



SaloneSatellite 2023

An observatory on the value of training and its close relationship with the future of design. Along with a special homage to light.

What academic training is needed alongside the fresh eye of youngsters embarking on design? What will the design world look like in the future? This year, the superlative event devoted to young creativity is taking an expansive look at the direction design is taking. It is also sharing the same pavilions as Euroluce, and paying tribute to light with a major exhibition.

Within the context of the Salone del Mobile.Milano, from 18th to 23rd April, in **Pavilions 13-15**, the curtain goes also up on the **24th edition of SaloneSatellite**, set up in 1998 and curated by **Marva Griffin** as a dedicated space for designers under 35. This new edition is focusing on **design schools and universities**, underscoring the lasting contribution they have made and still do make to the training of future designers and the development of design.

The founding and affirmation of new schools and courses devoted to the discipline of design gained traction precisely during the early years of SaloneSatellite. To this end, the event has given them space and visibility, from its very first edition onwards. Testament to the fact that, each with their own particular formative direction, they have successfully imprinted particular design approaches onto entire generations, allowing individual voices to emerge.

Design Schools – Universities / BUILDING THE (IM)POSSIBLE Process, Progress, Practice is the lead theme for the next edition. In particular, the design schools and universities have been asked to respond to the question **DESIGN WHERE ARE YOU GOING?**, through the **installation** and the presentation of the work of the student graduates-to-be. The individual contributions of each institution will help to draw up an ideal collective map of design visions that will signal the challenges we are likely to encounter next and how to tackle them from the point of view of design and its teaching. In a period marked by huge shifts in environmental, economic and social balances, it will provide precious information that will help point students and emerging designers towards what innovation will mean in the future.

To help visualise this close relationship between the training process and the design development of the designers, the stands of the **28 Design Schools and Universities from 18 different countries** have been arranged around an outer loop that encompasses the **approximately 550 exhibitors from 31 different countries**. The inspiration for the installation, curated as always by the architect **Ricardo Bello Dias**, came from **Euroluce**, the event with which it shares the space in **Pavilions 13-15**. Thus, natural light, and what it represents – a metaphor for life and the learning processes – is the *leitmotiv* of the space dedicated to the under-35s.



The **SaloneSatellite Award** areas are distinguished by the presence of the sun and the moon, elements that dictate the look of the entire event. A special installation equipped with telescopes is set up in each of the two squares, for viewing an imaginary sky reflecting the present and the future of design. The scenography and the graphic design for the display as a whole rely on plays of light and shadow and the colour variations that light conveys from dawn till dusk.

Lastly, SaloneSatellite pays tribute to EuroLuce with the **special “SATE... LIGHT. 1998-2022 SaloneSatellite Young Designers” exhibition (Pavs. 13-15)**: set up symbolically on the boundary between the two areas – which are highlighted by luminous projections – **showcasing most of the lamps by designers who have taken part in the various editions over the years** that have gone into production thanks to collaborations with companies who put their faith in the promising young talents. These partnerships, initiated at SaloneSatellite and sealed by success, serve to underscore the main objective of the event, which is to bring creativity and the business world together.

To this end, the **SaloneSatellite Award**, now in its 12th edition, will **be assigned to the three most deserving projects** (and also provides for up to two Honourable Mentions). All the contending prototypes, as always, are showcased in a **dedicated exhibition** and assessed by an international jury, led, from the first edition onwards, by **Paola Antonelli**, Senior Curator Department of Architecture and Design and Director, Research and Development of the Museum of Modern Art, MoMA (**Wednesday 19th April, 3.00 pm, SaloneSatellite Arena**).

This year, after its 2019 launch, the **Róng Design Award** promoted by the Róng Design Library from the Yuhang district of Hangzhou, China, will assign again a one-month residency to three designers. The winners will be fully documented with traditional Chinese crafts and materials into their creative process during a one-month design residency in China. The mission is to introduce and promote Chinese traditional peculiarities to the global design world, while supporting the creativity and growth of young designers

Last but not least, the talk dedicated to young designers **“Understanding the Future”** by the master **Gaetano Pesce** – the Italian sculptor, designer and architect, who has been based in New York for years – is keenly awaited. He has been invited to discuss the fundamental steps in his lengthy career and his lasting interdisciplinary contribution to the design world (**Tuesday 18th April, 3.30 pm, SaloneSatellite Arena**).

The representatives of **5 of the 28 Design Schools and Universities** taking part – **ECAL (Switzerland), DESIGN SCHOOL / MILAN POLYTECHNIC UNIVERSITY (Italy), TONGJI UNIVERSITY (China), DESIGN ACADEMY EINDHOVEN (The Netherlands), SCHOOL OF DESIGN / PRATT INSTITUTE (USA)** – will meet for a **Round Table, moderated by Annalisa Rosso**, on the theme of this 24th edition. The group of five – Alexis Georgapoulos, Luisa Collina, Hongtao Zhou, Joseph Grima, Ignacio Urbina – has been put together on the basis of geographical representation, so as to keep the discussion as far-reaching as possible, and involving the schools and universities from which most of the designers who have made their debuts at SaloneSatellite have come, in particular.

The question, **DESIGN WHERE ARE YOU GOING?**, was put to all the prestigious international institutions invited to take part in the 2023 edition which responded with an



ad hoc project on their stands, involving students, graduates-to-be and lecturers from their courses (*Thursday 20th April, 3.00 pm, SaloneSatellite Arena*).

Entry to SaloneSatellite is free and open to the public from 18th to 23rd April, with direct access from Cargo 4. The event can also be accessed internally from Euroluce for those in possession of entry tickets to the Salone del Mobile.Milano.

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