



## The Salone del Mobile.Milano supports Triennale Milano

Again this year, the **Salone del Mobile.Milano**, which celebrated its 60<sup>th</sup> edition in June, is **one of the supporters** of **Triennale Milano** - a key institution in the dissemination of design culture at global level, design and architecture in particular - especially in regard to the 23<sup>rd</sup> International Exhibition. With *Unknown Unknowns. An Introduction to Mysteries*, the Triennale is again underscoring its pivotal role as a place where history and the present day come together and as a cultural driver with a broad outlook on the future.

These values are fully shared by the **Salone del Mobile.Milano**, which has been **committed to promoting awareness of the sector beyond its national borders since 1961**, mapping out new directions. Like this 23<sup>rd</sup> exhibition, the **Salone del Mobile.Milano is a bridge between different cultures, a vehicle for ideas and cultural exchange, an opportunity for interface and reflection for all the players within the sector, and beyond.**

The 60<sup>th</sup> edition – which notched up **2,715 exhibiting brands, 27% of them from abroad**, with 600 young designers and **262,608 attendees from 173 countries** (with **61% of the buyers and sectoral professionals from other countries**) – was testament to the **cohesion of the design community** and the **content value** of the event, proof that the entire sector's ability to work as a team can produce great results and open up new insights into the future, even at extremely complex times like these on the global stage.

Acknowledged as the most-visited furniture fair at international level, the Salone del Mobile.Milano takes place in April each year (this year was an exception), along with the alternating biennial exhibitions **EuroLuce** in odd years, **EuroCucina with FTK – Technology For the Kitchen** and the **International Bathroom Exhibition** in even years, and the annual exhibitions **S.Project**, **Workplace3.0** and the **International Furnishing Accessories Exhibition**. **SaloneSatellite**, a launchpad for young designers and a point of reference for companies on the look-out for new talents, was set up in 1998, netting a Compasso d'Oro award in 2014.

The recognition garnered by the Salone del Mobile.Milano is owed to the indefatigable industrial network that underpins it, to the quality of projects that take sustainability, excellence of form and content into account, to the ability to build a system, to train young people and, especially, to capitalise on the amazing integrated communication and culture mechanism that has always characterised the city of Milan and its region. It is this **support that the Salone del Mobile.Milano provides to Triennale Milano, in a reciprocal synergy**, channelling the forces that pull together in the Lombard capital to maintain the leadership role of the fair and of the city, helping to put up a common front within the global market, and attracting ideas, projects and resources.

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