



## The digital side of the 60<sup>th</sup> edition of the Salone del Mobile.Milano.

*Thanks to the Salone del Mobile's online platform, one of the cornerstones of this edition is the perfect combination of digital and real, making for an exponential increase in the value of the narrations, the content and the experiences that happen every day at the world's leading design fair.*

Less than a year after its launch, the digital Salone del Mobile.Milano platform is also playing a fundamental role during the 60<sup>th</sup> edition of the trade fair. Its aim, today more than ever, is to amplify the physical experience of the event at the fairgrounds with a **structured digital space**, devised for the **exhibiting companies**, but dedicated to all those who see the Milan fair as an **unmissable point of reference and meeting place** at international level.

The **multi-channel platform** is updated every day with **original editorial content, service information, news** about the world of **design** and the **latest from the companies**. A constantly active showcase where the exhibitors talk about themselves and present their products. A contemporary, lively and compelling narration of what's going on among the stands, **including live streaming of the talks**, the **story of the Compasso d'Oro as told live through the special Design in the Kitchen and Design in the Bathroom displays** – created in collaboration with the ADI Museum, and the great sustainability-focused project **Design with Nature**, curated by the architect Mario Cucinella. All in all, it's an exceptional tool that enables the dialogue between the **Salone, exhibitors and visitors** to remain open, with a programme in Chinese dedicated to the Chinese public to enable them to enjoy the event at a distance.

*"We want to inhabit the digital space and amplify the physical experience, so as to involve those who cannot be with us right now, in order to carry on developing on a year-round basis the things that the Salone del Mobile represents: an intersection of experiences, a point of reference for the sectoral companies, the international avant-garde involved with design,"* explained **Maria Porro**, President of the Salone del Mobile.Milano.

A **range of new functions and services** are up and running on the Salone del Mobile.Milano app, designed to improve the experience of both visitors and companies before, during and after the event, which runs from 7<sup>th</sup> to 12<sup>th</sup> June. The app can be used to **purchase tickets (on pre-sale at a reduced price until 6<sup>th</sup> June)**, access **details of the products on exhibit** and scan the relative QR codes to look up all their technical characteristics. Sectoral professionals can use it to **book appointments with the companies** in order to meet the interlocutors in whom they are interested, and it also makes it easier for brands to make contact with visitors to their stands thanks to **matchmaking**.



Luca Adornato, Digital & Marketing Director, had this to say: *“The Salone Mobile.Milano brand is synonymous with excellence and quality. What we are aiming to do from the point of view of the use and fruition of the digital channels is to represent the essence of our brand as best as possible through a daily narrative intended to pick up on the needs and curiosity of our public at global level. Thus the ability to interact with our community takes on a crucial role. Companies, operators, fans and the simply curious are part of a unique ecosystem that we are striving to involve day after day, starting with building on the trade fair experience to create a relationship that will stay alive all year and cover all touchpoints. The June event is therefore the perfect opportunity to consolidate this venture, allowing us to underpin the role of the Salone in our industry even further.”*

An inclusive approach and one that is open to exchange, that in its first year has already involved all the major players within the sector: the **companies** and the **international magazines**, the **architectural practices** and the **designers**, the **design critics** and a **growing**, interested and involved **community**. With this in mind, the inaugural show at La Scala has been broadcast live on the platform. An observatory and an active discussion platform, with a plan of collaborations and interactions that start with the city of Milan, which is increasingly involved, not least through the events organised by the companies taking part in the trade fair.

*“We are working to continue being the leading reference forum for the design sector at global level. We activate wide-ranging discussion and promote the culture of design, with a particular focus on the product. We are the mouthpiece for all those who are designing the future – both physical and digital – in our own field, right now,”* said **Annalisa Rosso**, Digital Project Editorial Director.

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