



The 60th edition of the Salone del Mobile.Milano: the (re)start of the present with eyes firmly on the future.

60 years spent in the pursuit of commitment, quality and innovation and, now more than ever, environmental and social responsibility. The Salone may be celebrating a milestone, but it's not standing still: the new challenges lie in fleshing out a vision of the furnishing system that, of necessity, is more ethical and aware – design that besides being functional and good-looking is also capable of engendering conditions and spaces for wellness, refuge and inclusion.

The **Salone del Mobile.Milano** is – finally and once again – on the starting blocks. This 60th edition will make wonderful things happen at a time and in a world that is fickle, impulsive and fast, in a society seeking fixed points and (re)covery. Conscious that it has to be a time, a place and a tool for thinking together around the generative capacity of design and the social and political role of the furnishing system as a whole, the Salone is back live in its most complete form. Reaffirming the even greater importance of meeting, of discussion, of dialogue in real life than digitally. Aiming to be a unique and unmissable occasion, generating sharing and circularity and welcoming cultures and human beings. Thus it is (re)asserting itself as a global event, the linchpin of a virtuous system with its roots in Milan but projected throughout the world, generating quality, relationships, business opportunities and creative paths that reflect positively on all our lives (and homes). 60 years not just as a showcase for excellence but, today especially, for necessary and responsible design with man and nature at the centre. An edition that has been built collectively around fundamental trains of thought and work: the opportunities and responsibility of design, inclusion and environmental responsibility, demand for and the culture of design.

Maria Porro, President of the Salone del Mobile.Milano, had this to say: *“Putting together this edition of the trade fair has been a powerfully emotional experience, given its extraordinary symbolic dimension: it is narrating sixty years of history and marking a new point of departure for our sector. We were keen to invest in the physical presence and even more in openness to the whole world, enabling all the actors to feel welcome and involved in a shared project that is good for the companies, for Milan and for the country. This is reflected in our efforts to bring as many foreign exhibitors and visitors to the trade fair as possible. There has been excellent uptake from Europe, the UK and Canada, as well as Saudi Arabia, the Far East and India. Where China is concerned, we have programmed a whole range of digital services and contacts that will help it feel closer than ever. We believe in a Salone that breaks down barriers, becoming a cultural bridge, welcoming everyone without distinction, in the name of ethical and responsible design. This approach is the only way the Salone can produce value,*



stoke renewed enthusiasm and produce an event that looks increasingly to the future. In this edition too, the Salone del Mobile is following its vocation and its original objective: to promote projects that improve the quality of living, of public and private spaces, making sense of innovation that has to be sustainable these days; to be a mediator and catalyst of knowledge and experiences and an accelerator of ecological transition. Everything at the fair will speak to this mission and to this responsibility."

Based on an anthropological design concept, capable of envisioning new design perspectives and space-building hinged on sustainability principles, the 60th edition will serve as a showcase for the progress made by **creatives, designers, brands and companies** in this regard and, by involving the talented young SaloneSatellite designers, is **hedging its bets on the new generations** that have grown up in a time of crisis and who aspire to more equitable, ethical, inclusive and responsible production and usage.

Overall, **the 2022 events** will involve **2,175 exhibitors**, including some **600 young designers under 35**, all free to express their own identities to the best of their abilities, with complete creative freedom thanks to stands that act as both architectural and communication elements, welcoming visitors in order to demonstrate the excellence of the new collections and lifestyle concepts of the individual brands. An immersive and emotional visitor experience that has always distinguished the Salone del Mobile and set it apart on the international trade fair scene.

The **Salone Internazionale del Mobile**, the **International Furnishing Accessories Exhibition** and **Workplace3.0** have a wide range of design paths and aesthetics to offer: from fluid furnishing to a return to classic style, from a quest for naturally inspired purity and lightness to quite the opposite, architecturally inspired, right up to a conscious effort to retrieve artisan skills and techniques. Obviously, crosscutting efforts towards a **green, respectful approach** to materials and the environment can be seen right across the board. The rehabilitation of the **narrative value of objects** is clear, along with their ability to create an **ambiance**, to **stoke emotions** and make the space **resonate with the personalities of the people** who inhabit it.

This edition sees the return of the biennial **EuroCucina**, with its collateral event **FTK - Technology For the Kitchen** and the **International Bathroom Exhibition**. **Kitchens** are envisaged as open spaces, invitations to getting together and sharing. Places that acknowledge the importance of the people, the relationships, the time and the pace (slow, hopefully) at which we live our lives. Design is therefore called upon to produce dynamic spaces, fluid and hybrid, and therefore multifunctional expressions of contemporary living. The **bathroom companies** have leveraged research and innovation and come up with projects that focus on water saving and using low impact, recyclable and circular materials that also guarantee high quality and durable products. The use of technology is increasingly



widespread and invisible, enabling products to achieve high levels of sustainability while providing the user with a highly customisable and relaxed wellness experience.

S.Project, the exhibition devoted to design products and interior decoration solutions, will highlight the most significant contemporary lines of research: the hybridisation of spaces and the move from the design of individual pieces to that of whole environments. Not just design triggers, but emotional ones, are their fundamental *raison d'être*, such as the need to build “nests” that are totally co-ordinated and cosy and comforting spaces,

“The huge uptake for the 60th edition of the Salone del Mobile.Milano is the best possible response from the sector in the wake of the difficulties and uncertainties of the last two years which, alas, seem not to be entirely over. 2021 was a better-than-expected year for the wood-furnishing sector, with turnover of more than 49 billion euros and 14% growth on 2019, a 7.3% rise in exports and an 18.4% increase in its share of the Italian market. These figures testify to the quality of our products in terms of planning, design, materials research, durability and sustainability as well as a renewed interest in the domestic space, driven on the Italian market by government building incentives. Clearly the geopolitical situation, inflation and the dizzying rise in the cost of raw materials in the second six months of the year put the brakes on the results achieved in 2021. Despite this climate of uncertainty and worry, or perhaps precisely because of it, our entrepreneurs were absolutely set on being present at the Salone del Mobile so they could finally showcase their creations in person after a two-year hiatus, and throw themselves open to new, hitherto unexplored markets. It will be a wonderful anniversary, hinged on the theme of sustainability, a real driver of development and which our sector can boast of having taken well on board. However it is FederlegnoArredo’s duty to make sure the companies move forward on this and accompany them along the path of ecological transition with concrete actions on which we are working in order to put the Sustainability Code of Conduct, which we presented in late 2021 into action and which will be discussed at the Board Meeting on 27th June along with a presentation of the relevant plan of action,” said Claudio Feltrin, President of FederlegnoArredo.

More than **600** young designers will be taking part in the **23rd edition of SaloneSatellite**. This year’s theme is **DESIGNING FOR OUR FUTURE SELVES / PROGETTARE PER I NOSTRI DOMANI**. This edition will invite us to reflect on “inclusive” design, fostering autonomy, comfort, movement, usability, interaction and safety for all. The theme is echoed by the artwork and general set-up of the pavilions, both entirely new, promising **sensory explorations** and turning SaloneSatellite into a welcoming design citadel. Visitor flows will gravitate around two great central plazas linked to other hubs devoted to conviviality and interface, such as, for example, the space reserved for **showcasing the projects competing for the SaloneSatellite Award** (Pav. 1), assigned on **Wednesday 8th** by **Marva Griffin Wilshire**, founder of the event and “godmother” to so many young talents. Among the



stands, there will also be a **“cabinet” of new sustainable materials** from selected research centres around the world. New this year will be a **podcast** that brings **all the voices of the participants together**, as an alternative guide for the sight-impaired, in an edition that provides an all-round reflection on design without barriers.

*How far has design come with regard to sustainability? Can we accelerate the ushering in of a new era in the way we live (in cities and at home)? What tools and concrete, up to date materials does design have to hand? These are just some of the questions to which the Salone aims to respond with the **exhibition-installation Design with Nature**, curated by the architect **Mario Cucinella** and displayed in S.Project's Pavilion 15: **1,400 m2** that narrate a **virtuous ecosystem** that, ideally, aims to represent **the future of the way we live**. Conscious that the environmental challenge calls for a radical change of approach, new environmental education and an awareness that change is now possible, the Salone enlisted Mario Cucinella to work with it on the theme of transforming the ways in which we inhabit the earth and on the role of architects and designers as prefigurers of future spaces, in a bid to (re)build the difficult equilibrium between territory, city and landscape. Design with Nature therefore explores the themes of circular economy and reuse, starting with the idea that cities could be possible “reserves” of the future, where most of the raw materials used in construction could be sourced.*

As part of the celebrations for its 60th edition, the Salone del Mobile.Milano aims to pay homage to its exhibitors, the beating heart of the fair, celebrating their unwavering commitment to presenting innovative products and processes each year in the name of quality. Thus, two installations **curated by the architect Alessandro Colombo with Paola Garbuglio, in collaboration with ADI-Italian Association for Industrial Design**, are being held in the EuroCucina and FTK – *Technology For the Kitchen* and the International Bathroom Exhibition pavilions. **Design/in the Kitchen** is featuring kitchen-related products, while **Design/in the Bathroom**, is featuring bathroom furnishing. **250 pieces** that have garnered Compasso d'Oro honourable mentions or awards will be showcased, either physically or in photographic form, almost all of which have passed through the stands of the trade fair, and which narrate a chapter in the unparalleled story of Italian design, built on discoveries, technology, design and business culture, customs and sociality.

Design, technology, art, education and communication can work together to create social, cultural, productive and financial synergies aimed at overcoming the environmental challenge and set in motion positive, real ecological transition. Planning the future calls for different, complementary or opposing visions in order to take in as many nuances as possible. Only through the lens of diversity – gender, age, nationality, culture, financial and ability – can we really start to come up with truly inclusive design. These considerations have informed the programme of **Talks** that the **Salone del Mobile.Milano** and



SaloneSatellite will be holding. The protagonists include **Mario Cucinella, Paola Antonelli and Alice Rawsthorn, Yves Béhar, Daan Roosegaarde, Victoria Siddall, Eva Feldkamp, Liam Young, Anab Jain, Marjan van Aubel and Makkox**. The Salone del Mobile Talks are being curated by **Maria Cristina Didero, Beatrice Leanza and Chiara Alessi**, while the SaloneSatellite Talks have been devised by **Marva Griffin Wilshire**. **Intesa Sanpaolo and the Altagamma Foundation** have also chosen the Salone as the venue for meetings and dialogues on the macro-economic scenario, the challenges and the new perspectives for the future.

The Salone del Mobile.Milano is also renewing its collaboration with **Identità Golose Milano** – the International Hub of Gastronomy because of their shared mission and intent. The **gastronomic project** is split between **four pavilions** with **four Food Courts**. **Respect for the environment and signature cuisine** make up the common thread that characterises the **Food Court** at the **Design with Nature** project, led by the chefs **Gianni Tarabini, Federico Malinverno Vittorio Leani and Domingo Schingaro**, whose great awareness of the need for positive change shines through every day. They achieve this by working with “sustainable” producers and suppliers so as to avoid waste and reduce or do away with plastic and other non-recyclable materials in their supply chains. They work directly with growers, farmers and fishermen, use natural pastures, grow plants and breed animals, using regenerative methods such as no-dig kitchen gardens and secondary crop rotation. The other **three Food Courts** are located in **Pavilions 2, 8 and 14**, ready to take visitors on a gastronomic journey of discovery into the creations of some of Italy’s greatest chefs and artisans – **Carlo Cracco** with **Marco Pedron, Cristina Bowerman, Andrea Ribaldone and Edoardo Traverso, Giovanni Ricciardella, Viviana Varese, Eugenio Boer and Federico Sgorbini**.

The **60th edition of the Salone del Mobile.Milano** will also spread beyond the confines of the fairgrounds and into the city: from **7th to 17th June**, **The Magic Box**, a site-specific **monumental film installation** curated by **Rampello & Partners Creative Studio**, with the artistic direction of **Davide Rampello**, and dedicated to the **11 values** that have always been imprinted in the trade fair’s DNA, is being held in the **Sala delle Cariatidi at Palazzo Reale**. **11 films d’auteur** will be screened, made by **11 great names in Italian filmmaking**, each of whom has interpreted one of the keywords and turned it into a short film d’auteur. **Francesca Archibugi** took on the word **Emotion**, **Pappi Corsicato**, **Enterprise**, **Wilma Labate**, **Design**, **Bruno Bozzetto**, **System**, **Luca Lucini**, **Communication**, **Claudio Giovannesi**, **Culture**, **Gianni Canova** and a team of film students from the IULM University, **Young People**, **Donato Carrisi**, **Ingenuity**, **Daniele Ciprì**, **Milan**, **Stefano Mordini**, **Savoir Faire**, and lastly, **Davide Rampello**, **Quality**.

In the spirit of ever greater openness to exchange and the circulation of ideas, culture and creativity, we are again collaborating with the **Teatro alla Scala Foundation**. It is a partnership born of the desire to interweave our shared values, with the dual aim of



promoting and valorising the talent of the Philharmonic Orchestra and allowing the design community to enjoy a unique experience. The Salone opened with a concert by the Philharmonic Orchestra conducted by **Lorenzo Viotti**, which performed **Prague – Symphony No. 38 in D Major, K. 504** by Wolfgang Amadeus Mozart, followed by **Apollo**, choreographed by George Balanchine to music by Igor Stravinsky, starring the extraordinary **Roberto Bolle**.

The Mayor of Milan, Giuseppe Sala, had this to say: *“For its sixtieth edition, the Salone del Mobile.Milano is throwing itself open to the city with renewed dynamism and eclecticism. The Salone is a symbol of Milan the world over – an event which, like our city, manages to find uncharted avenues to best narrate itself and the latest innovations in what is a strategic sector for our region and our country, while never losing sight of its own values and its own identity. Milan’s ties to the Salone are further consolidated with each edition – ensuring that the city increasingly becomes a dependable and accredited leader in the field of design, furnishing and furnishing accessories, as well as in the running and management of the intriguing events held alongside the Salone. It will take place again this year thanks to the collections that the exhibitors, companies and young designers have to offer an international public attuned to innovation and the sustainability of products and keen to anticipate the trends.”*

The communication campaign image for the **60th 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 and suspense. Ponzi 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. After the posters illustrating the fair’s relationship with the city, the people and the evolving habits from 1961 to the present day, the very last one looks to the future. Like the Salone, the protagonist of the image, appears to be reflecting on what lies in store, indefatigably optimistic about the future. Thus the final illustration transmits a sense of momentum, joy, security and colour. It is quite clear that this is no “final chapter” but a powerful insight, a first step towards discovering that something new that lies ahead of us. At the Salone. In Milan. In the world.



Underscoring the international role of the Salone del Mobile.Milano and the city, and their dedication to inclusion and hospitality, the **Welcome Project** will be running for a seventh year. It is an upshot of the collaboration with the **Municipality of Milan**, and the city's leading design schools **Nuova Accademia**, **IED European Institute of Design**, and the **Polytechnic University of Milan/Design School**. The Salone has set up welcome points at focal points throughout the city, manned by a hundred or so students, on hand to provide the public with information on moving around the city, on the fair itself and also on the main events taking place in Milan.

"The Salone del Mobile is, without a shadow of doubt, the most keenly-awaited trade fair event for Milan and Lombardy. This year has seen a return to 'normality' – a live event in its most complete form, enriched by the participation of foreign exhibitors and visitors and young designers. The Salone del Mobile is – of course – much more than just an event. It is a unique catalyst of regional excellence, an extraordinary vehicle that takes on board Lombard savoir faire in its entirety, valorising the business system and its associations, it is emblematic of the ingenuity and tradition of our land – from the smallest artisans in Brianza to world-renowned universities. The timber sector is enjoying a period of growth compared with the last two years. Signs of a recovery that can be ascribed to the amazing capabilities inherent in our region, in its businesses and in its professionals," said **Attilio Fontana, President of the Lombard Region**.

The Salone del Mobile.Milano sees Federlegno Arredo Eventi and the **Italian Trade Agency ICE** – the government body that underpins the economic and commercial development of Italian businesses abroad and works to attract foreign investment in Italy – working closely together to devise a raft of strategic activities to pique the interest and encourage the participation of foreign professionals, buyers, architects, interior designers and journalists in the various editions of the Salone in particular. Again this year, ICE has lent invaluable and greatly-appreciated support to the Salone del Mobile.Milano, with a view to bringing as many skilled foreign professionals as possible to Milan, as a testament to the country's ability to build a system that benefits businesses and regions alike.

"In the wake of the previous editions, which ICE has underpinned with extraordinary contributions to ensure the continuity of such a prestigious event for Made in Italy, even during the pandemic, this year's Salone del Mobile can now boast a powerful commercial dimension and a significant incoming of professionals from abroad. The ICE trade agency is contributing by bringing in 600 buyers from 70 different countries, and it looks as though the city of Milan is about to be 'fully booked' - which is a source of great pleasure to us, because when trade fairs get going, so do cities, and our support for trade fairs takes in the interests of the companies and the regions," said **Carlo Ferro, President of the Italian Trade Agency ICE**.



The institutional partnership between **Intesa Sanpaolo and the Salone** which began in 2017 continues, following a long-standing affiliation that has seen the bank committed to sectors such as design and furniture, the jewels in the crown of Made in Italy. Intesa Sanpaolo, Italy's leading bank, is thus renewing its support for the Italian furniture, furnishings and design sector, with the aim of supporting companies in their efforts to reduce their environmental impact and develop their activities abroad.

Following the positive Supersalone experience, our partnership with **Radio DeeJay, Radio Capital and Radio m2o** continues, providing the soundtrack – amongst other things – to the 60th edition of the Salone del Mobile, Milano. The radio truck will be parked in Fiera Milano Rho throughout the event, 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.

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Press info:

Marva Griffin – Patrizia Malfatti

press@salonemilano.it