

# Barbieri Magalini Kaleidoscopic Creative Duo



**Brand curators, heritage guardians, purveyors of allure, interpreters of stories**—these are the definitions that encapsulate the modus operandi of Barbieri Magalini, **a creative duo specialising in design.** Guided by a **kaleidoscopic vision**, they oversee the **creative direction** of brands and projects in the furniture, fashion, and interior design sectors with an approach characterised by a **convivial and humanistic spirit.**



Artwork Matteo Giuntini

**Their approach—which invariably aims to create connections between people through atmospheres, places, products, and narratives—manifests in eclectic creative projects that take shape through their multifaceted universe of enterprises and spaces: MM Company, Caleido Diary, SPAZIO MM, and Casa Caleido.**





**MM Company** è is the **creative consultancy agency** they founded in 2015. It serves as the crucible for their projects, thanks to a team of professionals who create and interconnect every aspect of **brand experience**: strategy, content creation, and curation of both physical and digital communication. MM Company works with **design companies** (over the years: cc-tapis, Black Tie, Daytona, Etel, Lyria, Sitia) and provides strategic consultancy; corporate identity and coordinated image, catalogues, websites; curation of digital platforms, social media, newsletters; conception and production of advertising campaigns, photographic and video services; design of objects, spaces, shop windows, or installations—extending to the entire **creative direction** of a brand. (*mmcompany.eu*)



**Caleido Diary** is their **editorial research project**: an instrument through which they explore contemporary society. They do so by interviewing the “extraordinary creatives” of our time on themes pertinent to contemporary society, and by exploring design weeks, events, and design-oriented tours worldwide. These creative investigations are translated into editorial content and shared with their network of readers. One of Caleido Diary’s objectives is to **unite and physically connect the “extraordinary creatives” of our time**, creating encounters, collective exhibitions, and events that foster dialogue around design culture and creativity.. (*caleidodiary.eu*)

In addition to these two enterprises, there are two **physical spaces**:

**SPAZIO MM** is a space in Milan’s Brera district (via Maroncelli 3) that functions as their **operational epicentre and eclectic space**, where research and experimentation converge. In the **Gallery area**, exhibitions, convivial encounters, and diverse practices coexist in a transversal and open environment that encourages dialogue between disciplines and languages—an ideal habitat for welcoming people and generating new connections and ideas. (*mmcompany.eu/spaziomm*)





**Casa Caleido** is their **manifesto-home** in Verona, their native city. It is the project that most eloquently articulates their creative philosophy, which they typically put into practice in their work as brand curators. Barbieri Magalini personally oversaw the **curation of the entire project**: concept, interior design, furniture design (**Collezione Caleido**), selection of furnishings, and communication and visual identity project. As with all their projects, they began with the key question: “What **atmosphere** do we wish to create?” For Casa Caleido, they envisaged a relaxing yet imaginative atmosphere, inspired by the concept of “raw beauty”—the **allure of imperfection**. The result is an eclectic mix that reflects the duo’s distinctive approach, characterised by a convivial and humanistic spirit. Casa Caleido is indeed an “open” space: in the part designated for private residence, dinners and convivial gatherings are frequently organised; in the other, configured as accommodation, design enthusiasts, guests, friends, architects, and aficionados can immerse themselves in a complete design experience. (*caleidodiary.eu/casacaleido*)



Ph. Beppe Brancato



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**The partnership between Barbieri and Magalini represents a mental and aesthetic synergy, at once creative and pragmatic, forged over fifteen years of collaboration.**

Intuitive and empathetic, Manuel Barbieri trained as an interior designer and possesses an aptitude for construction and teaching. Adventurous and rational, Marco Magalini trained in diplomatic relations and brand management, with an inclination for narrative and curation. This professional and personal synergy has shaped a **creative duo that is eclectic** yet focused on “made in Italy” **design culture**, capable of profoundly understanding the DNA of cultural manufactures whilst adeptly translating them into contemporary and global languages that connect physical, digital, human, cultural, and ethical dimensions.



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