



Euroluca 2023.

New urban paths on a human scale for exploring an alphabet of luminous signs.

Forsaking its rationalist layout, Euroluca's footprint has evolved to become smart, extraordinarily user-friendly, better connected and more sustainable, thanks to the vision of the Salone del Mobile.Milano and the Lombardini22 design studio. Generating new visibility, opportunities and value for the exhibiting companies and visitors.

The 31st edition of Euroluca (18th – 23rd April, Pavs. 9-11 and 13-15) marks a key milestone in the development and evolution of the trade fair format and experience. Thanks to the input of Lombardini22, the Milanese architecture and engineering firm, the Salone del Mobile.Milano has rethought the exhibition layout of the fair, with a view to creating an increasingly engaging and contemporary business platform.

The architects set themselves a number of objectives: to ensure better connections between the four pavilions, **simplifying the visitor path**, making it more **fluid** and **easily navigated**, whilst also **increasing exhibitor visibility**, guaranteeing sufficient space for each single one.

Lombardini22 analysed the trade fair context in its kaleidoscopic entirety and completely rethought **the needs of companies and visitors**, in order to come up with a project that would **meet everybody's expectations** and create a **sympathetic space capable of generating emotions**.

The studio took its inspiration from the **spatiality of Italian urban centres**. Euroluca 2023 will thus take the form of a **new city of lights**, boasting an irregular, fluid and free circular route. Rather than being **stand-centric**, the layout will be **human-centric and visitor experience-based**. An original cultural activity concept was developed around this new exhibition layout, with Beppe Finessi responsible for the scientific project and the artistic direction, providing for outstanding **public areas and spaces** (each designed ad hoc by different architects) devoted to interface, exchange, culture and the arts. One of these spaces, **Aurore, the large arena (Pav. 13)**, designed by Formafantasma, has been conceived as a stopping point, like an actual city square, providing for synaesthetic experiences, thanks to design solutions combining forms, colours, materials, lights and sounds. It is here that the Salone del Mobile.Milano Talks will be held. Business and culture will thus be integrated into the daily workings of the event, ensuring that the space becomes a font of surprises, inspiration and dialogue.

Conscious of just how much of a bearing the organisation of spaces has on visitors flows and movements at fairs, the Studio Lombardini22 designers devised a **layout that would dovetail with people's natural movements** and make for an **efficient and intuitive visitor path**, involving **as few twists and turns** as possible to **facilitate orientation**.



If cities are born from urban models and hyper-realistic renderings, they only become themselves once they begin to transform, when their users start altering their contours to suit their needs, when the changing layers of everyday use are added to the layers of stone and concrete, it is precisely this unpredictability that formed the inspiration for **Studio Leftloft** when devising the **signage that guides the visitor** around the new layout of the biennial, accompanying them from exhibition to exhibition, from stand to stand. Information signage made of **fluorescent paper, starch glue and black ink**, which colonises the installations with no need for its own support, occupying empty spaces, **the way posters on walls or stickers on lampposts do**. 'Brutal' graphics, as it were, **immediate marks that instantly become the common thread running through the heterogeneous cultural offering** laid on by **Euroluca inside its pavilions**.

Lastly, Lombardini22 turned their thoughts to the question of **how to illuminate Euroluca**. The simple yet brilliant answer was to **switch everything off**. The new layout is designed to be a sort of dark box in which light, channelling **poetry and emotion**, shines through from the stands of the exhibiting companies.

Juri Franzosi, General Manager of Lombardini22, had this to say: "*Lombardini22 retains an authentic start-up spirit, as confirmed by its holistic project for Euroluca. Multidisciplinary skills and design experiments serve to make the event accessible and recognisable, geared to the exhibiting companies and the people visiting the exhibition.*"

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