



## Salone del Mobile.Milano 2018: partnerships and facilities

*Even greater care has gone into making arrivals at the fairgrounds and visits to the trade fair stress-free and seamless for this year's Salone del Mobile.Milano. As well as the established partnerships, the special agreements for booking accommodation, moving around the city and air and train travel are again in place this year.*

The 57<sup>th</sup> edition of the Salone del Mobile.Milano sees the consolidation of the partnerships forged over the years, with **Intesa Sanpaolo** as an **institutional partner**. This is in line with the banking group's strategy of valorising the Italian business fabric and helping the recovery of small and medium-sized enterprises in innovative and unusual ways for a banking institution.

A new partnership has been signed with **Audemars Piguet**, makers of Haute Orlogerie, and still in the hands of its founding families, producing timepieces that marry tradition and innovation. Audemars Piguet is the **Official Time Keeper** for this edition, welcoming visitors at the main fairground entrances and also showcasing an exclusive selection of precious timepieces at the Salone del Mobile.Milano. A partnership that sees two world leaders in their fields come together to promote and underpin ideas and projects of extraordinary value with the skill to marry creativity and savoir-faire.

The official partners include **S.Pellegrino**, a symbol of Italian style and taste, which will be the **official water provider** to the Salone del Mobile.Milano and its events abroad again this year. With its abundance of soft, lively bubbles and slightly sapid taste, it will slake the thirst of the many visitors flocking to the pavilions to check out the very latest in design.

Also in the food & drink sector, premium coffee brand leader **illy** will be back again this year. The company is known for spreading the coffee culture around the world, producing and marketing its unique 100% Arabica espresso blend in the high-end segment of the coffee market. Illy coffee will be **served to guests** in dedicated spaces at the fairgrounds and the company will supply coffee to the Press Office in particular.

Our partnership with **Ca' del Bosco**, the internationally renowned prestigious Italian wine producer, is now into its fifth consecutive year. An **official sponsor** of the Salone del Mobile.Milano, Ca' del Bosco will have its **own dedicated space** in the fairgrounds, on **Corso Italia**, open to all visitors. A vertical garden, reminiscent of the green vineyards of Franciacorta, will encourage **enthusiasts** to **sample the famous Franciacorta wines**.

This year too, visitors can plan and manage their stays online, thanks to **HelmsBriscoe**, part of Mutika DMC&Events, the global leader in the events sector and in the selection and search for hotels for events and conferences. A dedicated portal means that exhibitors



and visitors alike can organise their own stay in Milan, booking other services along with their hotel accommodation for their time in Milan.

On the mobility front, there's **DriveNow**, the **BMW Group's** car sharing concept, active in 13 European cities, and a **Salone del Mobile.Milano 2018 partner**. Thanks to its fleet of 500 BMWs and MINIs in Milan and its single European account, all Italian and international visitors **with valid entry documents** can access the **dedicated parking spots inside the Rho fairgrounds** from Cargo1 and move around Milan easily and quickly.

Trade agreements have also been renewed with the following:

- **Municipality of Milan** and the city transport system **ATM**, enabling visitors to the Salone del Mobile.Milano to purchase **discounted combined tickets** for **urban transport and fairground entry**.
- **SkyTeam Global Meetings**, allowing exhibitors, professionals and journalists taking part in the Salone to buy air tickets with discounts of between 5% and 15%, according to booking class.
- Amplifying the range of deals for visitors, and thanks to a new special agreement with **OneWorld – Cathay Pacific**, discounted airfares on flights due to arrive in Milan during the trade fair period are now available to visitors from Asia and the Americas for the very first time.

Special rail mobility partnerships have been renewed, with no less than 14 high-speed trains stops at Rho Fiera station:

- **Italo** is setting up special **HS train stops at Rho Fiera** (both arrivals and departures, with discounted fares from all over Italy; all Italo Più loyalty card members qualify for a special discount on entry tickets).
- **Trenitalia** is setting up special stops for high-speed **Freccia and EuroCity** trains at **Rho Fiera** (both arrivals and departures) and running trade promotions for Cartafreccia loyalty cardholders in a bid to encourage visitors to travel to the fairgrounds by train.

Underscoring the international mission of the Salone del Mobile.Milano, the **Welcome Project** is swinging into action for the fifth consecutive year. The project is the result of a partnership with the **Municipality of Milan, Cristina Tajani, Councillor for Employment, Economic Development, University and Research Policies, Fondazione Fiera Milano** and the city's leading design schools – Domus Academy, the IED Institute of European Design, the Marangoni Institute, Milan's NABA Nuova Accademia di Belle Arti and the



Polytechnic University of Milan/Design School. The Salone del Mobile.Milano is also setting up a number of information points in partnership with the Milan airports authority SEA and ATM at focal points around the city (Malpensa and Linate airports, the Central Station and the main underground stations), manned by 100 students primed to provide information to the public on **getting around the city, on the fair itself** and also on the **raft of events taking place in Milan, organised by the Department.**

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Press info: Marva Griffin Wilshire – Patrizia Malfatti  
[press@salonemilano.it](mailto:press@salonemilano.it)