



Design Innovation Award: Maria Porro is new Jury President

The President of the Salone del Mobile.Milano has been chosen by the Award Steering Committee to chair the proceedings of the International Jury as it selects the nine winning products at the upcoming International Boat Show in Genoa.

The upcoming 2023 edition of the International Boat Show will be held from 21st to 26th September in Genoa. One of the major steps in the run-up to the show is the **selection of the President of the Design Innovation Award**, the prize set up in 2020 by Confindustria Nautica (the Italian Marine Industry Association) and the company I Saloni Nautici, geared to supporting outstanding examples of excellence within the sector. Ms Porro's name was announced at the presentation press conference held at the Triennale today, in which Marco Sabetta, General Manager of the Salone del Mobile.Milano, took part.

Maria Porro, President of the Salone del Mobile.Milano, will helm the work of a committee made up of industry experts – recognised professional figures in the fields of sailing, design and culture – who will together choose the winners: products that stand out in terms of research, innovation, formal and technical quality, as well as and especially this year, in terms of sustainability, thanks to the designers' or producers' ability to conceive and create, be they Italian or from further afield.

The decision to appoint Maria Porro as President was based on her ability to share bold perspectives and insights, especially in the fields of environmental, economic and social responsibility, and for her strong belief that the design of today, along with the creative potential of the upcoming generation, will produce virtuous solutions that will accelerate the changes our planet so badly needs.

Maria Porro had this to say: *"For six days each year, Genoa is transformed into a city of nautical design and planning, with the world's eyes trained on it for the entire week. It has a great deal in common with Milan during that particular period. There's a powerful bond between the International Boat Show and the Salone del Mobile, which makes me particularly honoured to have been invited to chair the Design Innovation Award Jury. Now in its fourth edition, the award was launched by an event that, like the Salone del Mobile, has a lengthy and rich history behind it. As President of the Jury, I look forward to working with my colleagues to support and promote the quality and excellence of boats that will stand out for their innovation, aesthetics, on-board comfort, energy efficiency and sustainable production."*

Milan, 18th July 2023

Press info:

Marva Griffin – Patrizia Malfatti

press@salonemilano.it