



## THE SALONE DEL MOBILE.MILANO: A GLOBAL PROMOTER OF THE ITALIAN LANGUAGE

*“Italian language and creativity have always gone hand-in-hand. There cannot be one without the other because Italian, whether written or spoken, is a language that blends creativity and history, roots and cross-contamination, in turn influencing far more diffuse and widely used languages than our own,”* said **Maria Porro, President of the Salone del Mobile.Milano**, on the sidelines of the meeting **The Italian of Tomorrow. The States-General of Italian Language and Creativity in the World**. Opened by the President of the Republic, **Sergio Mattarella**, it was held at the Foreign Ministry in the presence of the Minister of Foreign Affairs and Co-operation **Luigi Di Maio**, the Minister for Culture **Dario Franceschini** and the curator of the event, **Professor Severino Salvemini**.

The aim of the Manifesto presented during the event – which the President of the Salone del Salone del Mobile.Milano was involved in drawing up during the round table **Italian, Driver of Made in Italy and Innovation** – is to disseminate the study of the Italian language at international level, starting with the *genius loci* that is universally recognised as the fundamental element in the success of Italy’s products around the world. **Ms Porro** went on to say: *“The involvement of the Salone del Mobile di Milano in such an ambitious project is confirmation of the value of an entire supply chain that engages with the financial and cultural world on an everyday and global basis, assiduously contributing to the dissemination of the Italian language abroad and to its study at many levels; take, for example, the thousands of students enrolled in the international schools of architecture and industrial design and the constant exchanges and commercial dealings between our companies and their foreign clients. Testament to this is the buzz of different languages that forms the backdrop to the fair and the city, all brought together by our wonderful language, whether it be the name of a furnishing product, or of a company with its history built on human beings and professionalism, of a wine to sample, of an ancient church to visit or of a unique work of art. Then there’s the word ‘Salone’ which is recognised all over the world both as an event as an ‘beautiful and well-made’ experience in the round.”*

**From 5<sup>th</sup> to 10<sup>th</sup> April 2022, the Salone del Mobile.Milano will celebrate its sixtieth anniversary.** Sixty years of the history of a country, its enterprises and its citizens, that have seen Italy ascend the global heights of furnishing and creativity. *“There will be no shortage of new things, and I can confirm right now that Italian will be at the heart of a project that will position Milan, Italy and its businesses at the centre of the international galaxy of inventiveness and creative genius,”* concluded Ms Porro.

Milan, 29<sup>th</sup> November 2021

**Press info:**

Marva Griffin – Patrizia Malfatti

[press@salonemilano.it](mailto:press@salonemilano.it)