



## Emiliano Ponzi's final illustration celebrating 60 years of the Salone del Mobile.Milano looks to both present and future

*The multi award-winning Italian illustrator has completed his journey through the colours and evocations of the trade fair. After illustrating its relationship with the city, the people and the evolution of habits from 1961 to the present day, his final poster looks to the future. With freshness and optimism.*

The communication campaign image for the 60<sup>th</sup> edition of the Salone del Mobile.Milano was devised by **Emiliano Ponzi**, one of Italy's most respected illustrators at international level. The last few months have been marked by **six posters** – one for each decade in the history of the trade fair – celebrating its **heritage** and illustrating its **deep ties with the city** and with the **evolution of design and lifestyles**. A series of images that have summoned up the atmospheres and emotions in a contemporary key, each one generating a moment of surprise, suspense and elegy. Ponzi has whittled down the last 60 years in order to identify the most representative elements of the city and its relationship with the Salone, while maintaining a crosscutting approach and vision geared to best expressing the cross-contaminations inherent in this relationship.

Again, in the sixth and last poster the artist's hallmark style is unmistakable: the illustration is devoted to the 2010s, with an eye to the future. A backlit figure, sitting on a hill, admires the Milanese skyline while sketching the number 60 on their iPad. Just like the Salone, the protagonist of the image appears to be reflecting on what lies in store, indefatigably optimistic about the future. The final illustration therefore transmits a sense of momentum, joy, security and colour. It is quite clear that this is not intended as a "final chapter" but as a powerful insight, a first step towards discovering that something new that lies ahead of us. At the Salone. In Milan. In the world.

*"The 2022 edition is a special one for the Salone del Mobile.Milano because it marks an important anniversary, and we're going back to the fairgrounds in full swing with all the usual momentum and enthusiasm. I've listened to the voices of the Salone: the management, the designers, the visitors and the events and recalled the feeling of being there. I've synthesised its history in six posters, giving each decade its own distinctive feel. All that's left now is to immerse ourselves in the real thing and thoroughly enjoy these few days," said **Emiliano Ponzi**.*

*"We are delighted to have entrusted the communication artwork for the 60th edition of the Salone del Mobile.Milano to Emiliano Ponzi: he's taken a sweeping and sharp look at the history and the identity of the event and translated them in an eclectic and engaging way. His illustrations instantly capture how the relationship between Milan and the Salone has worked and still does, original and unique: the city has been the backdrop for and a driver of the fair and the Salone has made Milan the world capital of design." said **Maria Porro**,*



**President of the Salone del Mobile.** *“The visual path laid down by Ponzi condenses values, memories and hopes: like the figure in the final poster, we are looking to the future with confidence, in the awareness that it is only by focusing on quality, dialogue, respect and cultural inclusiveness that the Salone can continue to grow for another 60 years.”*

This final poster also contains a disruptive element compared with traditional publicity campaign images, adding a further level of connection and interaction between the illustration and the audience, achieved by harnessing **augmented reality**. The digital part of the image was created by **Alkanoids**, a Milanese creative studio specialising in motion graphics, 2D/3D animation and filmmaking. When the QR code in each poster is scanned by smartphone, the illustrations come to life, changing from a static, two-dimensional state to a moving one.

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