



A woodland resonates with the voice of Italian singer-songwriter Marco Mengoni for “supersalone”

The colours and scents of two hundred trees both inside and outside the “supersalone” are part of Milan's "Forestami" urban forestation project. *Taking the impressive installation up a notch is the art project designed by Sound Artist Federico Ortica set against the voice and musical stylings of Marco Mengoni.*

A stunning forest of greenery will welcome and accompany “supersalone” visitors to the East Gate turnstiles at the Rho, Milan Fairgrounds, with some hundred trees providing a fascinating and original setting, thanks to the partnership between the Salone del Mobile.Milano and Forestami. This immersive and sensory experience will engage the public and prepare them for an exhibition with the accent firmly on sustainability. The “forest” doesn't simply stop at the entrance but winds its way to the heart of the event, where another hundred tall trees will welcome guests into the various exhibition spaces and the many rest and relaxation areas.

Amping up this green sound art installation at the entrance to the event is the art project **Resonantrees Performing Marco Mengoni** by the Sound Artist **Federico Ortica**. Driving the project is the idea of combining eco-sustainability with the compositional potential of trees as a source of acoustic resonance. The installation offers an emotional journey along which the popular Italian performer's recordings become sonic objects perceived holistically by touching the trunk or putting an ear close to the tree to create a physical relationship with the sound source.

The “urban forest” is made up of many different species: **maple, horse chestnut, hornbeam, ash, golden and ruby Robinia, Judas tree, ginkgo biloba, apple and plum trees, paulownia, oak, rowan and lime trees.** “supersalone” and Forestami's aim is to make people reflect on two major benefits of greenery in cities – combating pollution and creating social gathering places. All the trees – which have been donated to Forestami by the Salone del Mobile.Milano – will subsequently be planted in the Metropolitan City of Milan area in new rows, single trees and thickets that will help design the landscape of Milan's great “green lung.” Planting trees, increasing their presence along roads, in squares and courtyards, and on the roofs and façades of our homes is actually the most effective, economic and engaging way of slowing global warming, cutting energy consumption, cleansing the air we breathe of particulate matter and improving our wellbeing.

All the plants at “supersalone” have been supplied by the Pistoia-based nursery MATI 1909 and each of them will bear a QR code linked to the Forestami.org website, through which donations can be made towards the project promoted by the Metropolitan City of Milan, the Municipality of Milan, the Lombard Region, Parco Nord Milano, Parco Agricolo



Sud Milano, the ERSAF Regional Agency for Agriculture and Forestry, and the Fondazione di Comunità Milano, University of Milan and University of Milano-Bicocca. The project envisages the planting of 3 million trees by 2030, to purify the air, improve life in the greater Milan area and combat the effects of climate change. It is the outcome of research carried out by the Polytechnic University of Milan thanks to the support of Falck Renewables and FS Sistemi Urbani.

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