



## Salone del Mobile.Milano 2022: the partnerships.

*The Salone del Mobile.Milano is confirming and enriching its prestigious visitor and exhibitor offering, confirming established partnerships and adding new ones for the most innovative and enjoyable experience possible.*

If quality is the common thread to all the exhibitors at the 60<sup>th</sup> edition of the Salone del Mobile.Milano, it's certainly the criteria according to which the partnerships are agreed which, the trade fair believes, should underpin a unique and original visitor experience. Because sharing beauty and pleasures is one great highlights of the event.

**Pirelli** is making its debut among the Salone del Mobile partners, present with two very distinct offerings, the first of which is from **Pirelli Design**, the division of the group involved in promoting the brand through design projects that bring together Pirelli's technical expertise and the experience of its prestigious partners. In particular, a **special edition of the speedboat produced by TecnoRib**, the licensee of the PIRELLI brand for speedboats and tenders, will be on display in Corso Italia. **The PIRELLI 35**, which won the Red Dot Design Award, is a **11-metre walkaround** that is a perfect balance of sportiness and elegance. **Pirelli Care**, the brand's second offering at the Salone del Mobile.Milano, is a new web or smartphone-based service for purchasing tyres and mobility-related services at a fixed monthly price. It's a modern solution, tailored to a variety of needs with three different adaptable and customisable plans.

Given that the trade fair is writing a fundamental chapter in its history, there just had to be an **official 2022 edition pen**. We have chosen **BIC®**, after all, its DNA is to all extents and purposes the same as that of a design project. Given this authentic link, it has been chosen as one of the event partners. That's not all, however. The brand is also holding an exhibition at the fair – *Where Design Begins* – in **Pavilions 16-20**, a show of five works of art crafted with the iconic **BIC® Cristal® Original** pen, which the artists have used as an instrument or as an integral part of the works themselves.

Following the positive Supersalone experience, our partnership with **Radio DeeJay, Radio Capital and Radio m2o** continues, providing the soundtrack – amongst other things – to the 60<sup>th</sup> edition of the Salone del Mobile, Milano. The radio truck will be parked in Corso Italia at Fiera Milano Rho from 7<sup>th</sup> to 12<sup>th</sup> June, playing host to and broadcasting live some of the programmes in the palimpsest: news, entertainment and music will alternate with the many voices of brands, designers, architects and visitors that the DJs and hosts will bring in to provide a live narration of what's happening and how things are at the Salone.



The long-standing institutional partnership between **Intesa Sanpaolo and the Salone**, continues. It began in 2017 in the wake of a long-standing association that saw the country's leading banking group committed to sectors such as design and furnishing, the cornerstones of Made in Italy. Sanpaolo is thus renewing its support for the Italian furniture, furnishing and design sector, accompanying companies within the sector on their paths to sustainable growth.

The **60<sup>th</sup> edition of the Salone del Mobile.Milano** is also consolidating other partnerships established in previous years. In the food & beverage sector, the global leader in high-end sustainable coffee, **illycaffè**, will again be back at the fair. In the Red Lounge, the International **Business Lounge** and the **Caffè della Stampa at Rho Fiera Milano**, illy will help designers, buyers and journalists covering the event unwind, discovering and savouring its unique 100% Arabica espresso blend.

The Salone is also renewing its partnership with **Ca' del Bosco**, confirming their mutual esteem and providing a further opportunity to represent the very best of Italian wine in a lively and creative international design environment: passion, style, inventiveness, genius and innovation bound up with craftsmanship and tradition, values that Ca' del Bosco and the Salone have in common. In this edition, Ca' del Bosco will be present with a stand in Corso Italia – a space that recalls the style and architecture of the winery: blue wolves also guard the space and guests at the Fair; a vertical garden recalls the green of the vineyards. The experience is rounded off by an opportunity for enthusiasts to taste Ca' del Bosco wines matched with gastronomic proposals.

The Salone is also renewing its collaboration with **Acqua S.Bernardo**: a bond that is based on shared projects of excellence in terms of content and form and on mutual considerations around the pressing need for ecological transition. Thus, Acqua S.Bernardo is producing its iconic 'Goccia' glass bottle, designed by Giorgetto Giugiaro, alongside new sustainable packaging solutions, such as its new aluminium and multi-sensory cans, featuring the drops – symbols of lightness, purity and design – in relief, and 'Goccia Ely,' the latest S.Bernardo product, a 100% recycled and recyclable plastic bottle, distinguished by a spiral shape that reminds us that everything can come back.

Milan, 6<sup>th</sup> June 2022

Press info:

Marva Griffin – Patrizia Malfatti

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