



“supersalone,” the special 2021 Salone del Mobile.Milano event, is raring to go, as design takes off again in both the real and the digital worlds.

Curated by the architect Stefano Boeri and his dream team of co-designers, featuring 425 brands, 170 young creatives and 39 makers, for a total 1,900 projects on exhibit, the buzzwords around “supersalone” are: restarting, safety and sustainability. Plus a brand-new opportunity to experience its new real and digital dimension.

From 5th to 10th September, **more than 1,900 projects** (from exhibiting brands, self-producer designers and young 2020/2021 graduates), will bring the first four pavilions of the Milan Rho Fairgrounds (**68,520mq** overall) to life with a packed public programme that includes over **40 famous speakers** (architects, innovators, visionaries, entrepreneurs, artists and politicians), a **number of films** shown in partnership with the **Milano Design Film Festival**, **four Food Courts** conceived by **Identità Golose** and starring **nine of the greatest interpreters of Italian cuisine** and a **large ADI/Compasso d’Oro exhibition**, intended to underscore the points of contact between different sectors, experiment with new exhibition formats and draw in and motivate visitors. Also, and especially, metaphorically speaking, to fire up the engines of the design city par excellence: Milan. That, in essence, is “supersalone” – the much-anticipated **Salone del Mobile.Milano** event entrusted to its curator **Stefano Boeri** and an international group of co-planners – **Andrea Caputo, Maria Cristina Didero, Anniina Koivu, Lukas Wegwerth, Marco Ferrari** and **Elisa Pasqual** of **Studio Folder**, and **Giorgio Donà**, co-founder and director of **Stefano Boeri Interiors**.

President of the Salone del Mobile.Milano Maria Porro had this to say: *“The great strength of the Salone del Mobile.Milano has always been its willingness to work as a team, to experiment and even to take risks, without ever losing sight of the final objective: the good of our companies and our exhibitors. I’ve always enjoyed the Salone, every edition has had the capacity for self-examination, for examining the changes in society, analysing challenges and grasping opportunities. For changing its perspective. That’s exactly what we did when we decided to go for a supersalone. We have broken barriers so as not to grind to a halt in a situation that could have negatively impacted the system and compromised Milan’s leadership position. It hasn’t been easy, but our decision to embark on a new path and seize the opportunity to provide new brand and product visions is a sign of just how powerful our design is, allowing us to look to the future with confidence with a marriage of cultural traditions, the creativity of the protagonists and the capacity for innovation of the industry and the regions.*



“supersalone” will bring together and showcase the very best **research projects, products and experiments** accomplished by an entire sector over the last 18 months, whilst also looking firmly to the future, in an important opportunity for collective visibility and a driver of recovery for the furnishing and design sector. Recognition of this importance and of its symbolic value is confirmed by the presence of high-ranking government and institutional figures over the years – first and foremost **Italy’s President, Sergio Mattarella** – who have always been testament to the fact that the sector is one of the important drivers of the Italian economy, thanks to the fertile relationship that it manages to set up between business, the city and the regions. The Salone del Mobile.Milano will present him with a reproduction of the Manifesto of the first edition of the Salone (1961) in a fabulous frame designed by the designer duo **Formafantasma** and made by the young architect/craftsman **Giacomo Moor** and the **cabinet-makers Gigi Marelli** and **Giordano Viganó** using the wood from pine trees that came down in the Vaia storm in the Fiemme Valley.

“After two and a half years, Italian design has revived its most important appointment, the crucial driver of a sector that, despite the difficulties caused by the pandemic, has managed to kickstart its recovery over the last year. Overall wood-furnishing production accounted for 39 billion euros, the furnishing macrosystem is worth 21 billion euros, 11 billion of which are destined for exports, and it rose 14.3% on 2019, seeing a recovery on the Italian market in particular,” said FederlegnoArredo President, Claudio Feltrin. “We did what was right for the supply chain and reasserted our prime position within the sector, the city of Milan and the Italian System. For FederlegnoArredo, “supersalone” is a signal of oversight and recovery, which in the lead up to the Salone del Mobile 2022, will be a support to the processes of internationalisation and recognisability for Made in Italy in the global markets.”

“Along with the Venice Film Festival, the Milan “supersalone” has brought the courage and great strength of Italian creativity and entrepreneurship to the attention of the whole world. At what is still a difficult time in our history, “supersalone” is a taste of the future of trade fairs and large-scale exhibitions, with an event open both to businesses and to the general public, showcasing products that can also be reserved for online purchase, a totally recyclable installation and a huge range of artistic and cultural contributions. After the long hard winter of the epidemic, there’s finally a ray of hope for the future,” commented Stefano Boeri, curator of the event.

A great deal of effort has gone into this “supersalone,” along with a huge sense of responsibility, given the importance of protecting the [health and safety](#) of exhibitors, professional visitors and the general public alike. We have devoted considerable effort and attention to the organisational aspects involved with preventing the spread of the Covid-19 pandemic and, in particular, to the organisation of the spaces at the fair, the guidelines for correct visitor behaviour (*the use of masks and social distancing throughout is mandatory*)



and to regulating access and flows. Compulsory body temperature screening will be in place for all potential visitors to “supersalone” and **Green Passes** or **the EU Digital COVID Certificate**, must be displayed, both crucial tools for creating safe conditions in a protected environment. Certification of vaccination (*even within 15 days of the first vaccination*) or of full recovery from the virus (*within the last six months*) or proof of a negative (*molecular or antigen/rapid*) test taken less than 48 hours previously will be accepted. For visitors not in possession of **EU Digital COVID Certificates**, green certification issued by Schengen area countries and other nations with equivalent certification or certified proof of a negative test taken less than 48 hours beforehand will be valid for entry. **Four rapid testing stations (Porta Est/East Gate, Porta Sud/South Gate, Porta Ovest /West Gate and Cargo 1)** are available for those wishing to take a rapid antigen test costing 22 euros. With these provisions, the Salone del Mobile.Milano has laid down the bases, carefully and respectfully, to ensure that the first great trade fair event in person will be open to as many people as possible.

Another major theme underpinning “supersalone” is the concept of **sustainability** and the **issue of reuse, recycling and circularity**. This approach is crucial in terms of returning not just to the same level of economic development as before the recent crisis, but also to striving for “better and more responsible development.” As part of the strategy for building the event, priority has been given to **hire and reuse**, in order to cut material waste as much as possible. The spaces available to the companies have been designed to allow the products to stand out, while **keeping the use of support structures to a minimum**. All the materials and components of the installation conceived by **Andrea Caputo** – long parallel sets designed for the specific goods categories – and by **Stefano Boeri Interiors** – the communal areas: food courts, arenas, lounges – have been achieved using a **reduced quantity of chipboard panels (1,230 m²)**, made from **100% recycled wood**, which will then be channelled back into the production cycle with a view to circularity, saving **553,500 kilograms of CO2 from being emitted into the atmosphere**. Everything has been designed to be dismantled and subsequently reused: the display systems have no loose components and will be fully recycled; the lounge areas, the benches and the chairs have all been “dry” mounted and can also be disassembled and used again at different times and in different contexts. As regards the larger structures – arenas, Food Courts and exhibition sets – we opted for hired scaffold systems, reconfigured for the purposes of the exhibition.

All the **bricks** making up the display sets for **The Lost Graduation Show** are **totally reusable** and are part of a system of modular, locally sourced Ytong autoclaved aerated concrete blocks: once disassembled, all the components will be ploughed back into the construction production cycle. **Not all the drapes used in the display will be printed or coloured**, so that they can be more easily reused and, in a bid to avoid wasting material, **“supersalone” will not be producing brochures or information material in paper form**. The **Identità Golose Food**



Courts will use **only compostable cutlery and crockery**. The beverage areas will also minimise the use of plastic, in favour of **100% recyclable PET**. Underscoring the green mission of “supersalone,” some of the 200 trees donated by the Salone del Mobile.Milano to [Forestami](#), will be positioned at the Porta Est/East Gate entrance, and some inside the pavilions. They will then be replanted in Milan’s Parco Nord, helping to expand one of the Metropolitan City of Milan’s “green lungs.”

Given the complex global backdrop to “supersalone,” the **new Salone del Mobile.Milano digital platform** will have a fundamental role to play, replicating the unique DNA of the event and taking the experience online, enabling **the products on exhibit to be envisioned** (by means of QR codes displayed at the fair) and **reserved for later purchase**, the exhibitions to be visited virtually, the live streamings of talks and debates to be followed from anywhere in the world, and the voices and opinions of the protagonists of the event to be heard live. The services and functions of the platform will promote opportunities for contact and interchange and for feedback between exhibitors and visitors and allow business and excitement to come together in an unusual virtual context.

Attilio Fontana, President of the Lombard Region said: *“The Salone del Mobile, should be seen as the prime symbol of the excellence and entrepreneurship of the Lombard people. Put briefly, genius comes together with craftsmanship and industry. With their creativity and investments in research and development, our companies are driving the design and furnishing system, a strategic sector for the entire country, not least from an employment point of view. Right now, at this historic time, restarting with an event of such international importance takes on an even stronger meaning, stronger even than its symbolic importance. Lombardy is driving the entire country, with institutions that have always played their part and continue to do so, underpinning the training and growth of top-level skills in order to respond to increasingly competitive markets. The Lombard region supports the Salone del Mobile and the whole design system, in the firm belief that ‘beauty’ is a stepping stone towards building an even stronger Italy.”*

Innovation, awareness of environmental impact, creativity tout court, cultural exchange and digital experiences make up the “supersalone” vocabulary. The event will draw on the power of design imagination in order to be a hub of experimentation and cross-contamination, a meeting place and a provider of new opportunities. Testament to this are [The Lost Graduation Show](#), curated by **Anniina Koivu**, with **170 projects** by students who graduated in 2020 and 2021 from **48 design schools in 22 different countries**; *The Makers Show*, devoted to **self-producing designers** from all over the world: **ateliers, studios, laboratories and start-ups** that marry design with experimentation, new production techniques and materials research in order to produce their own objects; [Take Your Seat / Prendi Posizione – Solitude and Conviviality of the Chair / Solitudine e Convivialità della Sedia](#) curated by **Nina Bassoli**, in collaboration with **ADI / Premio del Compasso d’Oro**, takes 30 Compasso



d'Oro award-winning chairs along with over 100 more that have garnered Honourable Mentions to narrate the story of the most iconic design object, more capable than any other of synthesising the importance of good design. Thanks to **Maria Cristina Didero**, the “supersalone” programme of [Open Talks](#) boasts conversations, debates and talks by designers, architects, artists, scholars and managers from all over the world, who will endeavour to respond to a variety of questions on design, art, architecture, education, the circular economy, environmental impact, the relationship between design and curation and much more besides. On the sidelines, in collaboration with the **Milano Design Film Festival**, five films will demonstrate that behind every design and architecture project there is always an individual or collective desire to help improve each of our lives. “supersalone” also engages with the cross-contamination between different spheres and languages, with the **Identità Golose Milano – The International Gastronomic Hub** and the traditional Salone del Mobile.Milano partners (S.Bernardo, Ca' del Bosco, illycaffè): the **Food Courts** are a new bespoke concept tailor made for “supersalone,” and designed to be an integral part of the visitor experience and provide an opportunity to savour the original recipes of some of Italy's greatest chefs and artisans.

“There's no need to wait for the figures for the event to declare that “supersalone” is a success,” said Mayor of Milan, Giuseppe Sala. “The fact that it was arranged at such a hugely complex time is testament to this. The fact that so many people put so much work into it, regardless of a few sceptics. The fact that it is capable of showing the world that Milan can and wants to be a symbol of recovery. During this special edition, everybody in the city for the Salone will again have a chance to bathe in the atmosphere of Milan's Design Week, with installations and events in many districts of the city. This will be our tribute, but especially a concrete sign of our participation in an event that I am quite sure will act as a stimulus for recovery within the sector and a driver of growth for small enterprises, young designers' studios and start-ups that also rely on the furnishing world.”

Finally, as per another well-established tradition being revived at this special September event, the Salone del Mobile will venture beyond the confines of the Rho Fairgrounds to underscore and valorise its deep ties with Milan and, in the spirit of increasing openness to the exchange and circulation of ideas, culture and creativity, will be renewing its dialogue with **Triennale Milano**, which will be presenting *il Salone / la Città*, an **exhibition project conceived by the Italian Design Museum at the Triennale for the Salone del Mobile.Milano** and curated by **Mario Piazza**. The exhibition explores the cultural events held by the Salone over the years in the city, which have brought design closer to its legions of fans. A stunning exhibition that draws on the archives of Triennale Milano and the Salone del Mobile.Milano.

With SaloneSatellite and in the lead up to the 2022 edition, the Salone del Mobile.Milano is also venturing out of the city to Lentate sul Seveso, always in the name of creativity under-35. Here, as of 8th September, (by appointment only), the new SaloneSatellite



Permanent Collection installation will be on display, showcasing design objects presented at past editions of SaloneSatellite that have gone on to be successfully produced and make their way into the catalogues of various Italian and foreign companies. The opening (by invitation) will feature a **Talk/Conversation** led by producer and talent scout **Giulio Cappellini**, along with designers **Lorenzo Damiani, Satyendra Pakhalé and Sebastian Herkner**, who made their debuts at the very first editions of SaloneSatellite and are now internationally renowned. The Legno Arredo Training Centre was set up in partnership with FederlegnoArredo and the Italian social cooperative ASLAM in 2013 to respond to the training and occupational needs of companies within the wood-furnishing sector.

“After two years, Italian design has caught up with its most important international event in Milan, driver of a sector that, despite the pandemic, has managed to kick-start recovery and is now growing, even compared to pre-Covid levels. A success also confirmed by the numbers of international professionals selected by the Italian trade agency ICE, which will be bringing some 250 buyers and an equal number of international press representatives to Milan,” said **Carlo Ferro, President of the Italian Trade Agency ICE.**

“supersalone”

From 5th to 10th September

Rho Milan Fairgrounds

From 10am to 7pm (Friday: 10am to 4pm)

Open to the public every day

Tickets can be acquired online only, at an early bird price of 15 euros

Milan, 5th September 2021

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