



Press Kit

9th October 2024



Salone del Mobile.Milano



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Salone del Mobile.Milano

Milan, and beyond. The Salone del Mobile renews its dialogue with China with two new events in Shanghai and Hong Kong

With new strategic alliances and original exhibition formats, the Salone del Mobile is betting on China once more. In Shanghai, with West Bund Art & Design, to promote Italian design; in Hong Kong to pay tribute to the 25 years of SaloneSatellite.

Following a record 2024 edition, the Salone del Mobile is making its way around the world once more to stimulate dialogue with key Made in Italy markets. While September was United States month – with Ferruccio Laviani's installation **Italian Design: from Classic to Contemporary**, showcased in partnership with **Bloomingdale's** – from November it will be the Land of the Dragon's turn to host two large new events of international appeal.

The first destination is Shanghai, where, from 8th to 10th November, the Salone del Mobile will be a Partner of West Bund Art & Design, one of Asia's most prestigious art fairs. Capturing the scene will be **The Orbit's Orbit, a performative installation dedicated to Italian design, and created by the artist Matilde Cassani**. The installation will be on exhibit at **The Orbit** space, an iconic building designed by the **Heatherwick Studio**, dialoguing with **more than 50 Made in Italy icons**, protagonists of a radial city brought alive by the interactions of the visitors, original performances and a series of conversations around design.

The second stop will be Hong Kong, from 11th to 21st November, with the *SaloneSatellite Permanent Collection 1998-2024 Exhibition*. Promoted by the **IDFFHK – International Design Furniture Fair Hong Kong** and the **Designworks Foundation** at the Arts Pavilion, in the heart of the West Kowloon cultural district – the exhibition will showcase a selection of more than a hundred projects from the SaloneSatellite Permanent Collection. A homage to emerging talents who have ventured into pastures new to become recognised at global level, thanks to the Salone del Mobile.Milano hub for under-35s, founded and curated by **Marva Griffin Wilshire**.

The choice of the Land of the Dragon is a strategic one: despite the troubled real estate market, in 2023 **Italy is confirmed as the main exporter of furnishings to China**, for a value of **479.01 million euros**. This interest was confirmed at the 2024 edition of the Salone del Mobile.Milano, which – following the lengthy post-pandemic transition – saw **China back in first place in terms of visitor numbers**.

For the Salone del Mobile, the special **New York, Shanghai and Hong Kong** projects are the upshot of a new format conception process, both performative and exhibition, devised for foreign markets, with the aim of strengthening internationalisation processes, stimulating international dialogue on the issues around home living, and experimenting with multidisciplinary languages and practices in the field of design culture.



After China, the Salone del Mobile.Milano will resume its travels around **Europe and North America**, sharing the first tasters of the upcoming edition of the Salone del Mobile.Milano (**8th-13th April 2025**) **with the community of professionals, architects, designers and journalists**. The international tour reflects the Salone's commitment to bolstering its role as a facilitator of relationships, a connector of strategic markets for the Italian wood-furnishing chain, and a promoter of business, networking and cultural exchange.

The Orbit's Orbit:
a performative installation
dedicated to Italian design
by Matilde Cassani



Salone del Mobile.Milano

The Orbit's Orbit.

The Salone del Mobile.Milano, in collaboration with West Bund Art & Design, presents a performative installation by the artist Matilde Cassani in Shanghai

The Salone del Mobile.Milano is holding an extraordinary event devoted to Italian design and a talk between Chinese and Italian designers in the new surroundings of The Orbit, the recently-completed building designed by Heatherwick Studio. The event is intended to underscore the importance of dialogue between different cultures and design visions and confirm the prominence of this particular market for Made in Italy.

From 8th to 10th November, the Salone del Mobile.Milano will be holding its second great international event in China, a strategic market that ranked 7th in the top25 export destinations for the wood-furniture supply chain in 2023, offering interesting business opportunities for Made in Italy. At the end of the year, **Italy was thus confirmed as the leading furniture exporter to China**, with a value of **479.01 million euros**. This interest was confirmed at the 2024 edition of the Salone del Mobile.Milano, which – following the lengthy post-pandemic transition – saw **China back in first place in terms of visitor numbers**. The Salone, accompanied by the ITA – Italian Trade Agency, has chosen to make its return to China at and with **West Bund Art & Design** – its **Partner** for the occasion – a reference point in Shanghai's cultural scene, attracting galleries and visitors from all over the world: a prestigious event, a crossroads of the Chinese contemporary art system, which shares with the Salone the focus on **innovation, creativity and being the ideal platform to explore the intersections between the two worlds**.

This unique and visionary event, held at the futuristic property of the West Bund Central and designed by the architect **Thomas Heatherwick**, the Orbit blends design, art and culture into an immersive, powerfully impactful scenic and emotional experience. Inside the exhibition space, **The Orbit's Orbit: a performative installation dedicated to Italian design and created by the artist Matilde Cassani** – enlisted for her ability to move across the bounds of architecture, art and design – will come to life with recurring performances, demanding the participation of visitors invited to experience the installation and flesh out the suggestions proffered. The work is characterised by **concentric spirals occupied by iconic products that embody the excellence of Italian design**, and create an organic and constantly evolving structure. The exhibition area evokes **a radial city** playing host to an urban party, enlivened not just by the **spatial mobility of the locals/spectators**, but also and especially by an **ideal and cultural mobility**. The performers, walking in a single direction, take possession of the spaces occupied by design and turn them into an inhabited interior. Cassani's work was directly inspired by The Orbit, by its shape, its semantic resonances and its expressive qualities. The space has become a repository of meaning, a virtual score played out by the powerful presence of furnishings by **more than 30 exhibiting brands**, the ballet dancers and the expertly choreographed visitors.

Matilde Cassani had this to say: *"The shape of The Orbit building implies a ritual dimension that we wanted to emphasise, using its spaces as the location for an orbiting performance, in which the interaction between the visitors and the environment becomes an integral part of the experience itself. For me, an exhibition means an encounter with the public, the project finds fulfilment with the arrival of*

the visitors. In this exhibition, public and objects share the role of protagonists of the performance, dialoguing in a perfect equilibrium”.

*“With this second international event in China, the Salone del Mobile.Milano aims to oversee and stimulate a market that seems to be suffering, even though its high end is very lively and of great interest to Made in Italy,” commented **Maria Porro, President of the Salone del Mobile.Milano**. “As a trade fair, another major objective that we set ourselves is to support the exhibiting companies in grasping new opportunities in the processes of growth, development and marketing in this region; but equally, we are keen to strengthen our leadership of thought and vision which, today, goes beyond the bounds of traditional design, embracing the interaction between culture and design, architecture and art. This great, evocative performative event, born of a happy meeting with Matilde Cassani, is designed to become a hub where Italy and China intersect, where Italian design and Oriental culture and tradition can dialogue. A tangible sign of the Salone’s commitment to creating interdisciplinary and cultural connections that expand the language of design and throw open new avenues for contemporary creativity” she concluded.*

Augusto di Giacinto, Director of the ITA – Italian Trade Agency in Shanghai had this to say: *“Despite the new challenges facing the Chinese interior design sector, in 2023 Italy was the leading exporter to China in the furniture sector. This is clear evidence of the Chinese public’s appreciation of Italian design and its recognition as a true global excellence. It is for this reason that the Salone del Mobile.Milano, with the support of the Italian Trade Agency, will be present in Shanghai this year with a series of events during the West Bund Art & Design in November, including the special project The Orbit’s Orbit: a performative installation dedicated to Italian design by the artist Matilde Cassani.”*

Through the **talks and events**, which follow on from each other, day by day, the installation reasserts its mission as a place where design, the performing arts and cultural fabric of the city come together, **triggering conversations and providing an opportunity to get to know the great masters of design** and the new promises the sector holds. Spectators will be able to listen to the talks, seated on the furniture on exhibit, bringing together the **didactic dimension and the physical and sensory experience of design**, engendering a further transformation of the event – from a form of entertainment to a **catalyst of knowledge and renewal**.

Thus, **on Friday 8th November**, the installation will be the scene for the official opening talk of West Bund Art & Design Shanghai, at which **Maria Porro, President of the Salone del Mobile.Milano**, will speak. **Saturday 9th November will see the ADChina 100Young** talk and ceremony, which will take a rounded, multifaceted look at the young Chinese design scene: the guests will include **Maria Porro**, a member of the jury that identified 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. On **Sunday 10th November**, the talk **When Design Meets Art. A Conversation Between Italy and China** will be held. Curated by **Annalisa Rosso, Editorial Director & Cultural Events Advisor of the Salone del Mobile.Milano**, it will proffer a multi-layered 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 talks will feature the Chinese designer **Wu Bin**, the visionary and farsighted thinker, famous for his unmistakable interior design style, Modern Orientalism; **Aldo Cibic**, the renowned Italian designer described by Andrea Branzi as “the simplest, the most powerful and the most reckless of all”; and **Matilde Cassani**, an artist straddling the border between visual arts and architecture, interested in

developing design objects, installations, displays, visual communication and investigations into spaces and architectures geared to the performative dimension. All these choices reflect the Salone's commitment to promoting an innovative and culturally inclusive vision, capable of inspiring and connecting a global audience through art and design.

When & Where

8th – 10th November 2024

8th November: 1pm – 6pm

9th November: 12pm – 6pm

10th November: 12pm – 6pm

THE ORBIT

3299 Longteng Avenue, Xuhui District, Shanghai

Programme

Friday 8th November

2pm - 4pm

Art Waterfront International Forum

Speakers

Alan Chan, Designer

Simon Groom, Director of the Scottish National Gallery of Modern Art, Edinburgh

Maria Porro, President of the Salone del Mobile.Milano

Moderator: **Cao Dan, President of Meta Media Art+/ Meta Media Group,**

Publisher of The Art Newspaper Chinese, Art Review China & LEAP

By invitation only

Saturday 9th November

2pm - 4pm

ADChina 100Young Conversation and Award Ceremony

Speakers

Maria Porro, President of the Salone del Mobile.Milano

Marva Griffin Wilshire, Curator and Founder of SaloneSatellite

Sunday 10th November

2pm - 3pm

When Design Meets Art. A Conversation Between Italy and China

Curated by **Annalisa Rosso, Editorial Director & Cultural Events Advisor**

Speakers

Aldo Cibic, Designer and Architect

Wu Bin, Designer

Matilde Cassani, Artist

Moderator: **Wang Xu, Design Media Expert**

“The Orbit’s Orbit: a performative installation dedicated to Italian design by the artist Matilde Cassani”

List of exhibiting companies

Antonio Lupi
Artemide
Barovier&Toso
Baxter
B&B Italia
Caccaro
Davide Groppi
Desalto
Edra
Ethimo
Flexform
Flos
Flou
Frigerio
Gessi
Glas Italia
Kartell
Living Divani
Martinelli Luce
Mattiazzi
Meridiani
Molteni&C
Nardi
Pinetti
Poliform
Porada
Porro
Riva 1920
Rugiano
Saba
Scavolini
Tacchini Italia
Technogym
Turri
Villari
Visionnaire

“The Orbit’s Orbit: a performative installation dedicated to Italian design by the artist Matilde Cassani”

List of 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

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

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.

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.

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.

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

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

SaloneSatellite Permanent Collection 1998-2024 Exhibition



Salone del Mobile.Milano

The SaloneSatellite Permanent Collection makes its first foreign visit, to Hong Kong.

The Arts Pavilion West Kowloon in Hong Kong will be hosting the SaloneSatellite Permanent Collection 1998-2024 Exhibition from 11th to 21st November. The exhibition will contain more than 100 products presented over 25 years at SaloneSatellite, providing a snapshot of design history and demonstrating the Salone del Mobile's attention to up and coming talents.

Following the celebrations marking the **25th anniversary of SaloneSatellite**, part of the event's precious **Permanent Collection** will be crossing the ocean to land in Hong Kong, where it will be the focus for the **SaloneSatellite Permanent Collection 1998-2024 Exhibition** (11th-21st November 2024). The show will contain more than a hundred pieces from among the over 360 held at the **Artwood Academy - Rosario Messina ITS Foundation Wood-Furniture Training Centre at Lentate sul Seveso**. They are just some of the products that have successfully entered the catalogues of the most prestigious design companies, after being presented as prototypes at the various editions of the event dedicated to designers under 35. The exhibition, organised at the request of the **IDFFHK International Design Furniture Fair Hong Kong** and the **Designworks Foundation**, at the **Arts Pavilion West Kowloon in Hong Kong**, is being curated by **Marva Griffin Wilshire, Founder and Curator of SaloneSatellite and Salone del Mobile.Milano Ambassador of International Relations**, along with her team and the architect **Ricardo Bello Dias**, who is also responsible for the installation and graphics, as well as being the artistic spirit behind all the SaloneSatellite installations from the very first edition onwards, with the support of **Hariadna Pinate**, architect of **Studio Bello Dias**.

Marva Griffin Wilshire had this to say: *"Taking part of the SaloneSatellite Permanent Collection to Hong Kong is not just an opportunity to raise awareness of the work of so many talented young designers, but it is also an opportunity to celebrate global creativity and the importance of innovation in design. It is an opportunity for cultural exchange that underscores the fundamental role of SaloneSatellite in promoting and supporting the new protagonists of international design and is the best way to end a year of celebrations marking its 25th anniversary."*

The **Arts Pavilion** is located in the prestigious exhibition centre in Hong Kong's **West Kowloon Cultural District**, built near the **M+ Pavilion** designed by Herzog & de Meuron, which has become a symbol of the Chinese city's Victoria Harbour. In this prestigious setting, the transformation of the designers ideas into "iconic" products is revealed, testament to the creative, aesthetic and design contribution made by the new generations to the evolution of design during the period straddling the 21st century and today. Wood, glass, metal, textiles, cork, resins - no material is out of bounds - including the most recent and innovative ones. The same is true of the processing techniques, ranging from the most traditional to 3D printing. Objects and furnishings, large and small, evidence the designers' brilliance and all-round experimentation, glimpsed and appreciated by the most perceptive entrepreneurs in the industry, or which have become the basis for the professional development of some of the designers taking part in SaloneSatellite.

The **Permanent Collection**, set up in 2000, illustrates the outcome of the happy – and in many cases enduring – **encounters between entrepreneurs and young talents**, and demonstrates both the large number of international designers who, from unknowns, have gradually become established by using SaloneSatellite as their launchpad. Sometimes even becoming entrepreneurs themselves. The list grows longer with each passing year and it's not easy to intercept every single successful project in the vast universe of design. However, thanks to constant monitoring and direct notifications from companies and designers, the Collection itself is growing and being refreshed with new donations. An important nucleus is formed by products created ad hoc in 2017 to celebrate the first twenty editions of SaloneSatellite in the spirit of the event.

Given its educational importance, the Collection is on show in the Auditorium of the Artwood Academy, which was set up by the ITS Rosario Messina Foundation with FederlegnoArredo as a training facility for wood-furnishing supply chain professionals. It comes as no surprise that it is located at Lentate sul Seveso, in Brianza, one of the districts driving Made in Italy. Now, with this first exhibition abroad, it is setting out on its travels.

SaloneSatellite Permanent Collection 1998-2024 Exhibition

Arts Pavilion, West Kowloon, Hong Kong

11-21.11.2024

Opening hours: 11am – 7pm

Official Sponsor

Cultural and Creatives Industries Developed Agency of the Culture, Sports and Tourism Bureau HKSAR.

Supporting Organisations

ITA Italian Trade Agency

Hong Kong Tourism Board

HKIDA Hong Kong Interior Design Association

AIA Hong Kong A Chapter of The American Institute of Architects

The Hong Kong Institute of Architect HKIUD Hong Kong Institute of Urban Design

Fringe Club

Venue Partner

WestK

Organisers

DESIGNWORKS FOUNDATION

IDFFHK – International Design Furniture Fair Hong Kong

SALONE DEL MOBILE.MILANO

Designers

Adriano Design
Alessandro Loschiavo
Ana Kraš
Anabella Georgi
Andreas Bergsaker
Andrey Budko
Anna Citelli and Raoul Bretzel
Anton Karlsson
Ari Kanerva
BCXSY - Boaz Cohen & Sayaka Yamamoto
Benedetta Mori Ubaldini
Big-Game design
Büro für Form / Constantin Wortmann
Carlo Contin
Carnevale Studio
Cristina Celestino
Cristophe de la Fontaine & Stefan Diez
David Trubridge
Davide Groppi
Defacto.design
Dirk Wynants Design Works
Disegni / Marco Giunta
en&is, Enrico Bosa and Isabella Lovero
Enrico Azzimonti & Jordi Pigem
Erdem Selek
Fang Gao
Felicia Arvid
Form Us With Love
Francesco Librizzi
Fulguro (Cédric Decroux and
Yves Fidalgo, now Plates-Bandes & Fulguro)
Guggenbichlerdesign...
Harri Koskinen
Helen Kontorius
Himuro Design Studio
Hsiang Han Design
Jamie Wolfond
Jan Plechac
Kaichiro Yamada
Kamina&C
Kenji Fukushima
Kim Suntae
Kouichi Kurome Design
Lanzavecchia + Wai
Leif.Designpark
Luis Pons
Lukas Dahlén
Makoto Kawamoto
Marcantonio Raimondi Malerba
Marina Bautier
Massimo Duroni
Matali Crasset
Michael Bihain
Mikko Laakkonen
Ming Design Studio
Mirei Monticelli
Nao Tamura
Nendo
Nika Zupanc
Omi Tahara
Oskar Zieta
Paolo Ulian
Pascale De Backer | Pascalina
Permafrost Design Studio
Philip Ahlstrom
Pierfrancesco Arnone
Pinwu
Quinze & Milan designers
Rafael Morgan
Rossanna Beccari
Ruixue Song
Ryota Yokozeki Studio
Satyendra Pakhalé
Sebastian Herkner
Sebastian Wrong
Shahril Faisal / Tanggam by MTIB
Shigeichiro Takeuchi
Shinya Oguchi
So-Design
Sovrappensiero
Staffan Holm
Studio Avni
Studio Jonathan Radetz
Studio Kae
Studio Ryte
Studio T/Teresa Mulet
Studio-if
Studioventotto
Susanne de Graef
Takahide Sano
Tomoko Azumi (2005: TNA Design Studio)
Tonerico / Hiroshi Yoneka, Ken Kimizuka, Yumi
Masako
Torbjørn Anderssen - Norway Says
Uli Budde
Umzikim

ViiChendesign
 Voon Wong & Benson Saw
 Xavier Lust
 Zanellato Bortotto
 Zsuzsanna Horvath

Brands

A Lot of Brasil
 Aliantedizioni
 Andrey Budko
 Aponwao Design - Luis Pons Design Lab
 Basile Artec
 Bentek Furniture
 Billiani
 Blue Wall
 Caimi
 Camino
 Cappellini
 Capsula Mundi
 Carnevale Studio
 cc-tapis
 ClassiCon
 Covo
 Davide Groppi
 De La Espada
 DePadova
 Design House Stockholm
 Disegni
 Domeau & Pérès
 Droog
 EO - Elements Optimal Denmark
 en&is
 Extremis
 Fermob
 Flos
 FontanaArte
 Frascati
 Gispen
 Hay
 Hollands Licht
 Huzi Design
 Ixc
 Kundalini (now Kdln)
 Ligne Roset
 Lodes
 Luceplan
 Magis
 Massimo Lunardon

MDF Italia
 Mogg
 Moheim
 MoMA Design Store
 Moroso
 Moustache
 Muuto
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 OGTM Officine Meccaniche
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 Ringvide
 Ritmonio
 Riva 1920
 Röthlisberger
 Rubelli
 Schönbuch
 Selek
 Seletti
 Sellando
 Studio Kae
 Studiomirei
 Swedese
 Teracrea, Pfister
 Vertigo Bird
 Waazwiz
 Wever & Ducrest
 Y.S.M.
 Yamakawa Rattan
 Zerodisegno
 Zhangtaixiang Bamboo Factory
 Zieta

Institutional Profiles

IDFFHK – International Design Furniture Fair Hong Kong

The International Design Furniture Fair Hong Kong (IDFFHK) has hosted many successful high-end design exhibitions, bringing together a variety of cultural and creative visual elements, geared to promoting and communicating interest in and appreciation of design. Inaugurated in 2015, IDFFHK held the first Asian exhibition devoted to design, furnishing and a luxury lifestyle. The theme for the second edition – IDFF2017 – was Redefining Luxury, and the fair has continued to collaborate with local and world-renowned designers and brands. The Dialogue Speakers Series of conferences proved a source of inspiration for visitors and a stimulating platform for the exchange of ideas.

www.idffhk.com

Facebook @IDFFHK

Designworks Foundation

The Designworks Foundation is a non-profit organisation devoted to promoting design and culture for the Hong Kong community. In 2022, the *25 Years of Design* exhibition celebrated the 25th anniversary of the foundation of the Hong Kong Special Administrative Region at the HK Convention Exhibition Centre.

www.25yearsofdesign.com

Winnie Yue, Founder of IDFFHK / Designworks Foundation

A prominent figure on the Asian design scene for more than 30 years, Winnie Yue is the founder and director of the International Design Furniture Fair Hong Kong (IDFFHK), first held in 2015 and again in 2017, and of the Designworks Foundation. Ms Yue trained as an architect, and has set up furnishing stores all over Hong Kong, creating unique design experiences, and is a strong supporter of education in design. She is also a well-known philanthropist, having led fundraising campaigns for a number of charities, including the oncology ward at Hong Kong's Queen Mary Hospital and the Hong Kong Children's Cancer Foundation.

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

Press Contacts



Salone del Mobile.Milano



Salone del Mobile.Milano International Press Office

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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