

The Salone del Mobile.Milano, “dressed” by Artificial Intelligence, is travelling on two iconic trams, through 350 metro stations and trains, and taking off in 13 airports, from Milan to Rome.

The Salone communication campaign is on the move around the streets of Milan and further afield, using patterns and colours to paint the stories, relationships and emotions triggered by the trade fair, just as the starting line comes into sight.

The first was good, so was the second, but the third is even better: the latest artwork for the Salone del Mobile.Milano communication project – conceived and produced by **Publicis Groupe** with the scientific collaboration of **Paolo Ciuccarelli**, founder of the DensityDesign Lab at Milan Polytechnic University and Director of the Center for Design at Northeastern University, Boston – is a powerful and immediate narration of the experiences, the suggestions and the conversations of those who really are involved with getting the trade fair ready.

We will see the communication campaign making its way around Milan **on the tracks of the historic tramline (1, 5, 10) as of 27th March, and on 500 buses**. That’s not all, however. It will also conjure up the Salone del Mobile universe and its community in **13 Italian airports and in 350 metro stations and trains in Milan, Rome, Genoa and Brescia**.

Thanks to its original and contemporary iconography, this new visual makes explicit the third phase of the trade fair communication project, which was informed by listening “at a distance” to public conversations and others mediated by “experts” as well as by closer observation in a spatial and temporal sense of the Salone del Mobile.Milano public and community in real time. The **emotional nuances** – sense of confidence or scepticism, desire and involvement, empathy and connection – and the **rational components** – design quality and craftsmanship, functionality and practicality, creativity and originality, ethics and sustainability, accessibility and inclusiveness – were **transformed by Artificial Intelligence into the colours and patterns that will mark the symbolic and physical path** leading up to the event.

It is no coincidence that the communication campaign – and the Salone del Mobile with it – has leapt onto trams, buses and metros, and can be found in airports, being constantly captured and read while on the move. **“Movement”**, in fact, is not a casual term, on the contrary it describes today's Salone, its **path of evolution and innovation**. The new body copy, **Where Experience Evolves**, also interprets the essence of the event, transcending the notion that it is just a destination and highlighting the fact that, on the contrary, it is the stage on which design, through experience, happens, evolves and defines the future.

The choice of the tram in Milan has another relevant meaning: the **tram is, in fact, part of the city's imagination**, it is an **iconic point of reference** as well as a **symbol** of the Lombard capital. It represents the link between the city and the Salone, which is of course a global event, while also being **an integral part of the Milanese culture and identity**. Just like the tram that crosses the streets of Milan, connecting areas and



neighbourhoods, the Salone connects people, ideas and creativity from all over the world and steers design towards the future, maintaining a strong connection with its roots and with the city that it has made (and has made it) great.

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