



The Salone del Mobile.Milano 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 can influence and have a positive effect on the future of the planet. The speakers include Mario Cucinella, 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. Design, lateral thinking, creativity, taking a critical approach, openness 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 considerations have informed the programme of **Talks** that the **Salone del Mobile.Milano** and **SaloneSatellite** will be holding in the **Design with Nature** arena in **S.Project's Pavilion 15** in a bid to trigger everybody's powers of imagination, 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 messages, 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.

An all-female trio, **Maria Cristina Didero**, **Beatrice Leanza** and **Chiara Alessi**, meticulously planned and drew up the subjects.

For **Sustainability: Three Different Episodes**, **Maria Cristina Didero**, Curatorial Director of Design Miami/ 2022, and a consultant and writer, has invited **Victoria Sidall**, 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 discuss the subject of transformation, research and sustainable innovation.

Victoria Sidall will illustrate the work of the Gallery Climate Coalition, a network that works to optimise resources in the contemporary art world (sharing transport costs or recycling materials retrieved from old installations, for example) with a view to cutting carbon emissions by 50% within the sector by 2030. **Daan Roosegaarde**, regarded as a visionary artist and designer for his work on large scale sustainability, will talk about his innovative practice in the Netherlands: 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 organised by **Beatrice Leanza**, a curator who has helmed international institutions such as the Lisbon Museum of Art, Architecture and Technology and Beijing Design Week, is entitled **Radical Nature. The Design and Science of Worldbuilding**, and aims to trigger reflection on speculative design and experiential storytelling practices as crucial tools for decision-making processes and strategic long-term planning, both in business and in the political field, geared to the survival of the planet. **Liam Young**, an exponent of speculative architecture and filmmaker, **Anab Jain**, a critical designer and co-founder of the Superflux studio, and solar designer **Marjan van Aubel** – the three guest speakers – have 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 hosted 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.

There will also be a Talk organised by **Intesa Sanpaolo – Sustainability and Circularity in the home sector – hosted by Anna Roscio**, Head of Sales & Marketing, Imprese Intesa Sanpaolo, in which the architect **Mario Cucinella**, **Gianni Caimi**, CEO, Caimi Brevetti, **Daniele Lago**, CEO and Head of Design, Lago, **Tiziana Monterisi**, CEO & Co-Founder, RiceHouse and **Andrea Tagliabue**, Vice President, Tabu will take part. The discussion will



hinge on what combining sustainability and circularity in architecture, furnishing and the home sector actually means, and on what is needed to guarantee sustainable and circular supply and production chains, materials and products, in terms of the evolution of companies' production systems. The Intesa Sanpaolo Study and Research Centre will then present the macro-economic and furnishing sector scenario.

Lastly, another talk has been organised, entitled **Altagamma-Bain DESIGN MARKET MONITOR 2022**. Marking the 60th edition of the Salone del Mobile.Milano, Altagamma, the Foundation that gathers together high-end Italian cultural and creative companies in the fashion, design jewellery, food, hospitality, automotive and sailing sectors, is back to present the situation in and the prospects for the high-end design furnishing market – geographies, consumers, product categories and new models of governance. Taking part in the talk will be the President of Altagamma, **Matteo Lunelli** and the President of the Salone del Mobile.Milano and Head of Marketing and Communication at Porro, **Maria Porro**; the figures and consumer trends within the segment will be illustrated by **Claudia D'Arpizio**, Senior Partner at Bain & Company, and commentated by a panel coordinated by **Stefania Lazzaroni**, General Manager of Altagamma, with **Carola Bestetti**, CEO of Living Divani, **Roberto Gavazzi**, CEO of Boffi | De Padova.

SALONE DEL MOBILE.MILANO, PAV. 15, ARENA

Wednesday 8th June, 10.30am

Title: SUSTAINABILITY AND CIRCULARITY IN THE HOME SECTOR

Intesa Sanpaolo

Speakers: *Anna Roscio, Mario Cucinella, Gianni Caimi, Daniele Lago, Tiziana Monterisi
Andrea Tagliabue*

Wednesday 8th June, 4pm

Title: SUSTAINABILITY: THREE DIFFERENT EPISODES

Curator: *Maria Cristina Didero*

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

Thursday 9th June, 2.30pm

Title: ALTAGAMMA-BAIN DESIGN MARKET MONITOR 2022

Speakers: *Matteo Lunelli, Maria Porro, Stefania Lazzaroni, Claudia D'Arpizio, Carola Bestetti
and Roberto Gavazzi*



Salone del Mobile. Milano

Press

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*

Milan, 6th June, 2022

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