



## The Triennale turns into a "supersalone" hub and rolls out the *il Salone / la Città* Exhibition

*"supersalone" is expanding reach beyond the trade fair precinct: from 4<sup>th</sup> to 12<sup>th</sup> September the installations and projects created over the years by the furniture and design event par excellence in the city's most iconic locations will be on show at the Design Museum of the Milan Triennale.*

Salone del Mobile.Milano, an international event that enjoys the privilege of being on the cutting edge of the design world, has for years staged parallel events showcasing the latest and best developments in design and the culture driving it. Business plus design culture is, in fact, a formula that Salone del Mobile.Milano has perfected over the years, injecting high-level cultural content into the event's traditional commercial offering. A winning formula for all those who play a central role in the design scene.

This is the rationale behind the staging this year of *il Salone / la Città*, an exhibition/event conceived by the **Triennale Milano Italian Design Museum** for the Salone del Mobile.Milano and **curated by Mario Piazza**. Since 1961 Milan has put together an impressive array of exhibitions, events, performances, installations, advertising campaigns and publications that have supported the Salone and forged strong ties with the international design community and the local community at large.

On show at the exhibition is a portrayal of the most memorable cultural productions that the Salone del Mobile has staged with the aim of generating understanding and respect for design among enthusiasts and consumers alike. Compressed into a single event are the main themes: craftsmanship, early explorations into the concept of "furniture", the great masters, the birth of "Italian style", the theme of living, food culture, the environment and finite resources.

The archives of Triennale Milano and Salone del Mobile.Milano contain a treasure trove of products, installations, videos, photographs, scripts and documents covering four generations of creative talents who lent their genius to design and its representation. Mario Piazza has put together a spectacular selection in the first floor Curva space of Palazzo dell'Arte, overlooking the city. The exhibition will be accompanied by an events calendar compiled by Damiano Gullì, curator of the Triennale Milano's Public Program, in collaboration with the scientific committee of the Italian Design Museum.

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