

Plust Collection at Genova Design Week 2026 Vela arrives at CONTAINER 03 in the heart of Genoa's Old Port

From June 3 to 7, 2026, Plust Collection will take part in the seventh edition of Genova Design Week within CONTAINER 03, one of the most iconic and recognizable formats of the event dedicated to contemporary design.

For this new edition, the project moves to the heart of Genoa's Old Port, at Calata Mandraccio: a highly symbolic setting where the container — originally conceived for transport and movement — is reinterpreted as a narrative space, temporary architecture, and place for interaction. Within this immersive scenario, Plust Collection will present the Vela family, designed by Brogliato Traverso, a collection that expresses the dialogue between fluid shapes, outdoor landscapes, and contemporary modularity.

The theme chosen for CONTAINER 03 is "Microliving": a reflection on new ways of inhabiting spaces through flexibility, sustainability, and the quality of spatial experience. In this context, Vela fits naturally thanks to its ability to transform space into a soft, dynamic, and welcoming visual experience.

CONTAINER 03 will bring together ten design installations inside containers transformed into immersive environments, creating an open-air journey through design, architecture, and urban experimentation. A project that overturns the perception of the container as a purely functional object, transforming it into a contemporary microcosm capable of generating new perspectives on living.

Plust Collection's participation confirms the brand's desire to continue exploring the relationship between furniture, architecture, and shared spaces through products designed for both indoor and outdoor environments, capable of combining functionality, aesthetic identity, and a strong scenic presence.

For years, Plust Collection has developed collections that engage with contemporary design through sculptural forms, durable materials, and a vision focused on versatility and the relationship between people and space. Participation in Genova Design Week 2026 therefore represents a further step in the narrative of an evolved, fluid outdoor lifestyle increasingly connected to human experience.

**Genova Design Week 2026 Porto Antico di Genova – Calata Mandraccio
June 3–7, 2026**

Special Project: CONTAINER 03

Plust Collection installation featuring the Vela family, designed by Brogliato Traverso.