



# Press Kit

8<sup>th</sup> November 2024

## With The Orbit's Orbit, the Salone del Mobile.Milano is reinterpreting its narration of Made in Italy design in Shanghai.

*There was a great turnout and appreciation for the new format devised by the Salone del Mobile for the Chinese market, which combined the best of Italian design with a modern, agile and engaging proposal – proof of the relevance of Italian furniture in this geographical area and the Salone's ability to bring different markets, cultures and design visions into dialogue.*

The **Salone del Mobile.Milano** launched its **second major international event** in **China yesterday**. **China** is a strategic market, which became the seventh highest Wood-Furniture supply chain export destination **during the first seven months of 2024, for a value of 286.9 million euros**, offering interesting business opportunities for Made in Italy. This interest was confirmed during the 2024 edition of the Salone del Mobile.Milano, which – after the lengthy post-pandemic transition – saw China back in **first place in terms of numbers of visitors from abroad**. On this occasion, the Salone, accompanied by the ITA – Italian Trade Agency, has chosen to be a partner of the **West Bund Art & Design**, a point of reference on Shanghai's cultural scene: a prestigious event that attracts galleries and visitors from all over the world and that shares with the Salone the focus on **innovation, creativity and being the ideal platform to explore the intersections between the two worlds**.

**Maria Porro, President of the Salone del Mobile.Milano**, had this to say: *"The presence of the Salone del Mobile.Milano in Shanghai as a partner of West Bund Art & Design is a happy and unprecedented event. China continues to represent a great opportunity for our companies: today, we have observed a great desire for Italy and a profound appreciation for the quality of our products. A large number of people attended the press conference and the opening night of The Orbit's Orbit, expressing enthusiasm for a project that has brought art and design into dialogue, geared to stimulating interest in establishing new relationships and contacts with the companies we have accompanied. This is precisely what our long-term commitment to China consists of, which is to create events capable of bringing together and involving all the new design communities in a fertile and valuable relationship with all our brands."*

**Matteo Zoppas, President of ITA – Italian Trade Agency**, had this to add: *"Italian furniture is a benchmark for high-end Chinese consumers. Despite the current challenges facing the Chinese market, Italy remains the leading country of origin for Chinese imports in this sector. ITA's objective is a leading position and competitive advantage in China through continued market oversight. Our partnership with Salone del Mobile is a key initiative in promoting the sector in China."*

The event, which was held at **West Bund Central's The Orbit**, designed by the architect **Thomas Heatherwick**, brought design, art and culture together in a powerfully atmospheric and impactful immersive experience. **"The Orbit's Orbit, a performative installation dedicated to Italian design, conceived by Matilde Cassani"** tells the story of contemporary Made in Italy design, the processes of hybridisation between different forms of art and design, the work of international designers and artists, valorising the reciprocal cross-pollution of East and West. The installation is developed on circular axes and houses **65 iconic products by 36 of Italy's leading furniture brands**, while the epicentre is occupied by a stage that will host a series of talks, **from 8<sup>th</sup> to 10<sup>th</sup> November**. A symbolic representation of the **Salone del Mobile system**, its heart made up of exchanges of ideas and

encounters between different cultures, people and companies. As was the case in April in Milan, the furnishings inside the space are the result of these fortunate encounters.

**Matilde Cassani said:** *"The scenography comes alive through the movements of human bodies. Spectators and performers, merging with the spaces defined by design, transform the exhibition into a public square, in which the bodies move across the space, tracing geometries and living architectures. The Orbit's Orbit is a tableau vivant, a moving painting, in which actors, acrobats and spectators become the protagonists of a collective narrative: a fluid and dynamic sequence of scenes of public life."*

## Where & When

### THE ORBIT

3299 Longteng Avenue, Xuhui District, Shanghai

8<sup>th</sup> - 10<sup>th</sup> November 2024

8<sup>th</sup> November: 1pm to 6pm

9<sup>th</sup> November: 12pm to 6pm

10<sup>th</sup> November: 12pm to 6pm

# The Talks Programme



Salone del Mobile.Milano

## Talks

**Friday 8<sup>th</sup> November**

**2pm to 4pm**

**Art Waterfront International Forum**

**City, Design and Sustainability**

**By invitation only**

Participants:

**Ma Yansong**, founding partner of MAD Architects

**Maria Porro**, President of the Salone del Mobile.Milano

**Ute Meta Bauer**, curator, Professor of Contemporary Art, Director of the Nanyang Technological University (NTU) Centre for Contemporary Art (CCA) in Singapore, Artistic Director of the 3<sup>rd</sup> Biennale for Contemporary Art in Berlin

**Martin Guinard**, Curator of LUMA Arles

**Alan Chan**, founder of Alan Chan Design Company

**Xu Bo**, Associate Director and Head of Legal at China Property Hongkong Land

Moderator:

**Cao Dan**, President of Meta Media Art+/ Meta Media Group, Editor of The Art Newspaper Chinese, Art Review China & LEAP

**Today, Friday 8<sup>th</sup> November**, the installation will form the backdrop for **the Art Waterfront International Forum**. The opening talk, entitled **City, Design and Sustainability**, **Maria Porro**, **President of Salone.Milano**, will speak alongside **Ma Yansong**, founding partner of MAD Architects, **Ute Meta Bauer**, curator, Professor of Contemporary Art, Director of the Nanyang Technological University (NTU) Centre for Contemporary Art (CCA) in Singapore, Artistic Director of the 3<sup>rd</sup> Biennale for Contemporary Art in Berlin, **Martin Guinard**, Curator of LUMA Arles, **Alan Chan**, founder of Alan Chan Design Company, **Xu Bo**, Associate Director and Head of Legal of China Property Hongkong Land. The forum aims to explore the concept of **Sustainable Creative Cities** from the perspectives of architecture, design and the arts. With China undergoing rapid urbanisation, **sustainable urban development** has become one of the country's top priorities. Shanghai, with its 24 million inhabitants and futuristic architecture, has established itself as a **unique terrain for sustainable urban experimentation**, especially since the 2010 World Expo. Projects such as the ecological transformation of Suzhou Creek exemplify the integration of sustainable practices into urban spaces. During the forum, the **essential role of cultural and creative industries in urban development will be explored**, with particular reference to the ways in which **art and culture contribute to urban renewal and transformation projects**; how **artists and designers interact with public spaces in cities**; the role of **art and design in promoting ecological awareness and inspiring alternative lifestyles**; and how **creative practices can stimulate new ways of thinking and provide tools for public dialogue**, ultimately promoting essential creativity for urban development.

**Saturday 9<sup>th</sup> November**

**2pm to 4pm**

**AD100 Young Talk. In collaboration with AD China**  
**Thinking and Anti-Thinking**

Participants:

**Jin Qiuye**, architect, scholar, critic and founder of Jin Architects

**Li Hu**, founding partner of OPEN Architecture, Kenzo Tange Design Critic in Architecture at Harvard University Graduate School of Design, Visiting Professor at Tsinghua University and China Central Academy of Fine Arts

**Maria Porro**, President of the Salone del Mobile.Milano

**André Fu**, Founder of André Fu Studio and André Fu Living

**Marva Griffin Wilshire**, Founder and Curator of SaloneSatellite

**The young 2024 AD100 YOUNG talents**

Moderator:

**Beryl Hsu**, Editor-in-Chief, AD China

**Annalisa Rosso**, Editorial Director & Cultural Events Advisor of the Salone del Mobile.Milano

**Saturday 9<sup>th</sup> November** will be given over to the **AD100 Young conversation** and ceremony, entitled **Thinking and Anti-Thinking**, which will take a sweeping and multifaceted look at the young Chinese design scene, with guests **Maria Porro**, a member of the jury that selected the 100 budding talents, and **Marva Griffin Wilshire**, curator and founder of **SaloneSatellite**, the prime meeting place for entrepreneurs/talent scouts and designers under 35. Also taking part will be **Jin Qiuye**, architect, scholar, critic, and founder of Jin Architects, **Li Hu**, founding partner of OPEN Architecture, Kenzo Tange Design Critic in Architecture at Harvard University Graduate School of Design, Visiting Professor at Tsinghua University and China Central Academy of Fine Arts, **André Fu**, founder of André Fu Studio and André Fu Living, and the **young talents of 2024 AD100 YOUNG**. It is the latter who now follow the process from the conception to the realisation of a project, the organisers of time and space; they use architecture as a means to promote the cultural and spiritual development of cities. The imagination of young architects in relation to the present and the future will be transformed into the appearance of the cities of tomorrow: "thought" is their most precious weapon.

**Sunday 10<sup>th</sup> November**

**2pm to 3pm**

**When Design meets Art. A Conversation between Italy and China**

**Curated by Annalisa Rosso, Editorial Director & Cultural Events Advisor of the Salone del Mobile.Milano**

Participants:

**Wu Bin**, Designer and Architect, Founder of W.DESIGN

**Feng Cao**, Founder of the 20C Gallery, Collector and Aesthetic Communicator

**Matilde Cassani**, Artist and Architect

Moderator:

**Wang Xu**, design media expert



**Sunday 10<sup>th</sup> November** will feature **When Design meets Art. A Conversation between Italy and China**, the talk curated by **Annalisa Rosso, Editorial Director & Cultural Events Advisor of the Salone del Mobile.Milano**. The talk will offer a wide-ranging and multidisciplinary perspective, highlighting the way in which the dialogue between art and design can open new avenues for creativity and innovation, especially in a global context such as that between Italy and China. The Chinese designer **Wu Bin**, a visionary and far-sighted thinker, known for his unmistakable Modern Orientalism interior design style, will take the stage. Bin draws continuous inspiration from Chinese ink paintings and his sophisticated mastery of the use of materials, colours, chiaroscuro and proportions informs skilful combinations of Eastern and Western furnishings and works of art, exploring the most modern lifestyle scenarios for people in China today and how to connect with nature for newfound inner peace. He will be joined by **Feng Cao**, founder of the 20C Gallery, collector and aesthetic researcher. Cao produces juxtapositions of works of art and vintage Italian furniture - with a preference for the period spanning the 1950s to the 1980s - in order to deepen his own concepts of modern aesthetics stemming from the fusion of East and West, in a celebration of the best design and craftsmanship of modern man, because only by valorising the past can we move towards a better future. Also joining them will be **Matilde Cassani**, an architect and artist straddling the fine line between visual arts and design, interested in developing design objects, installations, displays, visual communication and investigations of spaces and architectures aimed at the performative dimension. Each of the three artists and designers from Italy and China will share their point of view, making for an interesting exploratory session and dialogue, in the round and from multiple standpoints, on art and design, East and West, spirituality and everyday life from an international perspective.

# Brands Products Designers



Salone del Mobile.Milano



## The Orbit's Orbit: a performative installation dedicated to Italian design and created by the artist Matilde Cassani

Brands	Products	Designer
<b>Antonio Lupi</b>	BORGHI, bathtub with faucet	Gumdesign
	ALBUME LUX, washbasin with faucet	Carlo Colombo
<b>Artemide</b>	CALLIMACO, floor lamp	Ettore Sottsass
	TOLOMEO MEGA, floor lamp	Michele De Lucchi, Giancarlo Fassina
<b>B&amp;B Italia</b>	LE BAMBOLE, armchair	Mario Bellini
	UP 5_6, armchair	Gaetano Pesce
<b>Barovier&amp;Toso</b>	PADMA, table lamp	Design Barovier&Toso
	AMSTERDAM, table lamp	Design Barovier&Toso
<b>Baxter</b>	SORRENTO, armchair	Paola Navone
	ALLURE, coffee table	Baxter P
<b>Caccaro</b>	FREEDHOME, large storage	R&D Caccaro
<b>Daide Groppi</b>	SAMPEI, floor lamp	Enzo Calabrese, Davide Groppi
<b>Desalto</b>	CLAY, table	Marc Krusin
	ELEMENT, small table	Tokujin Yoshioka
<b>Edra</b>	CORALLO, armchair	Fernando and Humberto Campana
	VERMELHA, armchair	Fernando and Humberto Campana
<b>Ethimo</b>	ROTIN, armchair	Zanellato/Bortotto
	KNIT, armchair	Patrick Norguet
<b>Flexform</b>	PERRY, sectional sofa	Antonio Citterio
<b>Flos</b>	TACCIA, table lamp	fratelli Castiglioni
	IC 10 ANNIVERSARY, floor lamp	Michael Anastassiades
<b>Flou</b>	FIOCCO, sofa	Pinuccio Borgonovo
	ICON, bed	Carlo Colombo
<b>Frigerio</b>	MAYU, armchair	FRONT
<b>Gessi</b>	PERLE, washbasin with mixer	Design Gessi
<b>Glas Italia</b>	SHIMMER, high- low table	Patricia Urquiola
	FOUNTAIN, low table	Tokujin Yoshioka
<b>Kartell</b>	MASTER, armchair	Philippe Starck
<b>Living Divani</b>	EXTRASOFT, sofa system	Piero Lissoni
	FROG, armchair	Piero Lissoni
<b>Martinelli Luce</b>	PIPISTRELLO, table lamp	Gae Aulenti
	COBRA, table lamp	Elio Martinelli
<b>Mattiazzi</b>	RADICE, stool	Sam Hecht & Kim Colin
	CLERICI, lounge chair	Kostantin Grcic
<b>Meridiani</b>	RENÉ, chaise longue	Andrea Parisio
	RENÉ, armchair	Andrea Parisio
<b>Molteni&amp;C</b>	PAUL, sofa	Vincent Van Duysen
	D.154.2, armchair	Gio Ponti

<b>Nardi</b>	MAXIMO, armchair NET LOUNGE, armchair	Raffaello Galiotto Raffaello Galiotto
<b>Pinetti</b>	ALMERIA, basket DEMETRA, basket	Design Pinetti Design Pinetti
<b>Poliform</b>	LE CLUB, armchair STANDFORM, armchair	Jean-Marie Massaud Jean-Marie Massaud
<b>Porada</b>	BERRY, table KLEM, bed	Carlo Ballabio Giuseppe Viganò
<b>Porro</b>	METALLICO, table ROMBY, armchair	Piero Lissoni GamFratesi
<b>Riva 1920</b>	KAURI ART, table VENICE, console	Excalibur Studio Claudio Bellini
<b>Rugiano</b>	ABBRACCIO, armchair INCANTO, low table	Rugiano Design Lab Rugiano Design Lab
<b>Saba</b>	PIXEL, sofa BABY GEO, armchair	Sergio Bicego Mauro Grasselli
<b>Scavolini</b>	MISFIT, cart trolley	Design Scavolini
<b>Tacchini Italia</b>	JULEP, sofa ADDITIONAL SYSTEM, armchair with pouf	Jonas Wagell Joe Colombo
<b>Technogym</b>	UNICA, compact multigym CROSS PERSONAL, cross trainer	Design Technogym Antonio Citterio
<b>Turri</b>	AZUL, sofa ROMA, beauty with pouf	Paola Navone, Monica Armani
<b>Villari</b>	ROYAL PEACOCK with Swarovski® PEACOCK, dining set	Leone Villari Villari design
<b>Visionnaire</b>	SHIBARI, armchair MIRA, armchair	Studiopepe Draga & Aurel

# Chinese Media Partners



Salone del Mobile.Milano

## The Orbit's Orbit: a performative installation dedicated to Italian design and created by the artist Matilde Cassani

### Chinese Media Partners

AD  
ELLE DECORATION  
IDEAT  
Wallpaper\*  
INTERNI  
Designwire  
NETEASE  
Interior Design China  
domus+  
Hantang Culture  
J&G MEDIA | china-designer.com  
Noblesse  
Beijing Youth Daily  
Japan design station  
77 GLOBAL FURNISHINGS MEDIA  
OBJEKT  
Shanghai TV  
DoBe  
YOUHAA  
Target  
Trends+  
DESIGNCOOL  
Z Media  
BOWUtime  
Sina dichan design  
Anjuke  
Design More  
SOHU HOME  
MEFINE  
Apex Manual  
Madame Figaro China  
Design Truth  
Design Evolution  
Design Epoch  
PChouse  
TITANS' PLAN  
Luce e Design

# Biografie



Salone del Mobile.Milano

## Biographies

### **Maria Porro**

#### **President of the Salone del Mobile.Milano**

Maria Porro, born in Como in 1983, was unanimously elected President of Assarredo by the General Assembly in September 2020. She became a Board member of Assarredo in 2017 and has been part of the FederlegnoArredo General Council since 2019. She is Director of Marketing and Communication at Porro S.p.A., a historic Italian design brand founded by her great-grandfather Giulio in 1925; in 2014 she joined Porro permanently, with a view to strengthening the international sales network and renewing communication strategies, before taking on her current position, with a priority focus on sustainable development. She graduated cum laude in Scenography from the Accademia delle Belle Arti in Brera, has worked in the theatrical, art and large events world as a designer, coordinator and curator. She has always maintained close ties with the family business and the design world, collaborating in particular with her father Lorenzo Porro and the studio Lissoni Associati in stylistic research and the development of new products, personally overseeing the company's participation in the Salone del Mobile. She has been President of the Salone del Mobile.Milano since July 2021.

### **Marva Griffin Wilshire**

#### **Curator and founder of SaloneSatellite**

Marva Griffin Wilshire was born in Venezuela and Milan became her adopted city when she started working in the design and furnishing sector. She is currently the International Relations Ambassador for the Salone del Mobile.Milano and a Visiting Professor at Tongji University, College of Design and Innovation (D&I), Shanghai, China. She set up SaloneSatellite in 1998, which netted the Golden Compass Lifetime Award XXIII in May 2014. She was awarded the Ambrogino d'Oro in 2017, an Honorary Masters Degree in Design from Milan Polytechnic University in 2021 and, in 2024, an Honorary Doctorate in Fine Arts from the Rhode Island School of Design, Providence, USA. She has been a member of the Philip Johnson Architecture & Design Committee of the Museum of Modern Art (MoMA) in New York since 2001. She has been a global Italian Design Ambassador since 2016.

### **Matilde Cassani Studio**

#### **Artist and Architect**

Matilde Cassani Studio operates in the area where architecture, installations and design events intersect. Its work is inspired by the spatial implications of cultural pluralism, and has been exhibited in a great many institutions and events, including the Storefront for Art and Architecture in New York (2011); three editions of the Venice Architecture Biennale (2012, 2014 and 2018); the Victoria and Albert Museum (2015); the Oslo Triennale (2016); the Chicago Architecture Biennial (2017); Manifesta 12 (2018) and Triennale Milano (2019). Cassani has taught in a number of European universities, including the Sandberg Instituut in Amsterdam, and Syracuse Architecture University in Florence. She currently teaches at the NABA in Milan and at the AA Architectural Association in London. Her work is held in the collections of various museums, including the Victoria and Albert Museum, the MAXXI and the Franz Hals Museum in Haarlem.

## **Paola Antonelli**

### **Senior Curator, Architecture & Design, Director, Research & Development**

#### **The Museum of Modern Art (MoMA)**

Paola Antonelli is Senior Curator of Architecture & Design at The Museum of Modern Art, as well as MoMA's founding Director of Research & Development. Her goal is to promote design's understanding, until its positive influence on the world is universally acknowledged. Her work investigates design's impact on everyday experience, often including overlooked objects and practices, and combining design, architecture, art, science, and technology. Among her most recent exhibitions are the XXII Triennale di Milano Broken Nature, Never Alone, on video games and interactive design, and Life Cycles, on the materials of contemporary design. The Instagram platform, book, and now podcast Design Emergency, which she co-founded with design critic Alice Rawsthorn, is an ongoing investigation on design's power to envision a better future for all.

## **Aldo Cibic**

### **Designer and Architect**

Aldo Cibic, founder of Cibicworkshop, was born in Vicenza in 1955. In 1981, as a partner of Sottsass Associati, he was one of the founders of Memphis. His Microrealities (2004) and Rethinking Happiness (2010) projects were presented at the Venice Architecture Biennale. He is an Honorary Professor at Tongji University in Shanghai. His work is exhibited in the permanent collections of Amsterdam's Stedelijk Museum, the Groninger Museum, the CCA in Montreal, and the Victoria and Albert Museum in London, the Museo del Design Italiano | Triennale Milano and the Pompidou Centre in Paris.

## **Wu Bin**

### **Designer and Architect**

Founder of W.DESIGN, is a renowned designer whose expertise spans interior design, architecture, and product design. With over 20 years of experience, he is the creator of the "Modern Oriental" design language. Wu has been featured 11 times in the prestigious Andrew Martin International Interior Designer of the Year Award, known as the Oscars of interior design. In 2020, he became the first designer from mainland China to win this award when he was honored as Designer of the Year.

## **Feng Cao**

### **20C Gallery Founder and Aesthetic Communicator**

Feng Cao is the founder of 20C Gallery and a prominent collector and aesthetic communicator. He previously worked as Creative Director at Ogilvy Beijing, earning international awards like Cannes and ONESHOW. With nearly 15 years of experience, Feng specializes in blending Eastern and Western aesthetics in art and design. His collection of 20th-century Western furniture exceeds 1,000 pieces, and he now explores integrating Eastern aesthetics. During the pandemic, he held aesthetic sessions that gained significant attention. In 2023, Feng was selected for the 7<sup>th</sup> edition of "BMW Art Independent Collectors" and recognized by top Chinese institutions.



## **Wang Xu**

### **Design Media Expert**

Founding Editorial Director of *ELLE DECORATION China* (2003–2009) and *AD China* (2010–2019). Before transitioning to design and lifestyle magazines, Xu built a solid 10-year foundation as a fashion journalist. Under her leadership, *AD China* launched the prestigious *AD 100 Awards* in 2013 and introduced the *Chinese Emerging Designer* platform in 2015. As a recognized expert in design media, Xu constantly explores innovative ways to promote design, art, and lifestyle to the Chinese audience. This includes curating design talks and exhibitions, writing design critiques, and running her social media platform, *Xu's Picks*. Since 2023, following Salone del Mobile Milano's return to its traditional April schedule, Xu and the Salone Shanghai team have curated the *Design Wonders* project. This initiative highlights the finest designs and cutting-edge concepts from Salone del Mobile through the lens of Chinese designers on Salone Shanghai's social media platforms. The *Design Wonders* project has successfully run twice, continuing through 2024.

## **Annalisa Rosso**

### **Editorial Director and Cultural Events Advisor for the Salone del Mobile.Milano**

Specialist in contemporary design. Co-founder of Mr.Lawrence, a strategic consulting firm. She is currently Editorial Director and Cultural Events Advisor for the Salone del Mobile.Milano, and was previously editor-in-chief of *Icon Design* and *Domus web*. She has curated exhibitions and site-specific contemporary design projects and has taken part in events of international importance as a speaker (TEDx, NY Design Week, Design Canberra Festival, Design Miami/ Basel), and as a juror (Design Parade in Hyères, The Design Prize in Milan, Designblok in Prague). Brand Ambassador for the Four Seasons, she has been appointed Design Ambassador for the Italian Design Days in Prague, Hong Kong and Copenhagen. She is a member of the Honorary Committee of Collectible in Brussels, the Expert Committee of the Madrid Design Festival, and the Advisory Hive of the independent non-profit organisation Società delle Api, founded by the collector Silvia Fiorucci.

# Istituzionale Profiles



Salone del Mobile.Milano

## Institutional Profiles

### Salone del Mobile.Milano

An international benchmark for the design and furnishing world, thanks to its extremely high-quality exhibits since 1961, the Salone del Mobile.Milano is more than just a trade fair – it is an ecosystem capable of accelerating business and growing relationships across the industry, proffering new visions of the future of living. It takes place in April, with four annual exhibitions – the Salone Internazionale del Mobile, S.Project, Workplace3.0 and the International Furnishing Accessories Exhibition – with the biennial Euroluce in odd years, and EuroCucina with FTK, *Technology For the Kitchen* and the International Bathroom Exhibition in even years. Held alongside them since 1998, SaloneSatellite is the launch pad for young designers under 35 from all over the world and a point of reference for companies on the look-out for new talents. In 2024, the 62nd edition of the Salone del Mobile.Milano featured almost 2,000 exhibitors from 35 different countries, boasting an overall turnout of almost 371,000 presences, with the number of professionals up 28.6% compared with the previous edition, 65.6% of them from abroad. The Salone del Mobile has ISO 20121 Sustainable Events Management certification and is a member of the United Nations Global Compact.

[www.salonemilano.it](http://www.salonemilano.it)

### West Bund Art & Design

West Bund Art & Design has served as a platform for international and local galleries exhibiting high-quality contemporary works of art in Shanghai since 2014. As well as numerous exhibitions and events in museums in galleries, West Bund Art & Design, China's leading art fair, enriches the arts scene in Shanghai, making it a crucial destination on the global arts scene.

[www.westbundshanghai.com](http://www.westbundshanghai.com)

# Contacts



Salone del Mobile.Milano



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For more information or interview requests, please get in touch with the Press Office.  
Images and preview images with captions and credits are available in the [Press and Media Area](#).

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