



Salone del Mobile.Milano 2018: huge crowds and business growth

An extremely positive result for the 57th edition of the Salone del Mobile.Milano, both in terms of attendance and in terms of the quality of trade relations, is testament to its power of attraction and its capacity for involvement and excitement, palpable in the exhibition pavilions right from the off. **435,065 attendees**, in 6 days, from **188 different countries**, made for a **17%** increase compared to the 2016 edition, which last featured the biennial kitchen and bathroom exhibitions, and an increase of **26%** compared with the 2017 edition.

This edition has shown, yet again, that the Salone del Mobile is not just an exhibition but, especially, that it is a demonstration of how **business culture** and **team work** within a sector, along with its creative and productive fabric, can be drivers of excellence.

"We are extremely proud of the success of this event and of the level of professionals who have come to this edition, proving that the Salone del Mobile is a global benchmark. A unique event, in which business and culture become the virtual model for an Italy that functions, where the industrial system and the institutions are working in sync towards a common goal", said President of the **Salone del Mobile Claudio Luti**. *"Over the last few days we have witnessed the very best creativity, products and capacity for innovation and narration – showcased by displays with all the evocative power and enchantment of the very best theatrical sets. This means that we are now ready to start thinking about the next edition, with even greater commitment to maintaining our acknowledged leadership of identity and values and responding to business and market demands*

Recognition of the importance of the Salone del Mobile and the furnishing sector was also attested to by the presence of senior government and institutional figures, demonstration of the fact that the Salone is one of the **drivers of the Italian economy**, thanks to the fruitful relationship between business, city and region that it fosters year after year. The enthusiasm and desire of all the actors involved to work towards maintaining the centrality of the event on the international stage of furnishing and design events was more marked than ever at this 57th edition.

1,841 exhibitors, **27%** of them from **33 other countries**, showcased their products at the Salone Internazionale del Mobile, the International Furnishing Accessories Exhibition, EuroCucina and the International Bathroom Exhibition, plus the **650 designers** under 35 featured at SaloneSatellite – three of whom were presented with the **SaloneSatellite Award**.

Emanuele Orsini, President of FederlegnoArredo and Federlegno Arredo Eventi had this to say: *"This has been an extraordinary edition, that has seen the companies' efforts to promote the very best Italian design pay off during the most important week of the year. All the political movers who have visited over the last few days have confirmed their support for the wood-furnishing sector, which is crucial for the growth of this country, and have underscored the need to put industrial organic, effective industrial policies into action; these are crucial for a pillar of Made in Italy which alone accounts for 5% of GDP. We hope that the success of the Salone del Mobile will act as a further spur for the*



growth of our companies, which are all set to take on the market challenges with renewed vigour.”

The project **Living Nature. La natura dell’abitare**, produced in partnership with the Carlo Ratti Associati (CRA) international design and innovation studio, has been a huge success. Located opposite Palazzo Reale in Piazza del Duomo **until 25th April**, it has drawn in over **2,000 visitors a day** on average. An ideal continuation of the Salone in the city, it is a laboratory **combining design, engineering and botany**, and the only one of its kind. Once the exhibition-installation has closed, the **Salone del Mobile.Milano** will be gifting the splendid greenery of all four seasons to the **City of Milan**: twenty-three species of tall tree – including a Himalayan Birch, a Japanese Flowering Crab Apple, a Common Alder and a Persian Ironwood – along with flourishing beds of typical plants and flowers.

Two special occasions served to underscore the Salone’s ties with the city of Milan and its strategic partnership with the Municipality of Milan. The **Gala Dinner** in the Sala delle Cariatidi, which opened Salone week, and the **great party at Palazzo Marino**, hosted by the Mayor, Giuseppe Sala and conceived by Claudio Luti to celebrate the end of the business event, to which Salone exhibitors and protagonists were invited.

The evening festivities included the presentation of the three **Salone del Mobile.Milano Awards** of equal merit for outstanding contributions to the world of furnishing and design at this edition. The winners – selected by a jury of professionals – were **CC-Tapis, Magis** and **Sanwa**. **Maurizio Riva** of **Riva 1920** was awarded the **Special Jury Prize**, while the **President’s Prize** went to the **Mayor of Milan**, in recognition of his commitment to and collaboration over the event.

The next edition will be held in Milan from 9th to 14th April 2019.

Milan, 22nd April 2018