



The Salone del Mobile.Milano and SaloneSatellite Talks: opportunities for reflection on how to build a sustainable and inclusive future together.

Alongside the purely trade offering, the Salone del Mobile.Milano has put together a packed programme of meetings, reflecting on how social, business, educational and design activities influence and have a positive effect on the future of the planet. The speakers include Mario Cucinella, Paola Antonelli, Alice Rawsthorn, Yves Béhar, Daan Roosegaarde, Victoria Siddall, Eva Feldkamp, Liam Young, Anab Jain, Marjan van Aubel and Makkox.

Design, technology, art, performance, education and communication can work together to create social, cultural, productive and financial synergies aimed at overcoming the environmental challenge and setting in motion positive, real ecological transition. We now understand only too well – progress, inevitably, has to be sustainable. This means that we all have to pull together and renew our serious and generous ecological efforts. The future also calls for different complementary or opposing visions, taking in as many nuances as possible. Only through the lens of diversity – gender, age, nationality, cultural, financial or skills-based – can we really achieve truly inclusive design. Design, lateral thinking, creativity, taking a critical approach, encouraging training and knowledge exchange – all characteristics inherent in those involved with the world of design – are the main drivers for accelerating the evolution of a more equitable society and a more sustainable world.

These shared approaches are what informs the programme of **Talks** that the **Salone del Mobile.Milano** and **SaloneSatellite** will be holding from **7th to 12th June** in their respective arenas – **Design with Nature**, in **S.Project's Pavilion 15** and **the show dedicated to talented young designers under 35** in **Pavilion 3**. In these two spaces devoted to debate and the pooling of ideas, the Salone will aim to trigger everybody's powers of imagination through all the protagonists who will meet and discuss their ideas, endeavouring to come up with concrete responses to the most pressing issues, facing up to the uncertainty of the times we're living through, and mapping out a way forward, reflecting on concrete actions to be taken in the immediate future to ensure that an altogether better future can become a reality. Amplifying these thoughts, the **Salone del Mobile.Milano digital platform** will be **streaming** the Talks so they can be followed virtually, building an archive of stories and experiences that will remain online for consultation.



The Talks of Salone del Mobile.Milano

An all-female trio, **Maria Cristina Didero**, **Beatrice Leanza** and **Chiara Alessi**, will curate the Talks taking place in the “Design with Nature” arena.

For **Sustainability: Three Different Episodes**, on the subject of transformation, research and sustainable innovation, **Maria Cristina Didero**, Curatorial Director of Design Miami/ 2022, and a consultant and writer, has invited **Victoria Siddall**, a non-executive Director of Frieze, Chair of the Trustees of Studio Voltaire, and a founding member and trustee of the Gallery Climate Coalition, **Daan Roosegaarde**, a creative thinker, artist, innovator and developer of social projects exploring the relationship between people, technology and space, and **Eva Feldkamp**, founder and Director of All in Awe, a social enterprise that puts architects and designers in touch with non-profit organisations, to speak.

Victoria Siddall will illustrate the work of the Gallery Climate Coalition, which aims to identify and concretise environmentally sustainable guidelines for the arts sector, working towards cutting carbon emissions by 50% within the sector by 2030, promoting effective decarbonisation activities through systems and innovation. **Daan Roosegaarde** will discuss technological innovation and art: his aim is to accelerate the spread of social projects that will help save the planet and improve life in urban spaces. Driven by the belief that the world is in urgent need of change, **Eva Feldkamp** will explain how to generate creative opportunities with positive social and environmental impact – her mission is to design a system that will connect creative sector colleagues with charities, non-profit organisations and the public sector.

The talk curated by **Beatrice Leanza**, who has helmed international institutions such as the Lisbon Museum of Art, Architecture and Technology and Beijing Design Week, is entitled **The Design and Science of Worldbuilding**, which aims to trigger reflection on speculative design and experiential storytelling practices as crucial tools for decision-making processes and long-term strategic planning, both in business and in the political field, geared to the survival of the planet. The pioneering work of **Liam Young**, an exponent of speculative architecture and filmmaker, **Anab Jain**, critical designer and co-founded of the Superflux studio, and solar designer **Marjan van Aubel** – the three designers giving the talk – has opened the way for various forms of collaborative research in which design, science and fiction merge to analyse the interconnection of themes ranging from automation to energy democracy, and imagining equitable and sustainable futures.

The Real Imaginary Story of the Salone del Mobile event, designed and managed by the essayist and curator **Chiara Alessi**, will feature **Marco D’Ambrosio**, known as **Makkox**, an illustrator and television writer, as they discuss and re-imagine the sixty years of the trade fair. Ranging over the decades, across the most significant events since its foundation in



1961 to the present day, their discussion will cover the fundamental stages in the most important design event in the world. Protagonists, events, places, images and, of course, objects, chosen by Chiara Alessi and turned into imaginative vignettes by Makkox, will mark the memories and elegies.

SALONE DEL MOBILE.MILANO, PAV. 15, ARENA

Wednesday 8th June, 4pm

Title: SUSTAINABILITY: THREE DIFFERENT EPISODES

Curator: *Maria Cristina Didero*

Speakers: *Victoria Siddall, Daan Roosegaarde, Eva Feldkamp*

Friday 10th June, 4pm

Title: RADICAL NATURE - THE DESIGN AND SCIENCE OF WORLDBUILDING

Curator: *Beatrice Leanza*

Speakers: *Marjan van Aubel, Anab Jain, Liam Young*

Saturday 11th June, 3pm

Title: THE REAL IMAGINARY STORY OF THE SALONE DEL MOBILE

With *Makkox* and *Chiara Alessi*



The Talks of SaloneSatellite

The programme of meetings put together by SaloneSatellite founder and curator **Marva Griffin Wilshire**, which will be held in the Arena of Pavilion 3, which is hosting the show devoted to young designers this year, will feature **Yves Béhar**, the Swiss designer and entrepreneur. While we all dream of making the world a better place, for Béhar it's a mission, a reason for living and working, in fact. Thus, his contribution will be closely tied into the theme of SaloneSatellite, **Designing For Our Future Selves/Progettare per i Nostri Domani**. Through his projects and his latest book, he will explain how to alter and improve lifestyles, lives and individual and collective practices in order to achieve a new sustainable balance.

The second talk will feature two international figures on the design scene, **Paola Antonelli**, Senior Curator in the Department of Architecture and Design and Director of Research and Development at MoMA, and the journalist, critic and design expert **Alice Rawsthorn**, who, through their **Design Emergency** Instagram Live series of talks (**@design.emergency**), have discussed the amazing diversity of design and its efficacy in tackling urgent problems. The series gave rise to a book, *Design Emergency: Building a Better Future*, published by Phaidon and due out on 25th May. Their talk at SaloneSatellite, **There Will Always Be A Design Emergency**, will discuss the story behind the project and include a selection of past interviews as concrete examples of how designers are tackling complex challenges in every field, in a bid to make our lives safer, healthier, happier, more productive and inclusive.

They will be followed by **Franco Lisi**, Scientific Director of the Istituto dei Ciechi di Milano and the architect **Alberto Apostoli**, founder of the Citadel of Wellness, who will discuss the theme of inclusivity and how it is the task of designers to generate wellbeing through their own work for people of all ages and abilities and for the environment.

Lastly, the architect **Mario Cucinella** will chair the meeting promoted by the **SOS School of Sustainability | Masters in Sustainable Architecture and Design**, in which a variety of speakers and #SOS9 students - Academic Year 2021-2022 will take part. A range of different contributors with a diversity of cultural baggage, relating to design in all sorts of different ways, but all with the same, single aim: to leverage design culture if not to change the planet, then at least to help it become a healthier one. The SOS School of Sustainability Foundation, along with Mario Cucinella Architects, will present projects undertaken in the academic year 2021-22 and discuss new developments and visions for the future.

Additionally, thanks to a partnership with **Green Grads**, the event devoted to recently-graduated designers in the United Kingdom, founded and curated by the promoter and design critic **Barbara Chandler**, whose work focuses on nature, sustainability and ecological



projects for the future, and overseen by creative director **Michael Czerwinski** of **Studio Tucktite**, a docufilm made specially for SaloneSatellite by **David Morris**, editor of the magazine Design Exchange and director of Flying Film Lab, will showcase a broad and stimulating mix of “green” ideas promoting sustainability, biophilia and a cleaner, more ecologically-friendly way of life.

SALONESATELLITE, PAVILION 3, ARENA

Wednesday 8th June, 11.30 am

Title: DESIGNING FOR OUR FUTURE SELVES/PROGETTARE PER I NOSTRI DOMANI

Speaker: *Yves Béhar*

Thursday 9th June, 11.30 am

Title: THERE WILL ALWAYS BE A DESIGN EMERGENCY

Speakers: *Paola Antonelli and Alice Rawsthorn*

Friday 10th June, 11.30 am

Speakers: *Franco Lisi and Alberto Apostoli*

Sunday 12th June, 11am

Speakers: *Mario Cucinella, Founder and President SOS*

Giacomo Maniscalco, Director SOS

Lorenzo Porcelli, Architect and Building Engineer R&D Department at MCA | SOS Faculty

Elena BIASON, Senior Consultant - Climate Change and Sustainability Services Ernst & Young | SOS Faculty

Lorenzo Gecchelin, Architect and Product Designer | SOS Faculty

Renzo Vitale, Sound Creative Director di BMW Group

The #SOS9 Students – Academic Year 2021-2022

The SOS School of Sustainability Foundation, together with Mario Cucinella Architects, will be presenting projects undertaken in the academic year 2021-23 and discussing new developments and visions for the future

7-12th June

GREEN GRADS

A unique UK initiative for new graduate talent and the environment.

Film duration: 25 minutes

Thus, some of the most innovative and brilliant minds and ideas in local and global thinking will be brought together in one single place, because it is precisely through debate and



dialogue that solutions are born that have the power to change people's lives, the way we relate to each other and with the planet. Overall, the Salone del Mobile.Milano 2022 Programme of Talks is an invaluable opportunity for an overarching reflection on design, architecture and their current social and sustainable implications. Behind every project lies a desire, be it individual or collective, to help improve the lives of all of us. No matter what latitude, what economy and what cultural provenance. What animates the projects is genuine passion, channelled towards sustainable innovation capable of guaranteeing future generations the same good living conditions as our own.

Milan, 4th May 2022

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