



## Road to Salone 2024. The International Promotional Tour for the 62<sup>nd</sup> Salone del Mobile.Milano lands in the United States.

*Following its touchdown in Miami during international art week, the Salone del Mobile is back in the United States with four new destinations in its sights. A fresh round of meetings, accompanied by digital insights, for an open dialogue with the entire design community in what is a key market for the sector.*

The Salone del Mobile.Milano is back in the United States with its foot on the accelerator in terms of its international positioning with its roadshow, devised to share information on the upcoming edition – scheduled from **16<sup>th</sup> to 21<sup>st</sup> April 2024** in Milan – and also to discuss topics that represent the new frontier of home living, from sustainability to technological innovation, together with the entire American design community.

Following its two events in **Miami** – a meeting with industry professionals and an exclusive networking evening organised with the architecture magazine PIN UP – the Salone started off in **Dallas (23<sup>rd</sup> January)**, **New York (today, 25<sup>th</sup> January)**, and will continue in **Las Vegas (20<sup>th</sup> February)** and **Chicago (22<sup>nd</sup> February)**. The visits are co-planned and coordinated with the support of the **ITA – Italian Trade Agency**, Miami Office, in charge to promote Italian design nationwide in the US, in collaboration with local branches of the **AIA (American Institute of Architects)**.

The United States is the second largest market for Italian furnishing: Made in Italy enjoys an excellent reputation and design products notched up a significant volume of sales even during the first 9 months of 2023 (albeit lower than in 2022), for **a value of over 1.2 billion euros**. In these areas, Italian product distribution channels – single brand and specialist shops, architecture, design and engineering practices, residential and contract construction companies - remain crucial, and have always been innovative, sustainable and attentive to detail and looks.

Therefore, the roadshow is a unique vehicle for **promoting all the initiatives and sharing information on the format and content of the 62<sup>nd</sup> edition in Milan**: the evolution of the layout and the exhibition pathways, the return of the biennial **EuroCucina and International Bathroom exhibitions**, the celebrations marking the **25<sup>th</sup> anniversary of SaloneSatellite** with a great exhibition at Triennale, and the **installations and Talks** designed to trigger open discussion between business and design culture in the trade fair pavilions .

It will also provide further opportunity for **reflection on the challenges of home living, hospitality and the contract sector today and going forward, and on how architecture is made**, thanks to the involvement of **special guests** whose input will valorise the culture of design as narrated and interpreted by the Salone, underscoring quality, know-how, practical function and looks, the human and emotional component, sustainability and innovation.



The tour kicked off at **The Joule Hotel** in **Dallas (23<sup>rd</sup> January)**, with a meeting during which **Maria Porro, President of the Salone del Mobile.Milano**, chatted to the architect **Adam D. Tihany**, one of the pioneers of the international hospitality sector. This was followed by a **presentation organised in partnership with AIA Dallas for the Texan trade sector**, in which the dual value of the event had been illustrated: – the **commercial** value, produced by the more than 2,000 brands that showcase their top furnishing and design products, pushing the value of experimentation, technological and responsible innovation and research – and the **trade fair** value produced by the evolution and metamorphosis of the event, demonstrating that the Salone has proved its versatility, resilience, ability to react and desire to reinvent itself, laying the foundations for the future evolution of the entire trade fair system.

Today, **25<sup>th</sup> January**, it is the turn of **New York** with an exclusive press event at the iconic **AKA Nomad Hotel**, for a discussion between **Michele De Lucchi, architect and founder of AMDL CIRCLE** and the **industrial designer Stephen Burks**. Both are excellent proof of the Salone del Mobile.Milano's power as a launchpad for projects and personalities in the field of design and as an unmissable opportunity and place for discerning the latest trends, being able to physically touch the results of research into materials, studying the new relationship between design and technology, design and big data, and finding out about the new home living needs. A subsequent meeting at a prestigious Midtown restaurant, organised **in collaboration with AIA (American Institute of Architects) NYC**, will feature again **Michele De Lucchi**, flanked by the **Lombardini22** studio – specialising in the Office, Retail, Urban, Living, Hospitality, Education, Data Centre, ESG, and Neuroscience sectors – which heads **Guamari's** Top 200 rankings of Italian architecture and design companies based on turnover, and which will again be responsible for the redesign of the visitor paths and layouts at the trade fair in 2024, **putting the human experience at the centre** and leveraging neuroscience.

February will see the next legs take place, first in **Las Vegas (20<sup>th</sup> February)**, then in **Chicago (22<sup>nd</sup> February)**, where the meeting will be held in the White City Ball Room at the historic **CAC Chicago Athletic Club** building, where the special guest will be the renowned engineering, architecture and urban planning practice **Skidmore, Owings & Merrill LLP (SOM)**, invited to talk about their project for the **Olympic Village for the 2026 Milan-Cortina Winter Olympics and Paralympics**, an **authentic laboratory of sustainable urban experimentation**, thus bringing the lengthy Salone tour to a close with an **"ideal" return to Milan**.

All this will be shared on the Salone digital platform, attesting yet again to the fact that the trade fair isn't just a physical benchmark furnishing and design event, but also an **ecosystem** capable of **amplifying the visibility and strengthening the business connections** of the exhibiting companies and the entire international community that revolves around the design world.

**Maria Porro, President of the Salone del Mobile.Milano**, had this to say: *"The Salone is back on the road with the intention of presiding over an extremely important market, the American market, which, despite the reflections and economic complexities of the last year, is once again one of the main outlets for Made in Italy design products – the second most*



*important after France, accounting for a value of just over 1.2 billion euros – as well being an incredible place of experimentation, not least in design terms. It is also a point of reference for the contract sector, large residential projects and the hospitality industry, in which Italian design firms are increasingly involved and protagonists. The Salone's role is becoming increasingly important and strategic, geared to supporting, promoting and communicating the excellence of Italian furniture in this market. The Salone represents a peerless link between the global economy and our furnishing manufacturing system, which we have a responsibility to convey around the world, whilst also being a magnet in Italy for all industry professionals in April. That is what we are working towards, that is why we are here."*

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