



## MARIA PORRO

Maria Porro, born in Como in 1983, has been President of Assarredo since being unanimously elected in September 2020, and is the first woman to take on this role.

She joined the Board of Directors of Assarredo in 2017 and the General Council of FederlegnoArredo in 2019. She is Director of Marketing and Communication at Porro S.p.A., an old-established Italian design brand, set up by her great-grandfather Giulio in 1925. She joined the company permanently in 2014, with responsibility for bolstering the company's international trade network and strengthening its communication strategies, before taking on her current role, with sustainable development very much to the forefront.

She graduated cum laude in Set Design from the Brera Academy of Fine Arts, and worked in theatre, art and large events as a designer, coordinator and curator.

She has always maintained strong ties to the family firm and the design world, collaborating with her father Lorenzo Porro and with the Lissoni Associati studio in particular, in the field of stylistic research and new product development, and personally overseeing the company's presentations at the Salone del Mobile.

Starting from July 2021 she has become President of Salone del Mobile.Milano.



## **CLAUDIO FELTRIN**

Claudio Feltrin has been the President of FederlegnoArredo since October 2020 and Vice President of Federlegno Arredo Eventi SpA since March 2021.

In 2014, he joined the Board of Directors of Assarredo and became its President in 2017, a position he left upon his election to lead the Federation for the 2020-2024 quadrennium. In March 2023, he was reconfirmed in his position until 2026.

Claudio Feltrin is also the President of Arper Spa, an Italian design company that creates seating, tables, and furniture accessories for public spaces, workplaces, and homes. The company was founded in 1989 by his father Luigi and his brother Mauro.



## **LOMBARDINI22**

A leading group in the Italian architecture and engineering scene, Lombardini22 has introduced an innovative approach to the world of Italian design and architecture: a multidisciplinary and multi-author method, based on pre-project strategic analysis and consultancy, developed by highly specialized professionals in architecture, engineering, marketing and digital.

Today Lombardini22, ranked 1st in the ranking of Italian architecture and design companies based on turnover, specializes in the Fair, Office, Retail, Urban, Living, Hospitality, Education, Data Center sectors. As a service company dedicated to innovation, Lombardini22 has its focus on continuous research and development in cutting-edge disciplines in the field of design such as neuroscience, virtual reality, inclusiveness and the ESG approach. The company is a young, open and international community of over 400 professionals with an average age of 35 and 28 different nationalities.



## ANTONIO MONDA

Antonio Monda is a writer and the Artistic Director of the international literary festival *Le Conversazioni*. He has directed the *Rome Film Festival* between 2015 and 2021. He teaches in the Film and Television Department at New York University. He is the director of several documentaries as well as the feature film *Dicembre*, and has curated exhibitions for the Louvre, MoMA, Lincoln Center and the Guggenheim Museum. A regular contributor to the cultural pages of *La Repubblica* and *Vogue*, he is also a columnist for *RAI* and *The Hollywood Reporter*. His work has been published by *The Paris Review*, *Fiction*, *The Common*, and *Vanity Fair*. He is the author of ten novels, five collections of essays and an oral history of Hollywood for *One Podcast*. His books have been translated into eleven languages. On June 3, 2019, the President of Italian Republic Sergio Mattarella presented him with the decoration of Ufficiale al Merito della Repubblica.





## **LUCA TREVISANI**

**Luca Trevisani** is a visual artist. In his works the historical characters of sculpture are questioned or even subverted, in a relentless investigation of matter and its narratives. His multidisciplinary practice has been exhibited internationally in museums, institutions and publications.

## **TOMMASO MELLILI**

**Tommaso Melilli** is a chef and writer. He has a recipe column in Venerdì di Repubblica, his latest book is *I conti con l'oste* (Einaudi, 2020) and he is on the editorial staff of the magazine *l'Integrale*. He is the chef of the restaurant Gloria, in Milan.

## **DILETTA SERENI**

**Diletta Sereni** directs *l'Integrale*, a magazine-book published by Iperborea that chronicles contemporaneity through food. She has written for Marie Claire, Vice, Corriere della Sera and other newspapers. She has a doctorate in visual semiotics and has taught semiotics at IED Milan.



## L'INTEGRALE

*L'Integrale* is a mag-book that takes food writing to a whole new level, attracting non-specialist readers and spanning a host of different styles and genres.

Every issue delves into the cross-cultural power of food, exploring the taboos, myths, personal accounts, and collective narratives that drive it.

On sale since 2020 with support from the Davide Longoni Bakery, *L'Integrale* quickly gained cult status in the world of indie publishing. Features and articles range from insightful and in-depth to tongue-in-cheek and humorous. The Editorial Director is Diletta Sereni. The Art Director is Gianluca Cannizzo, and the Editorial staff includes Tommaso Melilli, Irene Soave, Gabriele Rosso. The Graphic Designer is Elisa Cusimano, and Financial support is provided by Davide Longoni Bakery and Les Caves de Pyrene wine distributors.



## **SALOTTO NY**

Emiliano Ponzi, Accurat, Design Group Italia: three extremely different realities that have found a territory of study, experimentation and common project, inviting the viewer to immerse themselves in an imaginative and experiential place. An admittedly poetic act that finds the seed of collaboration in the workspace recently inaugurated in Brooklyn together with other Italian excellences: Salotto, a hub and cultural engine dedicated to the different expressions of design and art.

## **ACCURAT**

Accurat is an independent Data Visualization studio with offices in Milan and New York. It focuses on research, consulting, strategy and design, creating digital experiences and tools that use artificial intelligence and visual design to transform data and numbers into accessible, informative and functional interfaces. With more than 12 years of international activity, Accurat's clients include -among many- Starbucks, IBM, Google, MoMA, World Economic Forum, United Nations, Bill & Melinda Gates Foundation.

## **DESIGN GROUP ITALIA**

Design Group Italia is a design agency operating on a global scale, founded over 55 years ago in Milan, with offices here and in New York. A multidisciplinary body, constantly evolving, Design Group Italia counts on a team of over 75 professionals who design today to respond concretely to the challenges of tomorrow. A multi-perspective vision and the ability to simplify and improve people's lives through design characterize its work. Since 2023 Design Group Italia has been part of the Alkemy Group.

## **EMILIANO PONZI**

Emiliano Ponzi is an Italian illustrator and artist. He lives in New York City. His clients include Apple, The New York Times, Uniqlo, Tiffany, The New Yorker, MoMa (The Museum of Modern Art), Lamborghini, Moleskine,



Barilla, Bulgari, Hermes, Pirelli, Ita Airways, Montblanc, Loro Piana. He has received numerous awards including the Golden Cube from the Art Directors Club of New York, 4 gold and 3 silver medals from the Society of Illustrators of New York. He has written and illustrated many books including "10x10" Corraini 2011, "The Journey of the Penguin" Penguin Books 2015, "The great New York Subway Map" MoMa 2017. He was a columnist for the Washington Post in 2020. He has exhibited in galleries and institutional venues: "The Dreamer" Sun Ke Villa Shanghai, CHINA- "The Great New York Subway Map" Mambo, Bologna, ITALY- SI Picture Book, Seoul, KOREA- Museu de Arte Moderna da Bahia, BRAZIL- "The Journey of the Penguin" Italian Cultural Institute London, UK,- Wunderkammern gallery, Rome ITALY- 7 gallery, The New York Times New York, USA- "Not so Dolce Vita", Pocko Gallery, London, UK- "An American Story", Italian Cultural Institute New York, USA- Identity Milan, Triennale Design Museum, Milan, ITALY. His work is part of the permanent collection of the Farnesina.



## **FORMAFANTASMA**

Formafantasma (Andrea Trimarchi, Simone Farresin) is a research-based design studio investigating the ecological, historical, political and social forces shaping the discipline of design today.

Formafantasma's analytical nature translates in meticulous visual outcomes, products and strategies.

Whether designing for a client or developing self – initiated projects, the studio applies the same rigorous attention to context, processes and details.



## MARVA GRIFFIN

Marva Griffin was born in Venezuela and Milan became her city of adoption when she began working in the design and furniture world. A relationship and commitment that led her to receive the Ambrogino d'Oro Civic Merit in 2017.

Marva took the first steps of her career alongside Piero Ambrogio Busnelli as his assistant and interpreter and head of communications at C&B (now B&B Italia), then became the Italian correspondent for many Condé Nast publications. For eight years she organized the Incontri Venezia exhibitions "Fabrics for furnishings" and "Design objects" in Venice.

Since 1990 at Salone del Mobile.Milano she has been the International Press Director and, currently, Ambassador of International Relations. In 1998 founded SaloneSatellite, taking care as Curator: the proven international launching pad for young designers and international design schools and universities. In May 2014 received the Compasso d'Oro XXIII Lifetime Achievement Award.

Since 2001, she is a member of the Philip Johnson Architecture & Design Committee of the Museum of Modern Art (MoMA) in New York and, as of 2016, she is Italian Design Ambassador for the Italian Design Day in the world.

In 2021 she received the Honorary Master's Degree in Product Service System Design by Politecnico di Milano.

On 2023 she won the prestigious *ICONIC AWARDS 2023: Innovative Interior* as "Creator of the Year", sponsored by the German Design Council.



## **BEPPE FINESSI**

Finessi (1966) has earned a PhD and is an architect, teacher (associate professor at the Design School of Milan's Polytechnic, where he teaches Design and the arts), critic (he was editor of *Abitare* magazine under Italo Lupi) and researcher (he has curated exhibitions and publications dedicated to masters such as Bruno Munari, Achille Castiglioni, Corrado Levi, Vico Magistretti, Angelo Mangiarotti, Pio Manzù and Alessandro Mendini). In 2010, he founded and was editor-in-chief of *Inventario*, an editorial project that won him the Compasso d'Oro.

He curated "Italian Design beyond the Crisis", seventh edition of the Triennale Design Museum (2014), and "The Spoon and the City", the inaugural and permanent exhibition of the ADI Design Museum (2021).

For the Salone del Mobile he has curated, among others, the exhibitions "A Dream Come True. SaloneSatellite Projects from Inception to Production" (2007), "Marvellous Tables" (2008), "Unexpected Guests" (2010), "Rooms" (2016), and "SaloneSatellite. 20 Years of New Creativity" (2017). He has been a member of the SaloneSatellite Selection Committee since its first edition (1998). In 2023 his was the scientific curatorship of the project "The City of Lights" for Euroluce, and afterwards he oversaw the production of its catalogue.



## **PAOLO CUCCARELLI**

Architect and Communication Designer, Paolo Ciuccarelli is professor of design, he founded and directs the Center for Design at Northeastern University, coordinated the Communication Design program at Politecnico di Milano, where he has been also a member of the board at the PhD in Design. At Politecnico he founded, and co-directs, the DensityDesign Lab, an award-winning research laboratory doing research on data visualization and information design. Paolo's research focuses on the design transformations that help make sense of data and information to improve decision making processes, especially with non-expert stakeholders and for controversial complex social issues. He also works in developing tools and methods to understand and orient the evolution of design as a discipline and a practice, in the frame of a meta-design approach and with a focus on emerging technologies, including AI.

Paolo Ciuccarelli is author of best-paper awarded publications, lectured at Royal College of Arts, ENSCI Les Ateliers, Glasgow School of Arts, King's College and Stanford Humanities Centre and has been invited to talk at conferences such as Eyeo, TEDx, Visualized, NetSci, Congreso Futuro. He's partner at The Visual Agency, Senior Affiliate at Harvard metaLAB and co-editor at Big Data & Society – SAGE Journals.





## **STEFANO MAFFEI**

Architect and PhD in Design. Full Professor at the School of Design, Politecnico di Milano, teaches Advanced Product-Service System and Service Design. Dean's Delegate for Social Innovation. He is Director of Polifactory, the Fab Lab/Maker Space of the Politecnico di Milano. He also directs the Master of Specialization in Service Design and Design For Food, POLI.design, Politecnico di Milano. He received the XXIIInd ADI (Association for Industrial Design) Compasso D'Oro Award for design research with Design Research Maps (2011).

## **FRANCESCO ZURLO**

Francesco Zurlo, full professor of Industrial Design, is Dean of the School of Design of Politecnico di Milano. He is a member of the Scientific Committee of the Observatory of Design Thinking for Business of Politecnico di Milano and the ADI Index. Zurlo is director of the Executive Master in Design Strategy and System Innovation and scientific co-director of the Master of Strategic Design and the Master in Furniture Design of POLI.design, a Politecnico di Milano consortium. He is co-curator of the traveling exhibition (2023-'24) – promoted by the Ministry of Foreign Affairs and ADI “Italia Geniale” and of “Identitalia” (2024), arranged by the Ministry of Enterprises and Made in Italy



## **LA FONDAZIONE PICCOLO TEATRO DI MILANO – TEATRO D'EUROPA**

Established on 14 May 1947 by Giorgio Strehler and Paolo Grassi, alongside Nina Vinchi, the “Piccolo” was Italy’s first non-profit repertory theater. For over 77 years “The Art Theater for Everyone” has lived up to its motto: to deliver top-notch entertainment catering to audience of all backgrounds.

Financially supported by the Italian government and local authorities, the Piccolo boasts three auditoriums: the Teatro Grassi, with the adjacent Nina Vinchi courtyard; the Teatro Strehler, inaugurated in 1998; and the Teatro Studio, which also houses the Mariangela Melato Performing Arts School. Over 400 events have graced its stages. In 1991 the Piccolo’s international standing earned it the status of a “European Theater”.

Following the passing of Strehler in December 1997, Sergio Escobar took the helm, running the Theater from 1998 to July 2020, with artistic guidance from Luca Ronconi until February 2015, and Stefano Massini from 2015 to 2020.

In December 2020 Claudio Longhi assumed the role of General Manager and set about reshaping the theater's cultural policy, increasing support for contemporary drama and emerging talents, expanding its international dimension and fostering European networks and projects.

Besides staging performances, the Piccolo believes in the power of the theater to encourage cooperation, sharing and positive interactions, and has forged a partnership with 15 Italian and international Associated Artists. Embracing sustainability as a core principle, the Piccolo seeks to explore the interconnectedness of the environment, politics, the economy and society.