



The Salone del Mobile.Milano anticipates 2024, starting from neuroscience, AI and a new research hub in the service of the Event and the city, an ecosystem unique worldwide.

Optimising the experience of all those making the most of the trade fair and the city during these few days is the key to getting to grips with the new content and exhibition paths at the upcoming edition of the Salone del Mobile. EuroCucina and the International Bathroom Exhibition, the test benches; with digital as the prime mode of connecting with the community: a communication campaign that chose artificial intelligence to question the international design community.

Conscious of having to evolve in an agile and fluid way so as to retain its place as the spearheading event in the furnishing and design industry at international level, the **Salone del Mobile.Milano** (scheduled at Rho Fiera from **16th to 21st April 2024**) is rapidly progressing its path of evolution and metamorphosis, **expanding its field of action**, consistent with an agreement to collaborate with the **Department and School of Design at Milan Polytechnic University** on setting up a **permanent observatory** to analyse the Salone del Mobile/Milano Design Week ecosystem and its impact on the community in terms of sustainability, inclusion, circularity, growth and skills transfer.

Maria Porro, President of the Salone del Mobile.Milano had this to say: “*Milan has always been the home of the Salone, which has been the spark that has lit the touchpaper for the many independent initiatives that breathe life into this particular week. We believe that, in order to play a social and institutional role that will enable the trade fair to generate further positive value for the benefit of the city and the community, it needs to be able to connect with the institutions, the stakeholders and all the other actors involved. With this in mind, we were keen to explore the possibility of involving the Department and the School of Design at Milan Polytechnic University in investigating the cultural-social-economic nature of the Salone del Mobile/Design Week scientifically, authoritatively and super partes. Our common goal is the definition of a permanent observatory capable of developing a system for pinpointing, observing and interpreting what is happening in the city during that particular period and promoting actions that will guarantee greater sustainability, inclusion and circularity of the event as a whole. Talking about the next edition: 87% of visitors defined the Euroluce experience as memorable, this result reinforces the project to develop the Salone del Mobile format, which will cover all its pavilions by 2024. Supported by*



neuroscience and listening at worktables, the 2024 project will focus on the finest companies in the sector, with a focus on the Bathroom and Kitchen."

The re-design of edition number 62 started by listening to **visitors, exhibiting companies and stakeholders**, all involved in various ways, during field interviews or more specialist round tables to identify perceptions, desires and needs. Given that a *human centric* approach implies putting human beings at the centre of strategic and business decisions in an increasingly holistic perspective, the Salone decided to put its faith in **neuroscience**. By applying its principles – **Lombardini22**, a leading group on the Italian architecture and engineering scene, that again this year has been supporting the Salone with its project for **evolving the layout and the trade fair experience** – the organisers analysed the **emotional and unconscious behaviour** of the people who walk through and man the pavilions and stands, in order to **design useful and original experiences** based on real behaviours and new **emotional, experiential and relational engagements** designed to foster **quality events and contacts**.

To this end, the pathways at **EuroCucina**, with **FTK – Technology For the Kitchen** integrated into its spaces, and the **International Bathroom Exhibition** are being redesigned – with adjacent, linked pavilions for the first time, thus **optimising time and space** to further **simplify visits**, making them fuller and more efficient, ensuring **equal accessibility and visibility to all the exhibitors**. This will be achieved by shelving the classic arrangement and reworking the layout in a **concentric fashion** with the exhibiting companies located on both sides of a **loop-shaped boulevard**, rather in the manner of city centre shop windows. This will **ensure access to all the stands by covering half the distance than with the traditional set-up** and obviate the risk of getting lost or confused.

Given that **neuroscience** shows that the brain is prompted to **get out of its own comfort zone by art, culture and aesthetics**, which can become extremely powerful channels for opening the mind to innovative and original approaches to interpreting reality, the Salone has chosen a formula that will give new voice and space to forms of cultural cross-pollination, which informed the success of **EuroLuce** and *The City of Lights* this year. The days at the upcoming edition of the Salone will therefore be punctuated by a **packed calendar of talks and workshops**, designed to be educational and not just entertaining and engaging, that will enrich the fair with conversations and debates between the most brilliant figures on the contemporary design scene. There will be **two large installations**: one in the **International Bathroom Exhibition** spaces, figuring a scenic stage on which **data, research and innovation**



related to the challenges of safeguarding the planet and its resources will converge; the other, in the **Furniture** pavilions, representing an evocative mise-en-scene of spaces and furnishings sparked by the extraordinary vision of an internationally renowned filmmaker. Lastly, for those visiting **EuroCucina**, there will be numerous events and experiences related to **Food Design** to look forward to.

SaloneSatellite – the springboard for young designers under 35, founded and curated by **Marva Griffin Wilshire** – will mark its 25th anniversary with a special edition in Pavilions 5 and 7 at the fairgrounds, and a **large exhibition in the city at Triennale Milano**, from **16th to 28th April 2024**, which will narrate the trade fair world and its protagonists, its role as an international hotbed of talent, the relationships and magic it weaves every day and the many surprises it has heralded. The exhibition will illustrate how, during a quarter century marked by major social, economic and environmental changes, the event has always been able to give valuable insights as to the meaning of innovation in the future thanks to the ingenuity and passion of its participants.

The **new Salone del Mobile.Milano communication campaign** was devised and produced by **Publicis Groupe** – whose brief was to condense the identity, themes and protagonists of the event, along with its evolution, into a visual, distinctive and original narrative – with the **scientific collaboration of Paolo Ciuccarelli**, professor of design and founder of the DensityDesign Lab at Milan Polytechnic University and the Center of Design at Boston's Northeastern University. The body copy is **Where Design Evolves**, which encapsulates the essence of the event, transcending the idea of its being simply a destination, rather showing that it is the setting against which design happens, evolves and defines the future. Publicis Groupe chose to harness **generative Artificial Intelligence** to understand, analyse and visualise the **stories, relationships and emotions** that the trade fair brings out throughout the year. The new **omnichannel communication platform** will be launched within the next few weeks and will tell the story of the Salone del Mobile.Milano from a completely different, multidimensional angle, **melding art, design and technology**. Thanks to the AI-driven processes, the conversations on relevant topics will be analysed, the debates that animate the community, the voices of the brands, designers and visitors will be intercepted in real time, and the most significant reflections will be channelled onto a **constantly evolving, fluid platform**. This will allow **the most valuable insights to be pinpointed and catalysed in order to generate creativity, and artistic systems capable of expressing, interpreting and enhancing the event and the culture of design implemented**. By integrating human creativity with the innovative potential of Artificial Intelligence, the campaign visuals will become real



reservoirs of experiences, memories and conversations in continuous transformation in order to transmit live the perceptions triggered by the fair.

While the innovation largely concerns the **digital side** of things, the Salone's online platform – which serves as a **primary form of connection with visitors and exhibitors** – will have an even more crucial role to play, broadening and strengthening connections in order to create a **fully rounded experience that will prove engaging all year round**, designed to nurture the relationship with community on social media. Thus, for **exhibitors**, the **matchmaking service** and the **system for booking appointments on the stands** will be fundamental, serving to optimise time at the trade fair and help **forge good quality contacts**. **Visitors**, on the other hand, will find the online ticketing and exhibitor wayfinding services extremely useful, along with the opportunity to make lists of the brands they wish to visit. In order to bolster its ties and relationship with the community, the Salone is working on projects capable of relating the complex world of design in a contemporary narrative key, involving authoritative figures from the sector who will not only bring their professional value to bear but will add depth and authenticity to the story. This has spawned the web series **Behind the Doors**, for example, and the podcast **Design Forward**, both boasting a balance of good quality content, diversification, new languages and multi-platform distribution, reflecting the Salone's ongoing commitment to valorising a complex world, full of stories, points of view and information.

Environmental, economic and social responsibility will again remain a priority at the 2024 edition, and will reconfirm the “good practices” that saw the trade fair achieve **ISO 20121 sustainable events management certification in 2023**. These days, sustainability is no longer a differentiating and competitive element, rather a condition without which there can be no chance of entering the market: this is why the Salone is driving the “responsible” revolution of the trade fair world, taking a **concrete, quantitative and far-ranging approach**, and putting one of the most pivotal meanings of the word – **circularity and regeneration** – into practice. To this end, the **large piazza and arena will again be used** for immersive and reflective experiences, as will the **bookshop**, an intimate, warm, enveloping project, both designed by the **Formafantasma studio**.

As in the last few years, the trade fair will source suppliers of recycled, recyclable or reusable materials for building the common parts and will flesh out the guidelines for sustainable installations issued to the exhibiting companies.

To **promote visiting at international level** and mull over the future of home living along with the entire design community, reconfirming its position as a destination of excellence of all those involved with furnishing and architecture 365 days a year, the Salone del



Mobile.Milano has just wrapped up a **European tour** that took in Paris, London, Berlin and Copenhagen. Following the Miami event, it will shortly take off for the United States, kicking off with **Dallas (23rd January), New York (25th January), Las Vegas (20th February) and Chicago (22nd February)**. The North American legs were planned and coordinated with the support of ITA – Italian Trade Agency, which promotes and internationalises Italian companies abroad, and in collaboration with the local branches of AIA (American Institute of Architects). The tour will continue to be an opportunity to **reflect on the challenges facing the design world and what home living will look like in the future**, thanks to the input of **special guests** who, through dialogue, will promote the culture of design as narrated and interpreted by the Salone. Again, in a bid to broaden the fields of discussion, the venues chosen for the meetings will include some of the most **iconic hospitality spaces**, underscoring just how greatly the event also focuses on the extra-domestic side of living, with tailor-made solutions from the high quality contract sector.

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