticket office in Venice, transformed into a recording studio for Voice of Commons. There, early prototypes—developed with Slalom and clad in space-blanket technologies—enhanced the precision of the pyramidal geometry through highly reflective surfaces, testing the interplay between sound, light, and form.

This research evolved into Ecotonos, commissioned by Slalom to UNA/UNLESS for BAM at Milan's Biblioteca degli Alberi. In the heart of the park, a fractured prism emerged as a threshold between two worlds: city and nature—an active boundary between the urban condition and the biodiversity it surrounds. Its face towards the city was faceted, sharp, reflective; the one facing the park opened into a softer interior, where cavities lined with natural cork absorbed sound, revealing the breath of bees, the song of birds, and the rustling of leaves. The installation became an interspecies refuge, a micro-sanctuary for urban biodiversity.

"Soft Cubism" invites you to discover firsthand how materials, shapes, colours and acoustics can interact to create spaces that are not only functional, but also capable of inspiring emotion.

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Founded in 2012 by architect **Elettra de Pellegrin**, Slalom is a company specialized in the production of sound-absorbing panels that combine acoustic comfort, sustainability, innovation and aesthetics. Mainly conceived for the contract and hospitality sectors, Slalom's solutions adapt to a variety of contexts — from workspaces to cultural and public environments. Slalom products are made through the regeneration of plastic (transformed into PET felt) and the use of bio-based materials (wool, wood, natural fibres): these elements represent the cutting edge of green innovation in the field of acoustics. Each Slalom product is born from 360-degree research into sustainability, in compliance with the 2030 Agenda and ESG standards, with the aim of minimizing the environmental impact at every stage of the product's life cycle: from the choice of materials, which 76-96% derive from post-consumption and are 100% traceable, up to production, which follows a protocol for the reduction of chemical components.
Slalom designs each panel with a triple perspective: durability (a combination of longevity, easy maintenance, strength), recyclability (each product is 100% recyclable) and reuse: each Slalom panel is designed to be easily removable and reusable.
Acoustethics is the neologism coined by de Pellegrin, a term that summarizes the brand's design philosophy: creating products that are not only excellent in acoustic performance, but also aesthetically pleasing and pleasant to the touch. Acoustic design is thus raised to a higher level, combining functionality, beauty and respect for the planet.

Tekla Evelina Severin, known as **Teklan**, is a Swedish multidisciplinary designer, interior architect, art director and colourist whose work explores colour as something always relative, never absolute. Moving between spatial design, imagery, set design, and art direction, she creates bold visual worlds that challenge perception between the two-dimensional and the three-dimensional. Her practice is defined by graphic clarity, playful illusion, and a deep sensitivity to how hue, light, and form interact, transforming colour into a living, immersive spatial experience.

Giulia Foscari is an architect, curator and activist. Following extensive collaborations with Rem Koolhaas/OMA and Zaha Hadid — which took her to Asia, South America, and Europe — she established in Venice the architecture studio UNA, active internationally across cultural, residential, and product design projects. Among recent works are the headquarters of the Anish Kapoor Art Foundation, a pavilion for LAS Art Foundation and collaborations with Artemide, Cassina, Technogym, and Slalom. Every project is approached with a global perspective and the conviction that preservation represents the most radical form of sustainability. In parallel, Foscari founded the nonprofit UNLESS Foundation ETS, an interdisciplinary agency operating at the intersection between environment, politics, technology, and the arts to draw attention to the vital role of the Global Commons.