

Salone del Mobile Digital Spotlight Guide



Salone del Mobile.Milano

A huge potential target

Salone del Mobile.Milano is more than a fair, it's a global experience that attracts not only those who are directly involved with companies, but also those who are simply passionate about design.

Each edition is therefore an opportunity to take a privileged look at the future of the design and furniture industry.

Target People

>65M

Professionals

~6M

Male

41%

Average age

43,5

Design Lover

~59M

Female

66%

Average age

43,9

Website, App and Social Media internal analytics

Everyone from Everywhere

In just a week, Salone becomes the center of the design world.

Attracting enthusiasts and professionals from 181 different countries, it presents itself as the international stage for the world's most famous and innovative designs and designers, gathering different countries, brands and people from all over the world.

**An international stage
from 150 different countries**

Attendees

>370K

Exhibiting brands
From 35 different countries

>1900

Media attendees
From 74 different countries

>6K

Young designers
From 35 different countries

600

Website, App and Social Media internal analytics

"The Salone in Milano is where strong objects mark the progression of design intelligence, objects from elsewhere, beyond time and fashion. It is a place dedicated to present a year, a decade of work and creation. It is only the tip of the iceberg, where good design is displayed. And like all fairs, the Salone is finally not so much about the products, but the fusion of people, the exchange"

Philippe Starck,
Architetto e designer

"In one week, it's thrilling to see the entire city of Milan becoming the living room of the design world. It's not just about the social aspect of meeting friends, but it's a powerful learning platform and community building that makes design relevant, sustainable, and meaningful."

Neri&Hu,
Design and Research Office

"The strength of the Salone doesn't only come from the stands and exhibiting companies, most of it comes from the energy of the people who visit it, because they're the ones who make the difference between the Salone and any other design fair."

Ferruccio Laviani,
Designer



What professionals say about us

“The Salone del Mobile is the beating heart of international design. Every exhibit is the result of the tireless commitment and passion that drive designers and creatives all over the world.”

**Ludovica Serafini and
Roberto Palomba,**
Architects and designers

“Salone plays a crucial role in furniture and lighting design. It’s clear that, for several reasons, it’s the most important trade show right now.”

Luca Nichetto,
Designer

Always culturally defining

“If a furniture fair can provide a comprehensive answer to the pressing questions of the industry, then it is the leading international trade fair for the furnishing and design industry, the Salone del Mobile.Milano.”

Stylepark,
Germany

Link: <https://www.stylepark.com/de/news/salone-del-mobile-milano-milan-design-week-design-architektur-kunst-licht-evolve-stylepark-magazin>

Salone del Mobile.Milano

A” New Way to Look at Furniture in Milan. A spirit of innovation continues to drive the fair, not least in the way its organizers have responded to the pandemic.”

**New York Times, A New Way
to Look at Furniture in Milan,**
United States of America

Link: <https://www.nytimes.com/2021/09/06/arts/furniture-show-milan-supersalone.html?searchResultPosition=1>

“Salone del Mobile. Milano is one of the most anticipated home fairs in the world.”

OHLALA, An Ode to Design
Qatar

Link: <https://ohlala-magazine.com/an-ode-to-design/>

Always culturally defining

“Salone Del Mobile is now the most significant design fair in the world. Since well over half a century, it has been synonymous with enduring success, symbolising a way of working and interpreting modern industry. “

Design Pataki, India

**Design Pataki,
India**

“This is the greatest show.”

**Elle Decoration UK,
United Kingdom**

Link: <https://www.designpataki.com/tribute-to-foremost-design-fair-memory-lane-salone-del-mobile-milan/>



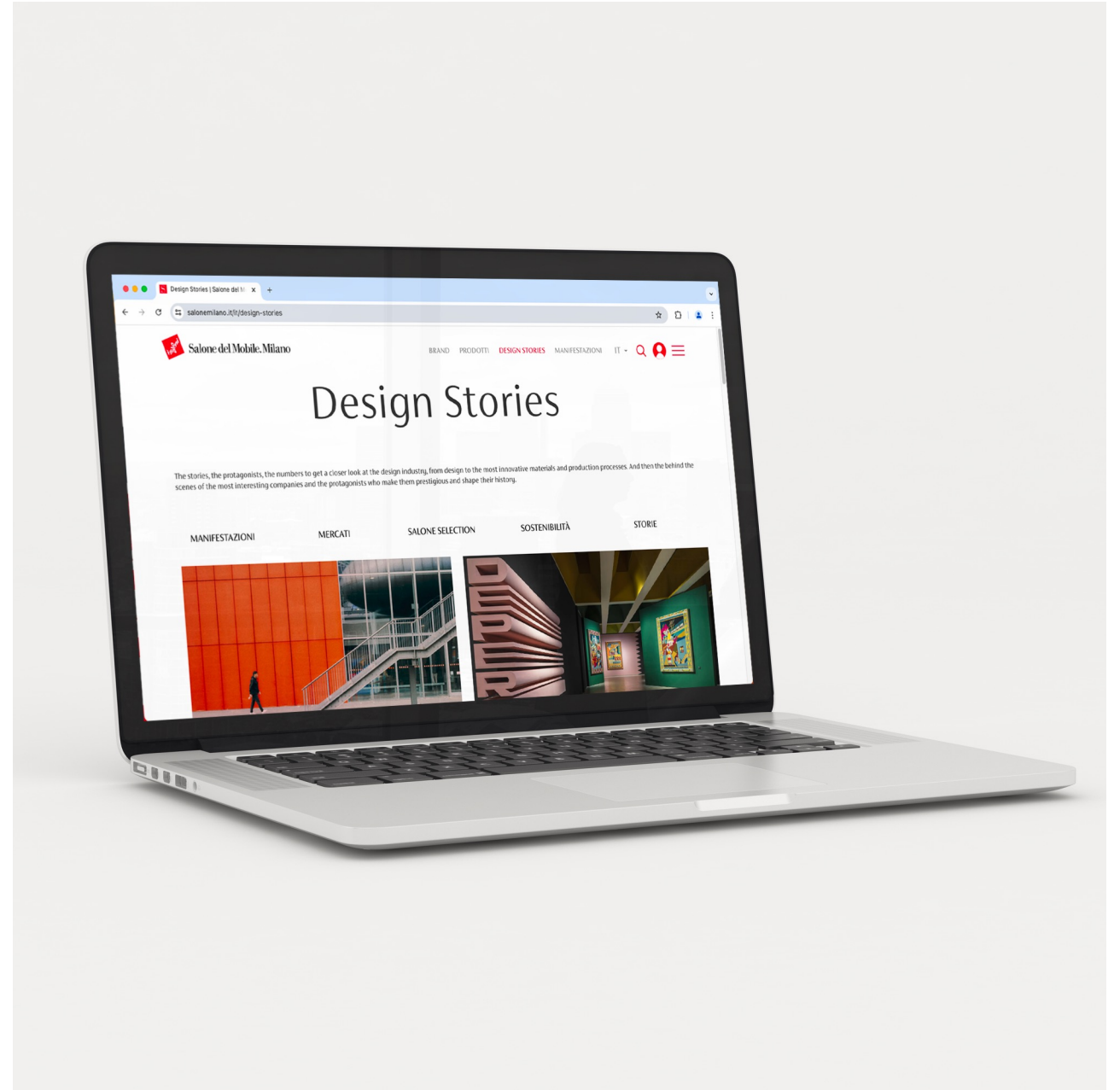
Maximize Your Salone Exposure



Salone del Mobile.Milano

Digital Platform

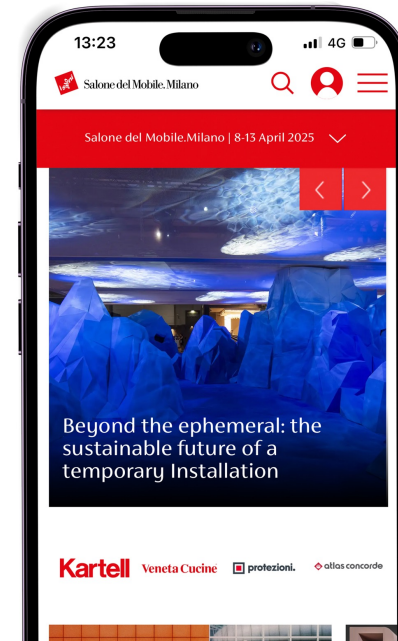
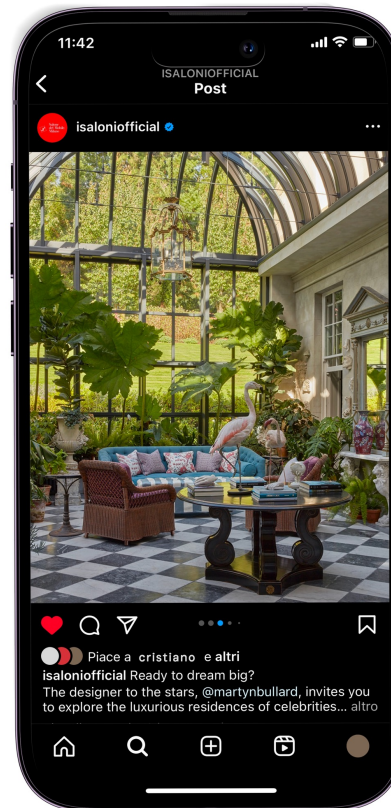
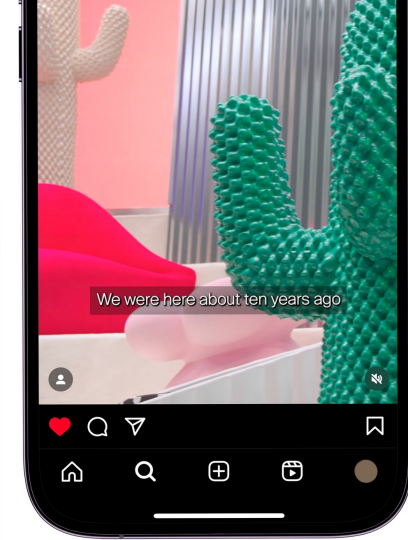
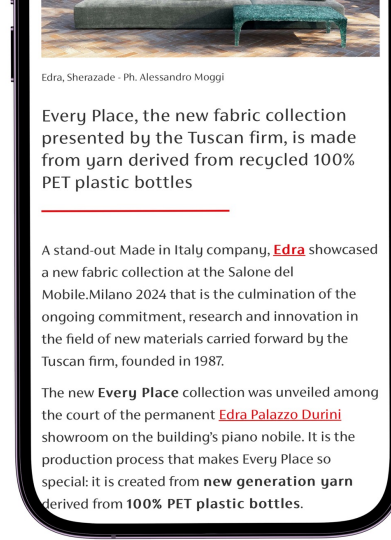
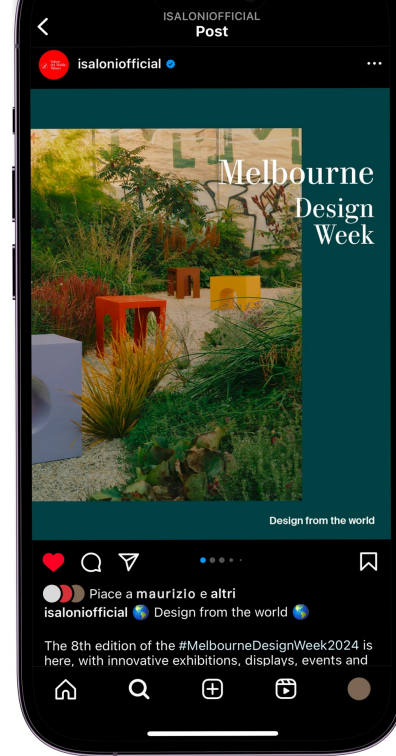
The Salone del Mobile.Milano digital platform stands as the pivotal hub for the design industry throughout the year, magnifying the significance of each of its editions. Targeted at professionals, businesses, design enthusiasts, and students, its editorial content spans a broad range of topics: from innovation to sustainability, insights from industry leaders to company updates, and in-depth market analyses.



Ecosystem

Ecosystem

The Salone del Mobile's digital ecosystem represents a well-established network of channels, including websites, newsletters, apps, and social platforms, designed to provide a comprehensive view of the design world and services for exhibiting brands to enhance their visibility and offer various opportunities to reach and connect with a qualified audience.



Contents

Contents that include handpicked news, analyses of current scenarios, insights into emerging trends, Italian and international market data, industry developments, and details on the most innovative projects and products.

Brand products

Enhancement of the exhibiting brands and their products on dedicated pages, with the opportunity for direct contact with the company. In-depth interviews and vertical insights that narrate the brand's story and essence.

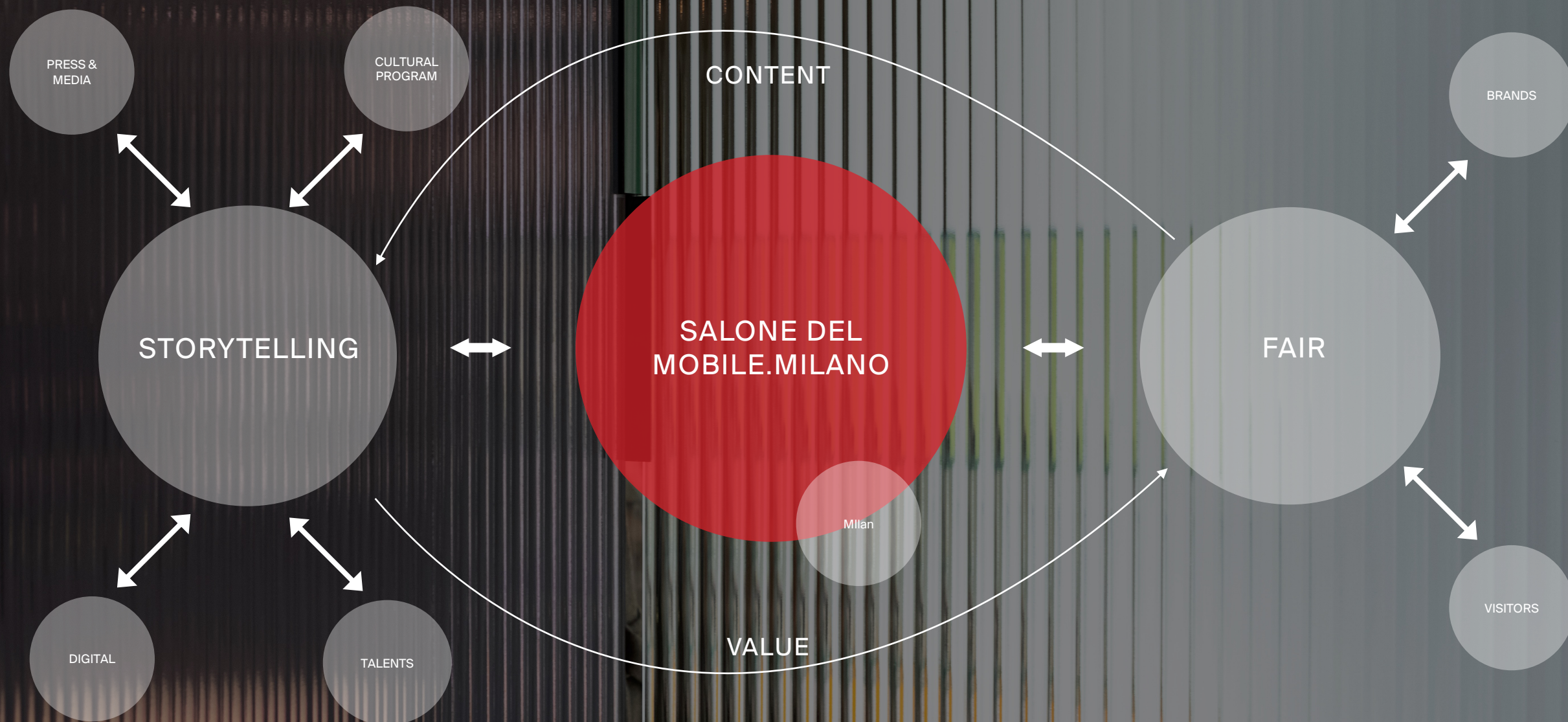
Services

Digital services to facilitate connection with one's target audience, direct contacts, appointment scheduling, and enhanced visibility during the Exhibition.

Special formats

Creative content developed to enhance exhibitors and professionals, while also inspiring young talents. Every year, we develop formats that respond to market insights, utilizing various media languages (e.g., podcasts, web series, branded content).

A synergic approach





Digital Performances

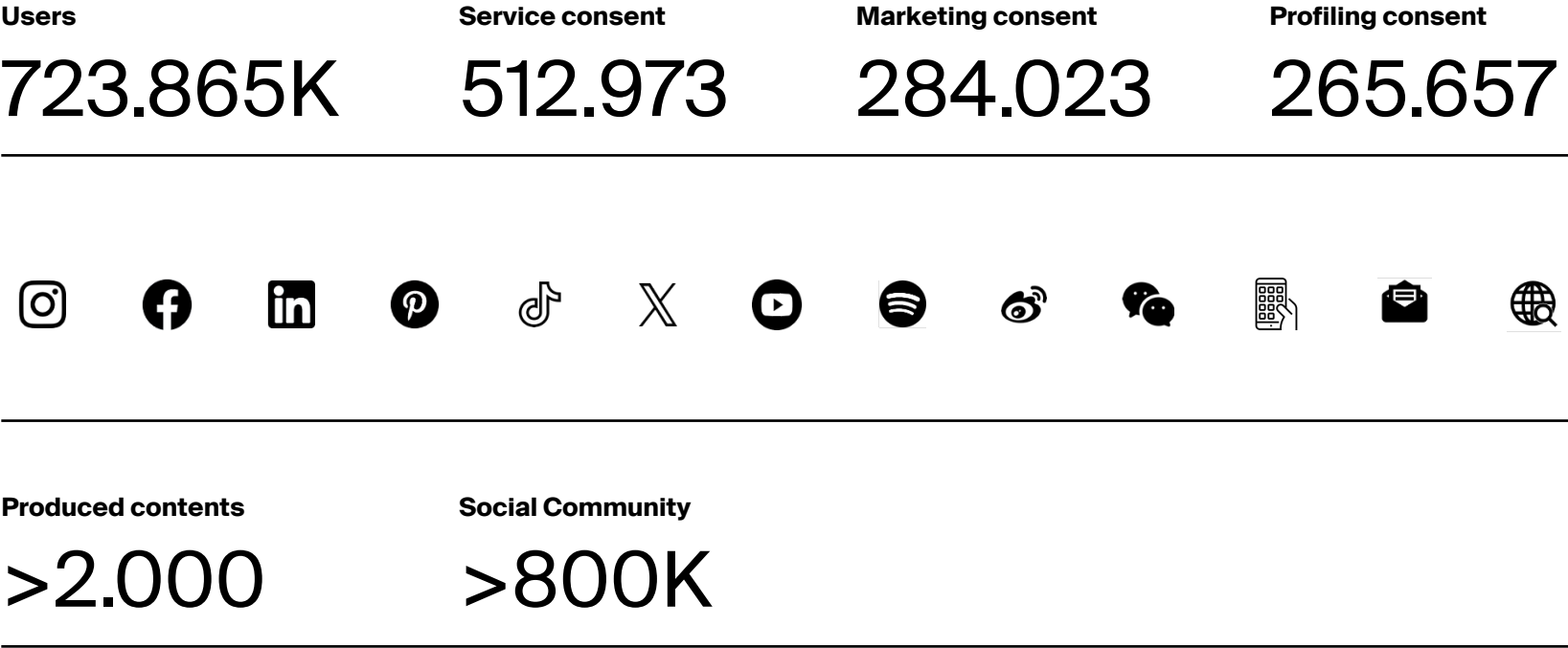


Salone del Mobile.Milano

Salone Community

Salone digital platform serves as a thriving digital ecosystem, that brings together a qualified community, composed of design professionals and enthusiasts from all over the world.

Through our platform, we foster meaningful connections and amplify business opportunities for companies in the industry.



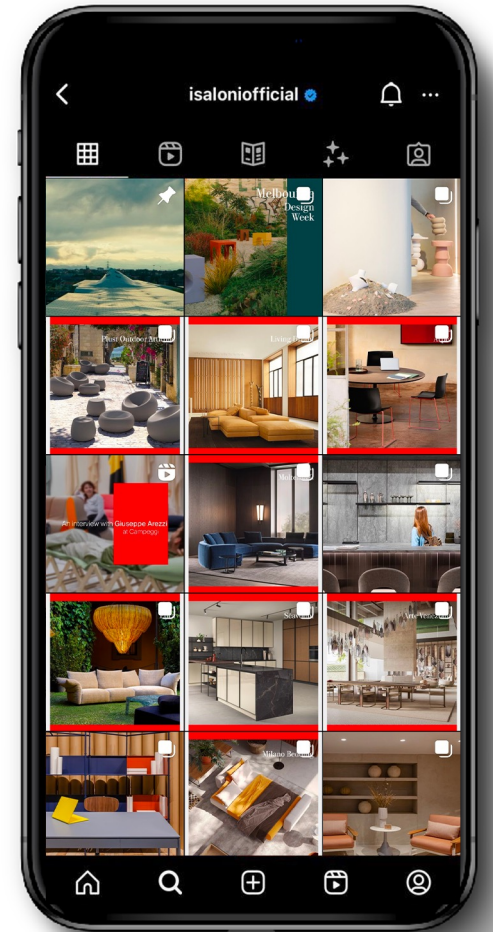
Website, App and Social Media internal analytics

Digital performance

Our platform is designed to showcase brands and products in the most compelling way possible. By highlighting the unique aspects of each brand and product, we generate interest and drive demand.

Social reach	Interactions	Impressions	Web views	Newletter open rate
>40M	2.4M	>90M	>24M	~25%

Avarage session duration on website	App Download	Matchmaking	Exhibitors digital adoption
>13min	>50k	>1M	84%



A standout digital offering

Salone del Mobile.Milano's digital platform is a game-changer for exhibitors, offering a wide range of services to enhance visibility, leverage technological innovation, and connect with clients and prospects worldwide.

[Discover more here](#)



Visibility

- Enhance your visibility and brand presence;
- Secure dedicated spaces for featuring your latest products, projects and success stories;
- Ensure maximum exposure to our audience.

Networking

- Establish and strengthen relationships with clients and prospects;
- Facilitate one-on-one meetings;
- Foster connections with key stakeholders.

Content production

- Planning and production of professional and relevant content, ensuring full coverage of the industry:
- In-depth insights, articles and interviews;
- Visual showcases;
- Trend reports.



Salone del Mobile.Milano

Contattaci per scoprire di più sulla nostra offerta digitale
digitalinfo@salonemilano.it