



## Salone del Mobile.Milano Award: the third edition is ready for the off in a completely revamped format.

Along with the 57<sup>th</sup> edition of the Salone del Mobile.Milano, **the third edition of the Award is ready for the off** with an **all-new form and content**.

Intended to recognise the value of ideas, creativity and quality of presentation, both in terms of products and of innovation, and in terms of the communicative power of display, **three prizes of equal merit** will be awarded to companies that have distinguished themselves by their exceptional presence at the Salone del Mobile.Milano 2018.

A jury made up of five internationally recognised figures – a critic, an architect, a museum curator, a photographer and an exhibition curator – will visit each of the pavilions, assessing the companies on the basis of the **products on exhibit, the materials employed, the technology harnessed and quality of their displays**. At this edition of the Award, the jury will again circulate anonymously among the exhibitors in order to choose in peace and quiet the companies that have best managed to stir the emotions and communicate the excellence of design.

The prizes will be presented during an evening celebration at Palazzo Marino on 20<sup>th</sup> April, **attended by the Mayor of Milan, Giuseppe Sala** and all the actors whose dedication helps to make the Salone del Mobile.Milano a powerful, emotionally impactful and internationally renowned event that relates the new ways in which we live and design.

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