



## The Salone del Mobile.Milano Talks

Euroluce, Pavilion 13, Aurore Arena, at 11.00 am

*Marking the return of the biennial exhibition, the great Aurore arena at Euroluce, designed by Formafantasma, will be hosting a packed palimpsest of talks on light and on sustainability, held by some of the most brilliant figures on the contemporary lighting design scene, but that's by no means all.*

The fresh round of Talks at the Salone del Mobile.Milano provides an opportunity for crosscutting insight into how planning, design and architecture can embrace the present and imagine the future, open up new avenues, come up with solutions and explore the realms of the “possible,” triggering reflection and imagination. The packed programme has been **curated by Annalisa Rosso**.

The speakers – **Shigeru Ban**, **Nao Tamura**, **Kjetil Trædal Thorsen** and **Marius Myking of Snøhetta** and **Andrea D'Antrassi of MAD Architects** – will talk to well-known international journalists, **Yoko Choy**, China Editor, *Wallpaper\**, **Felix Burrichter**, Creative Director, *PIN-UP*, **Anne-France Berthelon**, freelance journalist, design critic and creative strategy consultant, **Amit Gupta**, Founder and Editor-in-Chief, *STIR*, with **Samta Nadeem**, Curatorial Director, *STIR*.

The focus of the four conversations will be on sustainability and the centrality of human beings in contemporary design, along with the importance of light – from natural to artificial light to solutions for different spaces and functions – which, with the latest technological innovations, has the ability to improve our future lives. A decidedly privileged insight into the design and creative approach of the participants' different countries of provenance.

The Japanese architect and winner of the 2014 Pritzker Prize **Shigeru Ban** will launch the Talks with a conversation with **Yoko Choy**, China Editor of *Wallpaper\**. His social and environmental commitment, reflected in his exploration and use of inexpensive and sustainable materials such as cardboard and bamboo, also extends to reflection on the use of light in design. The potential of wood as applied to architecture, building technology at the service of disaster relief and future-oriented architecture will be the topics of his talk entitled **Balancing Architectural Works and Social Contributions (Wednesday 19<sup>th</sup> April)**.

Blending poetry, abstraction and the use of innovative technologies, **Nao Tamura**, a former SaloneSatellite debutante and winner of the 1st SaloneSatellite Award, is one of the most interesting designers on the international scene. Her multidisciplinary approach, environmental awareness and interest in workmanship combine to make her a particularly representative exponent of our day. In **Interconnection**, in conversation with **Felix Burrichter**, Creative Director of America's *PIN-UP* magazine, informed by her fascination with lighting – whether it be lamps, installations or site-specific projects – she will illustrate the ways in



which design is a method of communication and how it steers the creative process, lighting the way towards a better and more sustainably planned future. (*Thursday 20<sup>th</sup> April*).

The **Snøhetta** architectural firm, which has carried out some extraordinary projects over the last few years, such as Under, the underwater restaurant in Norway and The Pavilia Farm, a residential complex immersed in nature in Hong Kong, has been reinventing itself continuously for more than 30 years. The Talk between Kjetil Trædal Thorsen, co-founder, and Marius Myking, director of its product design section, is appropriately entitled **Continuous State of Reinvention**. Moderated by the freelance journalist, design critic and creative strategy consultant **Anne-France Berthelon**, they will explore the approach of the famous Norwegian firm, which eschews the established canons and produces sustainability-driven projects, promoting human relationships, knowledge sharing and cultural experiences. For Snøhetta, socio-environmental sustainability is a prerequisite for innovation, and light, both natural and artificial, is an essential aspect of sustainable design, increasing wellbeing and reducing our carbon footprint (*Friday 21<sup>st</sup> April*).

Light and architecture have a unique and extraordinary relationship as far **MAD Architects** is concerned. With offices in Beijing and Jiaying, Los Angeles and Rome, it is one of the most active and pioneering architectural design firms in the world, bringing a particular focus to bear also on the needs of the human beings using the spaces they design. **Andrea D'Antrassi**, Associate Partner, will be in conversation with India's **Amit Gupta**, Founder and Editor-in-Chief of STIR, and **Samta Nadeem**, Curatorial Director. **Be the MAD, be the LIGHT** will highlight the parallelism of the importance of light, crucial in nature for activating the processes of photosynthesis, and as a key element of the studio's design philosophy, becoming emotional light. Shadows are not absence but involvement, light is not just openness but also detail. (*Saturday 22<sup>nd</sup> April*).

Milan, 18<sup>th</sup> April 2023

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