

CAMAG

SALONE DEL MOBILE

FIREPLACES

CASA NEWPORT

*IS ADDING A
FIREPLACE TO YOUR
HOME A GOOD
INVESTMENT?*

WINTER
26



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Welcome to our winter edition, where we celebrate the spaces that hold us safe when drinking a hot cup of cocoa under the blankets.

With love,

Lorena Couto



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A photograph of the Milan Cathedral (Duomo di Milano) at dusk. The cathedral's intricate Gothic architecture, including its numerous spires and statues, is silhouetted against a sky with soft, orange and yellow clouds. The foreground shows the wet, reflective pavement of Piazza del Duomo. The word "NEWS" is superimposed in a large, white, serif font in the center of the image.

NEWS

Salone de Mobile

SALONE DEL MOBILE

Salone del Mobile 2026 arrived with spectacle. Brands commissioned living installations to impress with the theater. If you were there to understand where the home is going, you had to look harder.



The internet did not break. There was no singular chair, no colour that colonised every feed. And that absence was telling. Because what Milan presented in 2026 was not a product revolution. It was a systems revolution, the kind that lives inside walls, beneath counters, and behind panels that look like nothing at all.

SALONE DEL MOBILE

The dominant conversation was in the kitchen. Not because kitchens are new to the fair, but because the idea of what a kitchen is has shifted fundamentally. The 2026 edition confirmed what designers have been quietly building toward: the kitchen is the most technologically advanced space in the home.

The quiet revolution no one filmed. This year's installations were loud. The products were not. That was exactly the point.

What I take from this experience is that while technology is making a silent revolution, our senses cling to what our bodies recognise as real. We wish to touch real surfaces, and the search for this experience has been driving designers to the opposite direction...



HIGHLIGHT

Morocco, the other April

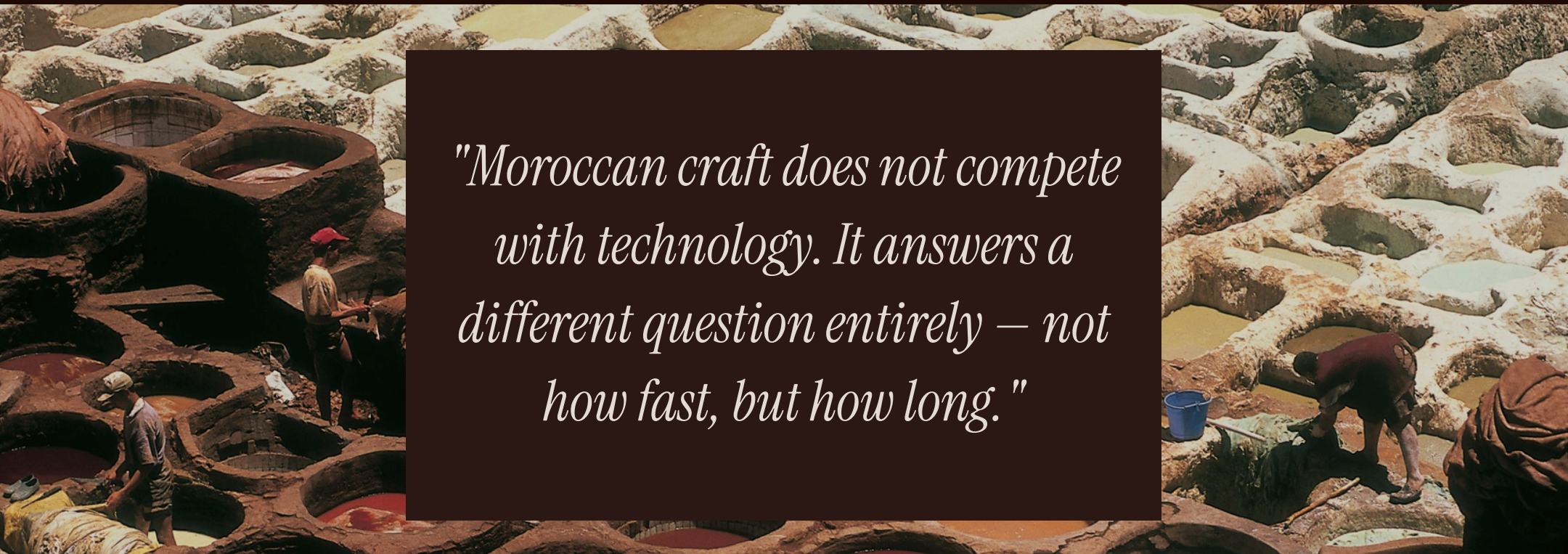
Morocco – The other April

The designers who chose the hand over the algorithm

Not everyone went to Milan. Every year, a quieter migration happens in parallel. In 2026, that pull was Morocco. Marrakech, with its ancient medinas, its light-soaked riads, its souks where men sit for hours over a single piece of zellij tile — offered something no trade fair can replicate. The uninterrupted encounter with process.

The contrast with Milan could not be more structural. Where Milan 2026 argued that the best technology is the technology you cannot see, Moroccan craft argues the opposite: that the mark of the hand is the point.

What designers find in Morocco is not nostalgia. It is a design intelligence that operates by entirely different rules.



"Moroccan craft does not compete with technology. It answers a different question entirely — not how fast, but how long."

A photograph of a modern living room interior. The focal point is a large, rustic stone fireplace with a dark wood mantel. To the left, a large window with a black frame looks out onto a green landscape. In the foreground, a dark wood coffee table holds several books, including one titled 'Woven Histories'. A small potted plant sits on the right side of the table. A dark wood armchair is visible on the left, and a small round side table is in the lower left. The overall aesthetic is warm and contemporary.

EDUCATIONAL

Fireplaces

IS A FIREPLACE A GOOD INVESTMENT?

They provide a huge aesthetic appeal, bringing a touch of elegance, charm, and cosiness. Lately, people have been trying to stray away from clinical minimalist spaces and make choices towards creating an atmosphere, a homey feeling. There's nothing like a fireplace to help achieve that look!

Overall, while the investment can be a stretch initially, the benefits often outweigh the costs, making fireplaces a worthwhile addition to a home. Please note that the value offered by the potential buyer is relative and tends to increase in colder climates.



MONOCHROMATIC

An easy way to update a traditional frame, bringing it into today's aesthetics

INSPO: *tradition and comfort*



If you ask me, anything that increases the sentimental attachment between you and the place you live is a good investment. You don't know how much longer you will be able to enjoy this life, so enjoy today. But if you are the kind of person who needs numbers to convince you, here we go:

IN TERMS OF NUMBERS

Increase in the home's market value, making it more appealing to potential buyers. A fireplace can recoup up to 90% of its costs at resale, according to real estate experts. Some clients are willing to raise their offer for places with that feature.

Buyers don't just look at a fireplace and think, "Nice." They picture themselves using it. That mental image, of cozy nights, holiday gatherings, or a quiet morning by the fire, plays a big role in how a fireplace adds value.



But beyond emotions, buyers want fireplaces that work with their lives. That means low-maintenance, energy-efficient options that fit the home's style.

INSPO: *contemporary feature*



You can also manage your bills more efficiently by choosing the right type of fireplace to heat your home. They are a reliable source of heat, especially during power outages.

What to expect

At ALCHEMY ACADEMY , we teach you all about:

- Fireplace styles
- Which ones suit your architecture
- What system should you choose for your project
- How to revamp your current fireplace

ALCHEMY ACADEMY
is in its final stages
to launch soon. Stay
tuned, and you will
be the first to know!



FEATURE PROJECT

Casa Newport

CASA COMPLETA

This Newport home was once a collection of small, closed-off rooms, with only the kitchen and family area connected. The renovation focused on opening up the layout and modernising the home.

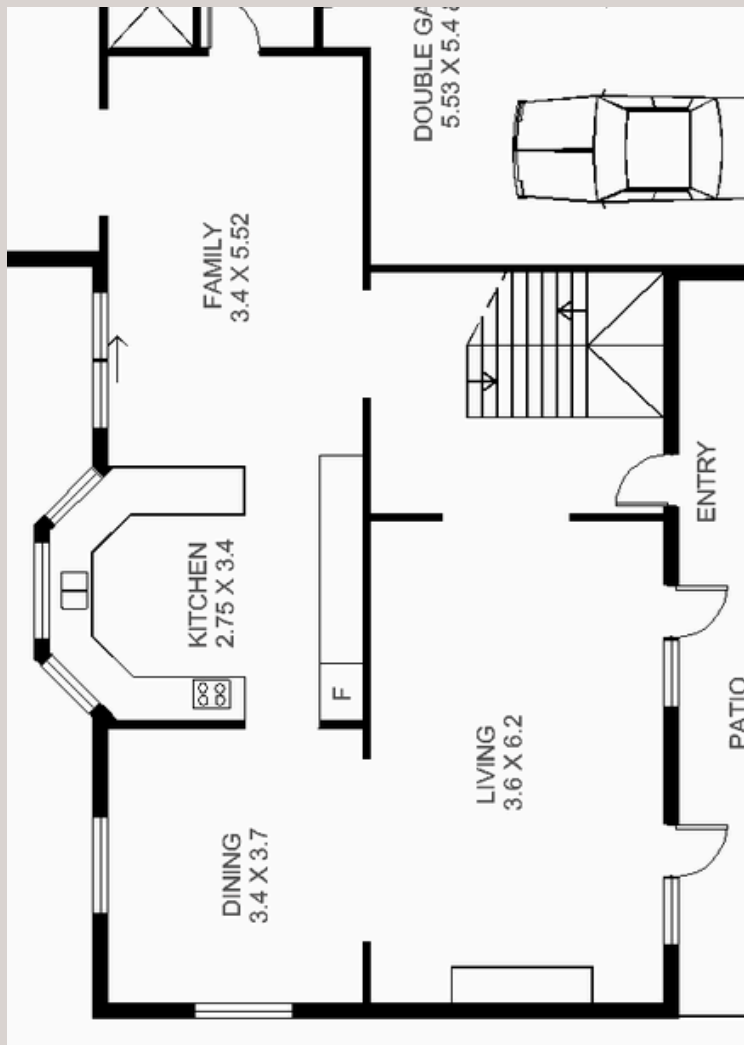
Before



Opening the layout required a structural steel beam running across the house. Architecture and approvals were handled by Progressive Plans, with interiors by Lorena Couto for Progressive Plans.

CASA COMPLETA

Before



After



The renovation focused on opening the layout and modernising the home. Removing the bay window expanded the entry and created a clear line of sight straight to the backyard. New entry joinery supports the family's daily routines while naturally guiding you into the living area, now seamlessly connected to the garden.

The kitchen was relocated to the front of the house, recognising it as the true heart of family life. A generous butler's pantry was added, forming a corridor that links the kitchen to the outdoor BBQ area while providing extra storage and preparation space.

A round table was added connecting to the living as the family loves cards and board games, but meals are mainly done in the kitchen island.

CASA COMPLETA

featured project



A woman with long blonde hair, wearing a black sleeveless dress and a wide brown belt, is holding up two large, round, woven hats. She is standing in front of a large, round, dark mirror. The hats are made of a light-colored, textured material, possibly straw or raffia, with a gold-colored pattern. The scene is dimly lit, with the mirror reflecting some light. The overall mood is elegant and sophisticated.

BEHIND THE SCENES

New Branding

A new chapter is opening at CASA ALCHEMY

Fifteen years leave a mark — on the spaces we have shaped, on the clients who trusted us with their homes, and on the studio itself. Growth changes things from the inside before it ever shows on the outside, and Casa Alchemy is no exception. Working with Sophie from SM House, we are giving this new moment a face that matches where we are headed — a refined visual identity, a new logo, and a brand standard built for what the studio is becoming. Because when something real shifts, everything around it needs to reflect that.



CASA ALCHEMY

INTERIOR DESIGN STUDIO & ACADEMY

The shift started with a *feeling*

A sense that the alchemy in the room was ready to travel beyond the room — into the hands of the people who live in it.

We want to reach the ones who are curious, who believe their home is worth the effort, who would rather learn than guess.

Our new direction is built for those who want to understand design, not just consume it — to curate their spaces with intention, over time, and make choices that last. Interior design, finally, for everyone willing to see differently.



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*Thank you for
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to the next one!*

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