

and Spaces



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STYLE



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ULTRACICLI ULTRABOX

The Ultrabox pop-up store by Ultracicli, the Milan based bicycle makers of "modern bicycles designed by Itad." Takes its cue from the My Place project introduced during the 2011 Salone del Mobile by Italian design collective Recession. While Recession's sparse, hand-built presenta-

tion container showcased strictly DIY furniture designs, the Ultrabox has content of another nature. Ultracicli's owners Marco Martelli and Marco Donati convinced fashion boutique Zoe to host in its courtyard their plywood construction containing Ultracicli bicycles along

with third party accessories and apparel fitting to brand's aura of modern classicism. The Ultrabox has showcased products from Brooks of England and Monocle magazine as well as Ultracicli's U handlebars made in collaboration with designer Paul Smith.



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