



The Salone del Mobile.Milano ramps up its digital offering with two new narrative formats

The aim is to analyse and explore the complex vitality of the international furnishing and design scene by listening to the voices of its protagonists.

The **Salone del Mobile.Milano** – being held at Fiera Rho Milano from 16th to 21st April 2024 - continues to ramp up its digital side and offering, taking an innovative approach to its storytelling by leveraging new languages and new media. The aim is to augment the narration with formats capable of telling the story of the complex world of design in a contemporary narrative key, involving authoritative figures from within the sector, who will not only bring their professional value to the story but will add depth and authenticity to the narration, thus strengthening the connection and relationship with the community.

This transformation is being achieved through the introduction of two new narrative formats, designed to offer new angles on and a fuller, deeper reading of the current scenario: the **Behind the Doors** web series and the **Design Forward** podcast are a balance of high quality content, diversification, new languages and multi-platform distribution, reflecting the Salone's ongoing commitment to promoting a complex world, full of stories, points of view and information. The new digital palimpsest will continue to be built on over the next few months, on social media, on streaming platforms and on the proprietary website, in the new Design Stories section devoted to a range of editorial insights.

BEHIND THE DOORS

For architects and designers, creating their own home has to be a challenging project, not to say a major undertaking. Plus, the client is the most demanding and difficult of all to please. Experimentation and total freedom of expression are the ingredients that, together, produce one-off results, boasting design intelligence, creativity, functionality and sophistication.

While on one hand, having total control over a project is an added value for some people, for others the lack of constraints and boundaries can constitute an obstacle. But how does such an important and structured project begin? How do design solutions studied right down to the last detail come to life?

Behind the Doors is the new Salone del Mobile.Milano web series featuring the homes of some of the most renowned international designers. 360° stories delving into every last detail: from the choice of materials to that of colours, by way of furnishing and lighting. The initial protagonists include the architect Massimiliano Locatelli, the architects and designers Ludovica Serafini and Roberto Palomba, Formafantasma, the design duo composed of Andrea Trimarchi and Simone Farresin, the architect and designer Piero Lissoni and the designer Guglielmo Poletti.

DESIGN FORWARD

The new Salone del Mobile.Milano podcast – available on all major streaming platforms - is hosted by the independent curator and author of design exhibitions and publications Maria Cristina Didero, produced in conjunction with Radio Raheem, written by Alessandro Mitola and edited by Giovanna Ferrero and Annalisa Rosso.



Produced on a monthly basis, it aims to discuss the importance of design as a key to deciphering trends and changes in the contemporary world. Each edition presents a thematic press review with insights, news and tidbits, taking a close look at the design industry and the world of design, and highlighting the connections between design, culture and society. The stories, the people, the creativity, the most astonishing opinions, the places and the numbers that all go into shaping this industry.

"I received this invitation from the Salone del Mobile in Milan – which I wish to thank – with some curiosity. I confess it was my first time. I have been around cameras before on various professional occasions past and present, but never radio, never a podcast. It's a complicated exercise in which one has to combine authorial qualities and communications skills. I hope I have managed to achieve this in a balanced way," said Maria Cristina Didero.

The first episode tackles a topic that needs no introduction: sustainability. A word so common in public debate that it sometimes runs the risk of becoming totally devoid of meaning. But what does it really mean when we talk about sustainability today? How can companies implement truly sustainable strategies and behaviours? Can sustainable design really exist?

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Salone del Mobile.Milano

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