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Hub161 Unites Over 20 Italian Brands to Showcase Authentic Craftsmanship and Design to Global Audience

New Milan-based network aims to boost international visibility for Italy’s heritage estates, design studios, and culinary excellence

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A new initiative called Hub161 was introduced this morning in Milan at the Antica Cremeria Buonarroti, aiming to connect and promote Italian excellence in craftsmanship, design, and hospitality. The project brings together a network of historic estates, design brands, and culinary businesses to showcase the most authentic aspects of Made in Italy to an international audience.

The launch event featured Raffaella Verri Zorzi, founder of Hub161, along with Laura Scatena, the network's social media and communications manager. Also present were Giuseppina Guggino, architect and owner of Baglio del Gattopardo, and Alfio Ghezzi, chef at Senso Lake Garda Alfio Ghezzi and Alfio Ghezzi Bistrot Lake Garda in the Eala hotel. The choice of Antica Cremeria Buonarroti as the venue reflected the project's focus on genuine quality and lasting cultural value.

Hub161 was created to slow down the pace of modern life by celebrating care, detail, and substance. The network acts as both a connector and promoter for its members, who are selected for their commitment to quality, research, and style. Through strategic partnerships and communication efforts, Hub161 aims to increase visibility for its members and foster opportunities for growth.

Raffaella Verri Zorzi explained that her motivation for founding Hub161 came from a promise to her father to honor true beauty rooted in art and culture. She described the network as a symbol of authenticity that welcomes new partners from art, design, heritage properties, boutique hotels, and fine dining.

The name Hub161 refers to Leonardo da Vinci's golden ratio (1.618), representing balance and proportion. This concept guides the network's approach to aesthetics and harmony.

Hub161 positions itself as a key partner for organizations that express Italian style and vision. Each member is chosen for their ability to bridge tradition with contemporary innovation. The network supports its partners with tailored communication strategies designed to help them grow in international markets.

The public is invited to discover a curated selection of places and brands within the network that represent the essence of Italian culture. Each experience is presented as a narrative combining culture, materiality, and hospitality.

Looking ahead to 2026, Hub161 will launch “Whispered Luxury,” a project focused on Italy’s historic estates. This initiative will create an exclusive circuit that highlights Italian cultural heritage by connecting these estates with select product-design companies. The goal is to generate value through collaboration between tradition-rich properties and innovative design firms.

Currently, Hub161’s hospitality partners include Baglio del Gattopardo, Castello di Rossino, Dimora Moncher, Tenuta Zamparina, Gioia Hotel Lampedusa, La Calandra Resort, Grand Hotel Majestic Verbania, Tenuta il Poggio, Villa Stecchini Resort, Villa Tuzzo, and Villino Ida. In design, members include Eleit, Fornace Brioni, Hybrid & Icon, La Gallina Matta, La Pietra Compattata, Light on Root, Marcello Colombo, Marmi Regina, Mirei Monticelli, Oro di Sciacca, Pimar Limestone, SicilCima, Tessieri, and Tommaso Chiappa Outsider Artist. In gastronomy, Feudo Mondello, Pasticceria Buonarroti Milano, Premiati Oleifici Barbera and Romanengo1780 are among those represented.

Hub161 continues to expand its network by fostering dialogue between hospitality venues, design studios, and food producers who share a commitment to quality and authenticity. The project aims to preserve Italy’s cultural identity while encouraging innovation across sectors connected by a shared appreciation for beauty and craftsmanship.