



“S” is for Salone, “M” is for Milan and you can Reimagine Your Light Experience at Euroluca

The Salone del Mobile.Milano alphabet contains new interpretations for the letters S and M. Euroluca promises to be an enchanting space opening out to let light burst forth in all its magic.

The **new design alphabet**, reinvented by the Leftloft studio and reinterpreted by Gio Pastori, consists of twenty-six brightly coloured posters, one for each letter of the alphabet, each featuring an archetypally-shaped furnishing piece, narrating the Salone and the objects around which the international design system evolved. A Munari-style ABC, composed of **absolute forms and brought alive by the use of light and pure, intense shades**, responding to the question “*Do you speak design?*” with *A is for armchair, B is for bookcase, C is for chair, D is for Desk, G is for Gazebo, L is for Lamp, O is for Outdoor, P is for Pouf, T is for Table.*

In this particular alphabet, the letters “M” and “S” dovetail naturally with the **Mirror** and **Sofa** icons. In April, though, “M” can only mean the design city par excellence, **Milan**, while “S,” obviously, stands for **Salone**, the Italian headword that is synonymous with design the world over. The accompanying visuals narrate an **extraordinarily brightly coloured, happy city, giving off a sense of joie de vivre built on travel, stimulation and inspiration**, in which iconic design objects feel at home and jostle to invent a **new skyline that seems to explode** with energy, forms, geometries and buzz.

The poster for **Euroluca**, on the other hand, alludes with a simple yet potent visual reference to the new experience lying in wait for visitors and exhibitors at the exhibition. The biennale space works as an entirely new **magical, luminescent wrapper** which, having gathered in all the light in the world, opens out bit by bit as if to invite visitors inside to discover not just the technical, design-related and commercial side of the exhibition but, above all, the emotional charge bound up with this absolutely crucial element in design and architecture. **Reimagine Your Light Experience** gives a clear indication of the new all-round Euroluca experience, with inspirational and generative moments making those visiting its pavilions feel as though they are on a multi-sensory and engaging journey in search of previously unseen and evocative spatial meanings.

Milan, 18th April 2023

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