



SaloneSatellite 2018: the shape of design to come

This year marks the 21st edition of the leading global design appointment for talented young designers. An edition in which to reflect on how the design of the future might, through an understanding of the origins of different types of aesthetic, fashion a new type of beauty.

Since 1998, SaloneSatellite has endeavoured to seek out, valorise and offer concrete possibilities to **young designers under 35**. This year, **650** of them will be following their dreams and exhibiting their products in **2,800 square metres** of exhibition space in Pavilions 13-15 at **Rho Fiera Milano**, with free public entry from **Cargo 4**.

SaloneSatellite's challenge has always been to imagine the shape of design to come and to try and imagine how future generations will forge a new, perfect balance between project, function and beauty. This year we are (again) going back to basics, dedicating the theme of the event to the Southern Hemisphere with the multimedia exhibition **AFRICA & LATIN AMERICA Rising Design / Design Emergente**, which is being held right through the week.

As always, a **prestigious Selection Committee**, composed of leading international figures in the world of design, planning and communication – **Maurizio Riva**, CEO, Riva1920; **Roberto Minotti**, CO-CEO, Minotti; **Gianluca Gessi**, President, Gessi; **Riccardo Bello Dias**, Architect; **Stefan Scholten**, Designer; **Stefano Giovannoni**, Designer; **Porzia Bergamasco**, journalist; **Suzanne Schwarz**, Editor-in-Chief, *Spectrooms*; **Luciana Cuomo**, Editor, *DDN* and **Patrizia Malfatti**, International Press Office Coordination Manager – and **chaired by Marva Griffin Wilshire**, has inspected and selected the entries of the **650 participants**.

The **SaloneSatellite Award** competition is now into its 9th edition; it marks a **further step towards facilitating the interface between demand and supply, between business people and designers and between creativity and production**. The **Award** is conferred by an international Jury made up of prominent figures in the design world, which selects the **3 most outstanding products**.

An international jury of leading figures in the design world is involved in the **award process** – **Paola Antonelli**, Senior Design Curator, MOMA; **Annemarie Ballschmiter**, *Welt Am Sonntag*; **Christophe Guberan**, designer; **Cristina Grajales**, Cristina Grajales Gallery; **Daniela Fantini**, Fantini; **Giulio Feltrin**, President, Arper; **Massimo Iosa Ghini**, architect; **Michele Lupi**, *Icon* and **Taro Yamane**, President, Sanwa. The three awards will consist of an attendance allowance. Winners will also be able to avail themselves of a consultancy service and press office, in order to guarantee maximum visibility for the **winning product**.



As of 2017, **Banca Intesa Sanpaolo** has also awarded a special prize worth 5,000 euros. This year's award will go to the emerging talent the Jury feels best represents the theme of sustainability.

Award ceremony: Wednesday 18th April at 3 pm, SaloneSatellite Arena.

At the 21st edition, **SaloneSatellite will again be collaborating** with the Milanese department store **La Rinascente**, which will select a number of the products designed by the young SaloneSatellite designers for display and sale at the Milan Design Supermarket, in Piazza Duomo, from Autumn to Christmas 2018.

A major new departure this edition is SaloneSatellite's participation in the **2018 European Year of Cultural Heritage**, an event launched by the **European Commission** and **run and coordinated in Italy by the Ministry of Cultural Heritage (Mibact)**. This initiative is a means of supporting and encouraging the efforts of those working in European cultural heritage and aims to develop greater awareness of the value of cultural heritage as an asset and a resource for the European economy. It seemed only natural for SaloneSatellite to want to be involved in the initiative, as it clearly complies with the requisite criteria, as set out by the Commission (*job creation, local and regional development, tourism, social inclusion, community engagement and identity building*). As part of this special event, an award to help further their career will be presented to an emerging designer who has come up with an outstanding sustainability project.

The SaloneSatellite 2018 catalogue is available online
www.salonemilano.it/manifestazioni/salone-satellite.html

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