



Milan at the centre.

The first-ever Salone del Mobile.Milano Manifesto has been launched

The Salone del Mobile explores its values, its deep-rooted connection with Milan and the companies, brands and designers that have made it a world leader. Designing a high quality, innovative and creative future.

The 57th edition of the Salone del Mobile at Fiera Milano Rho from 17th to 22nd April, is an unmissable sectoral appointment at global level. This year's edition promises to be a **new starting point**. Every new beginning calls for reflection and commitment, to which end the **Salone del Mobile.Milano** has put together its **first ever Manifesto**. It is not just an affectionate gesture towards the city and all the actors that have contributed to its success, but is first and foremost a declaration of intent, laying the foundations for a new way of thinking, working as a system and designing.

*"The Salone del Mobile's success resides in the indefatigable industrial network that underpins it. It is a manufacturing system driven by the interface between business people from small and large companies on one hand and designers and architects on the other, working together to create and project excellence. We now need to up our game to overcome the global challenge, we need to focus on innovation and sustainable quality, on our talent for creating a system and culture, on our willingness to share information and valorise the new generations", said **Claudio Luti, President of the Salone del Mobile**. "This is why the Salone also keeps evolving and consolidating its links with Milan. The first Manifesto is a commitment to continue to strive to do better and is an invitation to Milan, the city at the centre of it all, where it all first began, to keep networking and growing together, to keep building on the centripetal and attractive power of the Salone and consolidate the city's role as 'the place to be' for leading brands, their projects and their human and financial resources."*

*"The Salone del Mobile is a distinctive Milanese brand. Much more than just a furniture exhibition, the Salone is an international event, a laboratory for experimentation and research, a meeting place and a showcase for new businesses – an unmissable appointment for designers and architects, who present, study and set trends here every year, with an increasing focus on sustainability. In other words, the Salone is the best expression of Milan's go-ahead, young, concrete and visionary spirit. I am quite sure the 2018 edition will serve to bolster its image even further", said **Mayor of Milan Giuseppe Sala**.*

The **Salone del Mobile Manifesto** opens with the image of **Milan** at the centre of the process of renewal, and is intended to spearhead a new way of conceiving the trade fair and the city, with a view to consolidating the **internationalisation process** and the **leadership role** it has acquired over the years. The invitation to innovate is, in fact, a plea not to rest on our laurels, but to look beyond what has already been achieved and aim for **sustainable quality, collaboration, inclusion and sharing, valorising young talent and the cultural heritage**. This is how we can really give shape to the sort of design and architecture that is more conscious of the needs of a constantly evolving society that appreciates futuristic design but also needs to feel a variety of small emotions on an everyday basis.



Emanuele Orsini, President of Federlegno Arredo Eventi, had this to say: *“The guiding spirit of this edition of the Salone del Mobile is a new concept of system building, dovetailing with the best Milanese tradition, bringing together business and the quest for style, industry and aesthetics, which is why, every year in April, it is designated the international capital of design. The story began in 1961, when a small group of furniture makers under the aegis of FederlegnoArredo decided to launch a trade fair free from confusion and misunderstanding. Since then Milan and its Salone have rapidly come to resemble each other and together they constitute the most recent ongoing phenomenon in Italian history. The power of the event, the solidity of the Federation and the vitality and creativity of the companies are the crucial ingredients for an unparalleled event that not only helps our businesses grow, but is also one of the most important manifestations of development in the Italian system as a whole. Italy is the leading European country in terms of furnishing exports to the rest of the world. Our vision is for internationalisation built on strong national foundations. Its skill at designing worlds means that Italian furniture design holds some trump cards as regards sketching out the scenarios of the future.”*

“The innovation and creativity of Italian products, underpinned by the coordinated action of businesses, associations and institutions, saw exports grow 1.7% in 2017, enabling us to achieve major goals on both the European and far flung markets, such as China, where Italy has become the leading supplier of furniture”, said **Michele Scannavini, President of the Italian Trade Agency ICE**. *“The Salone del Mobile is an effective illustration of our ability to create a system and, since its inception, ICE has worked closely with FederlegnoArredo on putting together a raft of strategic activities to stimulate interest and increase the number of participating international professionals, buyers, architects, interior designers and journalists in particular.”*

The Salone del Mobile.Milano explores the relationship between nature and living with an **exhibition-installation** that generates plenty of ideas for green projects for internal and external domestic spaces. A pavilion designed and developed with international design and innovation studio **Carlo Ratti Associati** will be erected in front of **Palazzo Reale in Piazza del Duomo** from 17th to 29th April.

In line with the views set out in the Manifesto, this year the Salone del Mobile.Milano is again keen to acknowledge the value of outstanding **concepts, creativity, innovation and technology**. The **third edition of the Salone del Mobile.Milano Award** will be a great celebration of design, with a ceremony on Friday 20th April at **Palazzo Marino** focusing on the myriad ideas generated by the fair. Recognition will be made of the huge **productive and organisational commitment of the companies** and all the **designers and people** who do their bit to make Milan the most interesting and attractive place in the world during this particular week.

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