



The Red Night: the Salone del Mobile.Milano returns to Shanghai with an exclusive event, testament to the strategic importance of the Chinese market for Made in Italy design.

After a three-year absence, the Salone del Mobile has made its return to China to support the Made in Italy companies through the processes of development, growth and marketing, previewing the 62nd edition of the trade fair in Milan in April and future projects for the Salone del Mobile.Milano Shanghai.

The Salone del Mobile lit Shanghai up in red once more on the evening of 7th November, with its Red Night, the sector's most keenly-anticipated networking event, promoted in collaboration with ICE – ITA, the Italian Trade Agency, the Ministry for Foreign Affairs and International Cooperation, FLA China and VNU Exhibitions Asia, an organising partner of the Salone del Mobile.Milano Shanghai since 2016.

A community of over 300 businesses, architects, interior designers, creatives, buyers and communication professionals were involved in the event, held at the iconic post-industrial SYSTEM landmark tower, in the heart of the city's French Concession, which was turned for the occasion into an immersive stage, featuring interactive performances and site-specific installations designed to narrate every facet of the project.

Maria Porro, President of the Salone del Mobile.Milano, had this to say: *"Thanks to the Salone, our companies have built up a widespread distribution network and China continues to be an important market for Made in Italy as a whole. That is why we are here. To re-establish relationships after the lengthy hiatus caused by the pandemic which was, however, an opportunity for us to redesign new relationship and business systems and new business strategies. Over the last three years, the Salone has redesigned the trade fair concept, putting visitors at the centre and maintaining close relations with all the markets with which it could not have direct contact. With China especially. It was a two-way operation: it required trust, understanding and commitment from both sides. It is absolutely crucial and responsible to pause and analyse data and information, putting them into the right perspective, and broadening our outlook so as not to miss out on the many opportunities that this country has to offer Made in Italy. The People's Republic of China is still our main client for extremely high quality, creative and innovative products. The Chinese upper class is sensitive, curious, informed, and loves the craftsmanship, the quality and the know-how of our country. It is also still keen to embrace Italian living. This Red Night truly marks a new point of departure for the Salone del Mobile: so many people took part and the joy of being able to re-establish relationships and contacts, with the focus on designing together, was plain to see. All that is proof of our long-term commitment to involving the entire Chinese design community in an increasingly fertile and valuable relationship for both sides."*

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In her welcome speech, Maria Porro reiterated her keenness and commitment to returning to **China in person with the event**, announcing the **international promotional tour for the 62nd edition of the Salone del Mobile**, which will make stops **in seven large European and US cities** after Shanghai. She also talked about how the Milan trade fair is taking shape, with an **increasingly human-centred layout**, with the focus on visitors, along with **EuroCucina and the International Bathroom Exhibition**, the **SaloneSatellite 25th anniversary celebrations**, and the packed schedule of **cultural events and talks**, that will again be held in the trade fair pavilions to stoke open discussion between business and design culture.

The **Consul General of Italy in the People's Republic of China**, Tiziana D'Angelo, reiterated the importance of the Salone del Mobile.Milano Shanghai as a **commercial and cultural bridge between Italy and China**, and said she was confident of its renewed success, observing that China's furnishing and design market was facing enormous changes in the name of quality, innovation, responsibility and beauty, and that the Italian brands were the ideal partners during this phase of transformation.

The Italian and Chinese guests invited to the Red Night event at the SYSTEM were presented with an opportunity to immerse themselves in the **multiplicity of languages of the design world**. An evocative series of sketches and design drawings by **Lombardini22**, a leading firm on the Italian architecture and engineering scene, put the spotlight on the **62nd edition of the Salone del Mobile.Milano**. A multidisciplinary team from the studio has been working with the Salone since last year on reworking the layouts, itineraries and the visitor experience, giving shape to the concept of a trade fair in constant evolution.

Along with light and music shows, guests were able to "experience" two site-specific installations conceived for the Red Night. The first, designed by the **Italian-Danish GamFratesi studio**, reconfigured an entire floor of the SYSTEM tower, creating a path of welcoming islands and seating, the **Networking Lounges**, characterised by compositional rigour, experimental approach and poetry.

The second, **Prism**, curated by **VAVE Studio**, used a kaleidoscopic landscape of lights, shadows and large mirrored surfaces to instil a metaphysical dialogue between close / distant generations and geographies: the pioneering spirit of three great masters of Italian design – **Franco Albini, Achille Castiglioni and Vico Magistretti** (the Salone del Mobile has been collaborating with their respective Foundations for years) on one hand; and on the other the vision of three young Chinese talents that have won over the international scene – **Frank Chou, Zhang Lei and Steven Ma** and their respective design studios – launched by the SaloneSatellite springboard.

Lastly, two **Ambassadors of Taste** – the chefs **Samuele Maio and Fabio Maiano** from the Casa Della Rocca restaurant in Dolcedo (Imperia), helped make the evening special and "Italian." Their gastronomic offering is based on a quest for raw materials and traditional cuisine, with an innovative touch gleaned from their international experiences. The Italian Consulate General and the Shanghai ICE office were keen to entrust the two young Ligurian chefs with the Red Night menu, partly because the Week of Italian Cuisine in the World, promoted by the network of Embassies, Consulates, Italian Cultural Institutes and ICE Offices abroad, entitled *Saperi e Sapori delle Terre Italiane, a 200*



Anni dalla Nascita di Pellegrino Artusi, is being held from 13th to 19th November – the theme of which is “at the table with Italian cuisine: well-being with taste.”

In the run-up to the return of the **Salone del Mobile.Milano Shanghai** – which has proved right from its first edition in 2016 that it is able to meet the expectations of both markets, thanks to a range of goods from more than 120 leading Italian brands, which stand out for their innovation, creativity and manufacturing quality – the Salone is renewing its invitation to the entire Chinese community to its 62nd edition in Milan, **a peerless meeting place and opportunity for exchange and sharing** for all sectoral professionals in both countries.

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