

Press Kit

Salone Internazionale
del Mobile

EuroCucina | FTK, *Technology*
For the Kitchen

International Bathroom
Exhibition

International Furnishing
Accessories Exhibition

Workplace3.0 | S.Project
SaloneSatellite



Salone
del Mobile.
Milano

16–21.04.24
Fiera Milano, Rho

Where experience evolves

How do we talk about design? ■ Emotionally ■ Rationally



Salone
del Mobile.
Milano

Cultural Programme



Cultural Programme

Special Projects

16th – 21st April, Fiera Milano, Rho

Interiors by David Lynch. A Thinking Room

Curated by Antonio Monda

Salone Internazionale del Mobile, Pavilions 5-7

Under the Surface

Curated by Accurat, Design Group Italia and Emiliano Ponzi (Salotto.NYC)

International Bathroom Exhibition, Pavilion 10

All You Have Ever Wanted to Know About Food Design in Six Performances

EuroCucina / FTK, *Technology For the Kitchen*

Food Design Arena, Pavilions 2-4

Live Food Performance: 9.30 am – 5.30 pm

Food Project Presentation: 2.30 pm

Tuesday 16th April

Family Style with Sophia Roe and Studio DRIFT

Wednesday 17th April

Linseed Journal con Francesca Sarti / Arabeschi di Latte

Thursday 18th April

The Preserve Journal with Grace Gloria Denis

Friday 19th April

Magazine F with Bobby Cortez

Saturday 20th April

Farta with Projecto Matéria

Sunday 21st April

L'Integrale with Tommaso Melilli and Luca Trevisani

Talk 2024

Drafting Futures. Conversations about Next Perspectives

Curated by Annalisa Rosso

Drafting Futures Arena, Pavilion 14

Wednesday 17th April

11.00 am, in English

Francis Kéré in conversation with Giulia Ricci

Thursday 18th April

11.00 am, in English

John Pawson in conversation with Deyan Sudjic



Friday 19th April

11.00 am, in English

Jeanne Gang in conversation with Johanna Agerman Ross

Saturday 20th April

11.00 am, in English

Maria Porro in conversation with Hans Ulrich Obrist

Round Tables 2024

Drafting Futures. Conversations about Next Perspectives

Curated by Annalisa Rosso

Drafting Futures Arena, Pavilion 14

Tuesday 16th April

4.00 pm, in Italian

Yachting and Design. Made in Italy's positive influence

In collaboration with the Salone Nautico Internazionale di Genova

Wednesday 17th April

4.00 pm, in English

Form Follows Formulation: Maria Cristina Didero in Conversation with Aesop

Thursday 18th April

4.30 pm, in Italian

The furniture industry, excellence of Made in Italy: strategic investments and competitive advantages for the international development of the supply chain.

Curated by Intesa Sanpaolo

Friday 19th April

4.00 pm, in English

New Shapes of Hospitality

Saturday 20th April

4.00 pm, in English

The Present and Future of Artificial Intelligence

SaloneSatellite 2024

Exhibition

Universo Satellite - SaloneSatellite 25 years

Triennale Milano

Viale Alemagna 6

16th – 28th April

Free entrance

Award

Wednesday 17th April

3.00 pm

SaloneSatellite Award - 13th edition

Fiera Milano, Rho, Arena, Pavilion 7



Round Table

Thursday 18th April

3.00 pm

A Celebration by former SaloneSatellite designers

Fiera Milano, Rho, Arena, Pavilion 7

Talk

Friday 19th April

3.00 pm

Telling & Selling. Nasir Kassamali and Tony Chambers on best practice for presenting, communicating and retailing design

Fiera Milano, Rho, Arena, Pavilion 7

SaloneSatellite – Table Tennis Game Match

Friday 19th

4.30 pm

2023 Designers Vs 2024 Newcomers

Fiera Milano, Rho, Arena, Pavilion 7

SaloneSatellite Table Tennis

Saturday 20th April

Available to the public upon reservation

Fiera Milano, Rho, Arena, Pavilion 7

In the City

Design Kiosk

Piazza della Scala

8th – 21st April

10.00 am – 7.00 pm

Monday 15th April

Ore 18.00

A conversation with Luca Nichetto

Wednesday 17th April

6.30 pm

Collective keywords, collective books.

Parasite 2.0 with Alessio D'Ellena, Lukas Feireiss, Matylda Krzykowski and Jerszy Seymour

Saturday 20th April

Ore 18.30

A conversation with Cino Zucchi



Salone
del Mobile.
Milano

Interiors by David Lynch. A Thinking Room

Interiors by David Lynch. A Thinking Room

Through David Lynch's two identical imagined and imaginative rooms, symbolic gates which have to be entered in order to immerse oneself in the exhibition, visitors to the Salone del Mobile.Milano are treated to an immersive experience of silence and reflection, in search of a meaning and a connection with the space, with others, and with the other.

For its 62nd edition, the Salone del Mobile.Milano has chosen David Lynch, the director of films that channel the subconscious, to provide an original and metaphysical narration and reflection on the production of interiors and how this can shape and create spaces that will strike up a deep, sometimes symbiotic and symbolic relationship with those who will live in them and furnish them. The upshot is an evocative, enveloping and visionary installation offering an intimate and profound experience.

Harnessing the scenographic language of film and theatre, "Interiors by David Lynch. A Thinking Room" (Pavs. 5-7) consists of two relatively small, empty rooms, apart from the large central armchair equipped with tools for writing, drawing and painting and seven cylinders that connect it to the ceiling, a few niches with images – if not downright disturbing, unsettling at the very least – chosen by the filmmaker, a mirror and a clock. All around, an undulating curtain gives rhythm to the walls and marks the time, below one's feet are slats like ocean waves, above one's head a curved, gilded ceiling connected to the tubes and to the armchair by seven strands of light. The emptiness, however, is only illusory: the rooms are full of blue, of gold, of light and of silence. David Lynch allows us to pass through them and experience them – preferably in solitude – just before we come into contact with their very opposite: the crowd, the buzz, the multitude of projects being showcased at the fair. Why? Perhaps because an empty room can teach us how to become empty receptacles, yet ready, capable and welcoming. The ability to be in a room like this is to free the heart and mind, to cast opinions, assumptions and prejudices aside so that other spaces, other possibilities, can be revealed, new thoughts, perceptions, images and sensations can be welcomed. So, perhaps, these blue rooms prepare us for the next experience, that of the Salone, in a more conscious, profound and concentrated way.

David Lynch said: "Even thinking about A Thinking Room is nice to think about. A room conducive to thinking."

Antonio Monda, curator of the project, tells how Lynch enthusiastically welcomed the idea of creating two spaces to "give" to those visiting the fair this week; for its part, the Salone was well aware that the interiors of the director's films – and probably the furniture he builds with his own hands and of which his studio is full – do not represent a simple landscape, but are the reflection of the state of mind of the protagonists, who exist in a state of perpetual, precarious balance. "For Lynch," Monda explains, "there is nothing that is inanimate and nothing that does not possess an intimate, vibrant vitality. This shines through in everything he creates: in his visionary films, in his figurative art and in the furniture he designs. The two Thinking Rooms created for the Salone del Mobile plunge us into a harmoniously

thought-out universe, thanks to the vital thrust of every single detail, managing to seduce us by reaffirming that true art does not provide answers, but asks questions". In Lynch's work, every one of the interiors is a character endowed with its own life, which is it up to the viewer to interpret. These Thinking Rooms are enveloping places, deep and evocative, places in which every impulse, every spasm and every hope finds a moment of reflection, perhaps of stillness, even. Which is what makes them the ideal antechamber for embarking on visits around the fair.

Maria Porro, President of the Salone del Mobile.Milano, had this to say: *"David Lynch allows us to enter his world and thought process. His Thinking Rooms are places that inspire, suggest, send messages. They are places of synaesthesia, i.e. spaces that offer stimuli that involve multiple senses, different from those that would normally be used to process those stimuli: here, you can "feel" blue and "see" silence. Here, the protagonist is sensory overload – which will also serve to better interpret the design visions outside these confines."*

Lombardini22, a leading group on the Italian architecture and engineering scene, designed the masterplan for the positioning and the architectural footprint of the curved perimeter leading to David Lynch's work, devised in such a way as to give maximum scenic impact to the rooms whilst also guaranteeing good, close relations with the exhibitors, without impeding their visibility, for instance. Thus, the spaces envisioned by the filmmaker are incorporated inside two ovoid-shaped shells, side by side and symmetrical. Between the perimeter of the shells, made of a theatrical and cinematographic red curtain and the Thinking Rooms, is an intermediate space that, through a large full-height portal, welcomes visitors as they make their way to the actual entrance to the rooms. It is a soft waiting space, made up of carpet, velvet and seating, an intimate and spectacular backstage. Or, to take the formal notion of the egg further, it is a metaphorical place of comfortable amniotic fluid, in which to immerse oneself in order to access a state of suspension and cushion the dizzying experience of the fair, preparing oneself for the more muffled, cosy and reflective dimension of the rooms. Here, the shots of Alessandro Saletta e Melania Dalle Grave (DSL Studio) document the process of creating the Thinking Rooms.

The Interiors by David Lynch. A Thinking Room project was carried out in collaboration with the **Piccolo Teatro di Milano**, which translated David Lynch's fascinating imagery and artistic thinking into a material reality. By harnessing a work process that unfolded dynamically in different directions and in different phases, bringing the technical/operational and creative plans together, the Piccolo Teatro has given shape to the instructions and vision of the brilliant film director.



David Lynch, Interiors by David Lynch. © Dean Hurley



Salone
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Milano

All You Have Ever Wanted to Know About Food Design in Six Performances

All You Have Ever Wanted to Know About Food Design in Six Performances

A large immersive space and a fluid, welcoming stage bang in the middle of EuroCucina will host six independent food magazines that, together with performers, artists, designers and chefs from all over the world, will present a critical and original vision of the present and future of cooking, celebrating food as a symbol of resilience, a source of emotion and a design material.

All You Have Ever Wanted to Know About Food Design in Six Performances is the overarching title for six projects involving presentations, reflections, performances, exhibitions and taste experiences that will unfold day by day in the centre of Pavilions 2 and 4 of EuroCucina / FTK, *Technology For the Kitchen*, for a reflection on what “food” is today and where the heart of future design lies.

Starting from the awareness that food is **mythology, philosophy, culture, spirituality and folklore**, and as such should be preserved, handed down and reimaged, this series is designed to **throw open debate on the challenges food poses to design and on the opportunities that the food sector has to offer the design world**. Through the combination of food and design, multiple investigative opportunities open up: the state of food resources, the sustainability of processes, the innovations in progress, the social implications of an activity that is both natural and cultural. **Education and the food industry, the entire production and consumption cycle and waste management** provide room for intervention and creativity. Through food design, concrete and radical commitment, poetry and experimental research can be expressed. When it comes down to it, **food is a product and a project like any other**, which is why the six experiences are designed to be an exhortation to break down barriers and throw open new avenues for the advancement of experiments in the field of food that will make a difference to the future of human beings on this planet.

The installation design for **All You Have Ever Wanted to Know About Food Design in Six Performances** was conceived by the Lombardini22 studio, a leading group on the Italian architecture and engineering scene, which had to design a **system capable of accommodating a publishing and design exhibition space and a succession of performative acts** by different actors, which would have proved difficult to perform in a single, predetermined space. The idea from which the project arose, was an oxymoron: to create a “**characterised neutrality**,” in other words, an installation neutral enough to accommodate all the activities whilst, at the same time, able to be reconfigurable to adapt to the needs of each magazine. Split into two parts, separated by a technical wall, which is turned into a **communicative and relational surface**, the installation provides a **fixed yet multipurpose area for magazines and design exhibitions** and a **flexible area for the activities of the various chefs, artists, designers**, responding dynamically to a few immediate gestures: from curtains that can be repositioned, modulating the space and the relationship with the audience, to the variations in intensity and colour of the light. As a whole, Lombardini22's installation acts as a reactive collector of situations, a frame

that, albeit designed, remains a “blank canvas” onto which different pictures can be painted.

In these spaces, the six food magazines – **Family Style**, **Linseed Journal**, **The Preserve Journal**, **Magazine F**, **Farta**, **L’Integrale** – from different countries – **United States**, **the United Kingdom**, **Austria**, **South Korea**, **Portugal** and **Italy**, respectively – present their particular perspectives on the emergencies of our time and on possible future scenarios through experiences designed together with artists, designers, chefs and creatives.

The performances and food tasting experiences will follow on from each other throughout the day, while the presentations of the projects and editorial visions that generated them will take place live at 2.30 pm.

All You Have Ever Wanted to Know About Food Design in Six Performances

EuroCucina / FTK, *Technology For the Kitchen*

Food Design Arena, Pavilions 2 - 4

Food Performances: 9.30 am – 5.30 pm

Food Project Presentations: 2.30 pm

Tuesday 16th April

Family Style with Sophia Roe and Studio DRIFT

The American magazine **Family Style** – presenting a preview of its debut edition, scheduled to come out this summer, at EuroCucina – will discuss how foodstuffs can be **Objects of Affection** with the chef, food editor and winner of the James Beard Award, **Sophia Roe**, and **Lonneke Gordijn** and **Ralph Nauta**, founders of the Amsterdam-based studio **DRIFT**. The project stems from a menu created ad hoc for the magazine by the renowned Argentinian chef **Francis Mallmann** (with nine successful restaurants around the world, the author of successful books, more than one million two hundred thousand Instagram followers, and the world’s leading *open flame* cooking expert), which **Sophia Roe** will bring to life through her own very personal vision and aesthetically surreal food design, whilst also exploring the ancestral ties that bind us to food and its preparation. **Family Style** has entrusted the **Drift studio** with the project for an original artwork for the cover of a limited edition of the issue. The Dutch designers will create it in the wake of their latest research project on materialism, which analyses the way in which people interact with everyday man-made objects. Products in daily use, such as cars, pencils and watches are stripped down to the raw materials from which they are made and then presented in the form of rectangular blocks.

Sophia Roe’s taste experience will focus on breadmaking. Growing up without any family or local food customs being passed down, her work represents a pilgrimage dedicated to bolstering her sense of family, tradition and belonging. It is through the process of breadmaking that she finally found a purpose. Her approach to the simplest of foods involves the use of dozens of different doughs, techniques, mixtures and tools, thus representing her deep respect and her unwavering belief that, if united in harmony, we too can all be the “ingredients” of one family.



Taste Experience curated by Sophia Roe

9.30 am – 12.00 pm: breadmaking

12.30 pm – 2.30 pm: breadmaking

2.30 pm – 3.00 pm: Family Style Presentation with Sophia Roe and Joshua Glass

3.30 pm – 6.30 pm: breadmaking

Family Style is a new art and style, food and culture magazine. Founded in New York and created by journalists from all over the world who have gained experience at the United Nations, Vogue and the New York Times, it is published quarterly and chronicles unique and compelling culinary experiences.

Wednesday 17th April

Linseed Journal with Francesca Sarti / Arabeschi di Latte

Louise Long, founder and creative and editorial lead of the British magazine **Linseed Journal**, and Francesca Sarti, founder of the design studio **Arabeschi di Latte**, will join forces on the visionary and impactful project **A Humble Gathering**, which is a return to nature, starting from the word “humilis” which literally means “from the earth.” In the face of aggression, exploitation, waste and greed, the project launches an appeal for respectful coexistence and fruitful cooperation with nature. Thus, on this stage, the practice of **Dorodango**, which literally translated means “**mud dumpling**,” will be enacted. It is a **Japanese art form**, in which mud and water are shaped by hand to create a shiny, perfect sphere. A simple act, in which the humblest of materials is given the greatest possible attention. **A Humble Gathering** offers visitors the space, time, ingredients and recipes to create their own “dango” to give back to nature. Made from mud, clay, compost and wildflower seeds, the “dangos” are placed in the ground and, once flowered, will feed the bees. Those made with truffles, nut seeds and grains mixed with fat will provide high-energy food for wild birds during the winter months. Water treatment “dangos” are composed of natural minerals that can purify and improve water quality in rivers and ponds. A video illustrates the slow manual process of making a “dorodango”, lending a quiet, meditative rhythm to the workspace. Tea will be on tap throughout the day, made with a selection of wild herbs and served in simple terracotta teapots.

Each print edition of Linseed starts from a single ingredient with a profound cultural value, to weave a series of human and natural content with essays, reflections, recipes and poems, and specially commissioned works of art. To date, Linseed has collaborated with more than 50 journalists around the world and runs a programme of cultural events – dinners, exhibitions and shows – throughout the year. Linseed Journal was founded by Louise Long in London in 2022 and is distributed worldwide in specialist bookshops, independent newsstands, galleries and institutional venues.

Thursday 18th April

The Preserve Journal with Grace Gloria Denis

The Preserve Journal, an Austrian magazine, is collaborating with the Belgian artist **Grace Gloria Denis** on **Digesting Degrowth – Care, Commons, Frugal Abundance, and Conviviality**, discussing how the concept of “degrowth” (contemporary political, economic and social thinking in favour of the controlled, selective and voluntary reduction of economic production and consumption, geared to establishing



ecologically balanced relations between man and nature for sustainable development) can and should be applied to the production and consumption of food. Through a performance and food tasting experience, some of the fundamental principles of this movement, such as “care,” “nourishment,” “frugal abundance” and “conviviality” will be creatively explored. The menu has been put together in collaboration with Claire Staroccia and Dan Gibeon of Rito Pane di Stiffe, in Abruzzo.

Taste Experience curated by Grace Gloria Denis

9.30 am – 11.30 am

Menu: bread, honey, tahini, salt

Group activity: making lemon posset and orzata

Community

11.30 am – 1.30 pm

Menu: pasta laminated with foraged wild herbs

Group activity: making the pasta sheets

Frugal Abundance

1.30 pm – 2.30 pm

Menu: lemon and wild herb posset

Drink: Carnaroli rice and Piedmontese hazelnut orzata

Group activity: preparing the leaves for the dolmades

Conviviality

3.15 pm – 5.30 pm

Menu: dolmades with Carnaroli rice

Drinks: a selection of natural wines

Group activity: making the dolmades

In order to remain faithful to the principles of the project, local agricultural producers have been involved in these activities who, through their important work of regeneration and care, challenge and resist the dominant model of growth *tout court*. The food is served in containers made of biodegradable materials. Intended to invite visitors to become aware and deepen their knowledge of the concept of Degrowth, a booklet created by the same magazine will be handed out.

The Preserve Journal is dedicated to observing and reporting on a sustainable, resilient and responsible food culture. The Journal was founded in 2018, born of the desire to take part in the environmental debate through the magnifying glass of food to create a place where an “other,” fair food culture can be imagined. The magazine aims to be an activist and transformative storytelling platform.

Friday 19th April

Magazine F with Bobby Cortez

Food Documentary Magazine. Origin – Transformation – Consumption is a project by the South Korean publication Magazine F, which has brought in the visionary and eclectic American food artist Bobby Cortez (former private chef to Paul Allen, Eddie Murphy, Antonio Banderas, Melanie Griffith and Lady Gaga, who creates spectacular pop-up installations for lunches and dinners, in which he blends design, architecture, art, photography and cuisine) to come up with engaging and interactive creations



and tastings of the world's most-loved ingredients. They will also discuss the main themes of the magazine with **Christopher Mascis**: "Origins" (how and where a particular food is grown, tended and harvested), "Transformations" (how history, economics and culture influence the way in which human beings behave around ingredients to satisfy needs and express desires), and "Consumption" (how the preparation and tasting of ingredients reflects our identity, creativity, curiosity and joie de vivre).

Christopher will also highlight the relationship between these themes and the magazine with the Salone. Like food, the need for furniture manifests a human need and a tradition as ancient as our need to nourish ourselves. Like food, the products at the Salone originate from the earth (wood, rock, metals), are designed and physically transformed, and then "consumed" in homes and offices, literally supporting our daily lives. Finding the commonalities between the way in which man has transformed the raw materials that the earth provides us with into sustenance (food) and tools for living (furniture), for thousands of years, is the common factor between Magazine F and the Salone del Mobile.Milano.

Taste Experience curated by Bobby Cortez

Origins: The Farm

Menu: chocolate-mushrooms-spices / chocolate soil, tarragon, caramelised mushroom cream, Ceylon cinnamon

Presentation: visitors examine their food very closely through a magnifying glass to savour its details from a new perspective before eating it.

Transformations: Metamorphosis

Menu: honey-tea-yoghurt / honey cake, whipped yoghurt, edible fragrance

Presentation: Individual glass vases contain a calla lily; inside the flower there is a honey-scented sauce to be poured into a bowl containing a square of honey cake, soft yogurt cream and candied bergamot peel.

Consumption: The Curious Table

Menu: rice-coffee-wine / cream of Aquarello risotto, Barbaresco sauce, Gesha coffee with Zabaglione

Presentation: a small black box and a key to open it; inside the dish

Magazine F, a food and wine magazine that enriches its readers' culinary experience with everyday ingredients. Each issue is a 360-degree exploration of how an ingredient is grown, prepared and shared around the world. In-depth interviews, fascinating events, provocative stories and extraordinary photos tell the story of everyday ingredients that chefs use to prepare food in a totally innovative way.

Saturday 20th April

Farta with Projecto Matéria

Farta is a magazine dedicated to the presentation of popular Portuguese dishes. In line with this culinary concept, two of the magazine's founders, **Rafael Tonon** and **Ricardo Barbosa**, are collaborating with **Projecto Matéria**, an initiative that narrates the value of Portuguese producers, their good agricultural practices and the different local crops grown throughout the country, acting as interpreters and amplifiers of



their quality. This is the focus of their tasting experience and presentation at EuroCucina.

Taste Experience curated by Projecto Matéria

12.00 pm – 12.30 pm

4.00 pm – 4.30 pm

Performance by Projecto Matéria: chef João Rodrigues serves up a taste of one of Portugal's most traditional dishes, Cozido à Portuguesa. This performance, which takes the form of an aperitif, is served around the chef's table.

Farta is a mix of magazine and artistic platform with the mission of highlighting Portugal's underappreciated traditional dishes. More than a printed object, Farta is a conversation at the table, which underscores the collaboration between food journalist Rafael Tonon and the design studio Another Collective. Each issue not only celebrates popular Portuguese cuisine, but also delves into the artistic and behavioural aspects of these dishes. Through essays, and creative works inspired by each recipe, Farta unveils what it is that shapes Portugal's rich culinary identity.

Sunday 21st April

L'Integrale with Tommaso Melilli and Luca Trevisani

The Italian magazine L'Integrale, helmed by Diletta Sereni, is staging **Mangiare il Mare/Eating the Sea** with the visual artist Luca Trevisani, who is curating the installation and the chef and writer Tommaso Melilli, who is organising the taste experience. The sea of the future will be devoid of fish – leaving humans to explore beyond the confines of what they are in the habit of fishing. We will be presented with a kitchen/larder on the stage that is capable of extracting the flavour of the sea with broths, juices and sauces derived from invasive species that have taken the place of known ones. In the sea of the future, even stones will become resources of taste and nourishment and algae, currently confined to the margins of our culture, are a fundamental ecological resource – food and medicine. The installation narrates this perspective: there are algae resting on mirrored steel structures and totems on the large table also composed of stones and crabs. The presentation/talk will preview the upcoming issue of the magazine, which is entitled Splash, Seas and Other Waters. The focus is on themes around the nutritional value of the sea's forgotten things and on the history of broths, a staple food at the origin of restaurants as we know them, and for their symbolic value as food/water that can have all possible flavours. We will talk about how to eat the sea, with what objects, what gestures and what forms of aggregation.

Taste Experience curated by Tommaso Melilli

9.30 am – 12.30 pm

4.30 pm – 6.00 pm



Bobby Cortez, Food Artist © Magazine F



Salone
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Under the Surface

Under the Surface

Ethics, sustainability and technology, but also the power, fascination and fragility of water. The Salone del Mobile.Milano reflects on the footprint and value of water resources in the bathroom furniture supply chain with a major exhibition project.

Through the installation **Under the Surface** – a large, submerged island, an evocative symbol of water as a source of life – designed and created by **Accurat, Design Group Italia and Emiliano Ponzi (Salotto.NYC)**, the Salone del Mobile.Milano offers a careful look and an immersive, meaningful experience exploring the **state of the art of bathroom furniture production**. Located in **Pavilion 10** of the **International Bathroom Exhibition**, the project turns the spotlight on the **vital importance of global water resources and their conservation**, aiming to **investigate and reflect on the water footprint of the bathroom furniture supply chain**, encouraging strategies for the **responsible and efficient use of this planet's most precious resource**.

Under the Surface takes the form of a submerged island, a symbol of water as a source of life and the challenges bound up with our relationship with it. Starting from the idea of Atlantis and the suggestion of a landscape made up peaks and valleys, the island appears like an imposing and multifaceted relief. The volumes fade from deep shades of blue and azure to white, making up an adventurous and dynamic landscape, in which it is up to the visitor to choose their own exploratory direction and how long to spend there. The sensation of finding oneself in an **extraordinary yet real place** is amplified by the projections, which recreate the movement of water in a series of waves and refractions and by a protective canvas over the installation as if it were the surface of the water, creating a space in which one can stop, learn, reflect and allow oneself to be moved.

A visit to **Under the Surface** is a combination of physical and digital experience. Externally, information on water consumption made available by the World Bank is projected onto the island's reliefs in three different areas. **Data on the availability of freshwater from renewable resources per capita** take the form of imaginary shoals of fish, grouped by country and region, within the time frame 1961-2019. Their movement serves to predict the possible end to this resource, unless virtuous behaviours and technological solutions are adopted to safeguard them. The **data on freshwater withdrawal in the domestic and industrial sector** come together to form suggestive geysers, uncontrollable phenomena intended to trigger the reflection that, if nature cannot be controlled, the relationship between man and nature can and must be. Finally, **data on global rainfall in mm³** become impalpable drops destined to fall onto a plain, intended to represent the geographical area under examination bathed by the rainfall.

Internally, three niches carved into these same reliefs illustrate the state of the art, innovations and technological and manufacturing advances in the field of bathroom furnishings, thanks to the use of dynamic data visualisation, abstract 3D

printed seascapes and holographic projections. The starting point for these stories is three specific water-related challenges.

First and foremost, **cutting water consumption**: more than 2.3 billion people in the world do not have access to a source of drinking water and 3.6 billion live without safely managed sanitation – two figures that make the lack of water security a real global emergency. How are companies and designers tackling this problem? **Traditional taps consume about 15 litres of water per minute for a shower, while mixer taps use over 7.5 litres.** These days, however, there are technologies, also incorporated into the products on exhibit at the International Bathroom Exhibition, which mix air and water to ensure a consistent flow even when water output is significantly reduced. **Showerheads, which add a little air to each drop, save up to 45% of water, for a total of about 262 full bathtubs per household each year.** Similarly, **tap aerators can cut water consumption by up to 50%.** Modern radiators can function with up to **80% less water than the classic tubular models**, achieving high levels of thermal efficiency. Innovation also extends to lavatories, which require increasingly less water: the average is dropping to **4.5 litres for maximum volume**, while **dual flush models offer a choice of 6 or 4.5 litres each time**, as an efficient alternative to more dated models, characterised by much higher volumes.

The second challenge concerns **the reduction of energy consumption**: in 2023, global CO₂ emissions reached a new record high of 37.4 Gt, making for an annual increase of about 410 million tons. Thus, many bathroom furniture companies are also aligning themselves with the United Nations' Sustainable Development Goal 7, which concerns actions aimed at ensuring **access to affordable, reliable and sustainable energy systems for all.** Others are taking very ambitious steps forward – such as **cutting CO₂ emissions by about 835 kg per year, for a family of 4, thanks to energy-efficient showers** – or more gradual ones, such as **drastically reducing the lead content of products to less than 0.25%, or cutting down on the raw materials used.** The sector, as a whole, is moving towards **green energy sources and carbon neutral infrastructures**, promoting on-site production. Energy waste is also reduced, thanks to **nanotechnologies integrated into radiator paints, systems that distribute hot water only when strictly necessary**, and smart water systems capable of **optimising water and energy consumption thanks to a simple smartphone application.**

The third challenge focuses on **the reuse and recycling of materials.** It is estimated that by 2050 the total weight of plastic in the oceans will be greater than that of fish. This is just one of many alarming statistics that underscore **the critical need to manage waste effectively and implement reuse strategies.** The sector is moving in this direction: at the International Bathroom Exhibition, for example, we will see shower enclosures **created from 100% recyclable glass and aluminium, installed on plates treated with non-slip resins made from recycled PET bottles, produced by systems that reuse 99% of wastewater, and engineered to ensure the easy separation of the different materials at the point of disposal.** Taps with universal components and radiators in aluminium or carbon steel are made of **100% recyclable materials in a bid to eliminate environmental impact.**



Maria Porro, President of the Salone del Mobile.Milano, had this to say: *“Under the Surface is a large space geared to design and the environment, an installation in which the terms knowledge and responsibility are fundamental, and through which we demonstrate that knowing how to bring knowledge, skills and technologies together is crucial for generating projects and products that improve life by being respectful – of water in this case. With this installation, the Salone has concretised a narrative that will appeal to a wide public, triggering food for thought that is never trivial and even emotional. Today, more than ever, we need to be conscious of the influence of our everyday choices on the future.”*

The immersive **Under the Surface** experience is rounded off by the sound atmosphere that envelops the visitor, based on the same World Bank data. The suppliers of the materials and installation builders were also chosen on the basis of their **geographical proximity, in an attempt to curb transport and emissions.** The reliefs were produced from EPS, a light, recyclable polymer that will be removed and reused to produce building insulation panels. Under the Surface thus shows that we can imagine a different way of creating products in complicity with nature, without continuing to consume water resources but implementing virtuous ecological processes.





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del Mobile.
Milano

Drafting Futures. Conversations about Next Perspectives



Drafting Futures. Conversations about Next Perspectives

The new version of Salone del Mobile.Milano Arena, designed by Formafantasma, will host a packed palimpsest of Talks and Round Tables on cross-cutting topics, not just to help understand the present, but also to imagine the future. The protagonists, some of the most brilliant figures on the contemporary scene, from Pritzker Prize-winner Francis Kéré to John Pawson.

Following the success of the previous edition, ensured by luminaries such as Shigeru Ban, Nao Tamura, Snøhetta and MAD Architects, the 2024 edition of Talks and Round Tables boast a packed cultural palimpsest. Entitled **Drafting Futures. Conversations about Next Perspectives**, and curated by Annalisa Rosso, the event is designed to spark reflection on our shared opportunities and responsibilities towards a future that is already present. As well as being the leading business event for the furnishing industry, the Salone del Mobile has become over the years an unmissable cultural benchmark, conscious of the fact that meeting face-to-face and exchanging wide-ranging points of view are opportunities for growth, with cross-cutting and far-reaching virtuous repercussions. Split into two different formats, with the Talks (in the morning) and the Round Tables (in the afternoon), the programme will feature some of the most interesting figures in international design, demonstrating that project, design and architecture are not just capable of understanding and analysing the present, but especially of imagining the future, opening up new possibilities and exploring the possible, activating intuition and imagination. This is something we can learn from Hans Ulrich Obrist, who will converse with our president, Maria Porro in *The Infinite Conversations: opportunities for dialogue*, meetings between excellent thinkers and the free flow of ideas are all crucial drivers of evolution and knowledge. The afternoon Round Table events will be devoted to discussions between authoritative voices on crucial issues for design and architecture, such as the relationship between sailing and design – in collaboration with the Salone Nautico Internazionale di Genova – the use of artificial intelligence and the latest developments in the hospitality industry. The venue for this packed programme will be the **Drafting Futures Arena** designed by Formafantasma, reusing the seating from the previous edition, entirely covered with carpet printed with abstract designs, its pattern reminiscent of the doodles we make while thinking hard or while on the telephone. The Arena will also host the launch of the new Salone del Mobile Library project, with a selection of books suggested by the speakers themselves – including those at the last edition – delivering inspiration for the future.

Talks 2024

Drafting Futures. Conversations about Next Perspectives

Curated by Annalisa Rosso

Drafting Futures Arena, Pavilion 14

Wednesday 17th April

11 am, in English

Francis Kéré in conversation with Giulia Ricci



A meeting devoted to the practice of the architect Francis Kéré, the first African winner of the Pritzker Architecture Prize in 2022, characterised by a profound sensitivity towards sustainability and social inclusion. A demonstration of the way in which architecture can become a powerful tool for addressing global challenges such as access to drinking water and the promotion of education. In conversation with the architect Giulia Ricci, journalist on *Domus*.

Thursday 18th April

11 am, in English

John Pawson in conversation with Deyan Sudjic

Two excellent speakers discuss the role of architecture and the deeper meaning of contemporary design from their own perspectives: the architect John Pawson, appointed a Commander of the British Empire for services to design and architecture, and the architect, author, curator and critic Deyan Sudjic, Director Emeritus of London's Design Museum and a member of the Order of the British Empire.

Friday 19th April

11 am, in English

Jeanne Gang in conversation with Johanna Agerman Ross

One of the most authoritative names in architecture, Jeanne Gang is known for her projects that focus on creating connections between people, their communities and nature. Together with Johanna Agerman Ross, Chief Curator of the Design Museum in London, she will discuss how we can achieve a deeper recognition of the cultural and environmental value of the existing building heritage, as well as expand it in order to give our communities beauty and new opportunities. There will also be space for a reflection on Gang's latest book, *The Art of Architectural Grafting*, which details her work and research as a founding member of Studio Gang and Professor in Practice at the Harvard Graduate School of Design, showing how the horticultural technique of grafting can be a source of inspiration for a new paradigm of sustainable design.

Saturday 20th April

11 am, in English

Maria Porro in conversation with Hans Ulrich Obrist

A conversation around the new perspectives of design between Maria Porro, President of the Salone del Mobile.Milano, and Hans Ulrich Obrist, Artistic Director of London's Serpentine, and one of the most influential art curators in the world. An opportunity to explore the challenges and opportunities that will define the near future, from the standpoints of two authoritative figures in architecture and design.

Book signings with the authors

Bookshop Corraini Mobile, Pavilion 14

12.15 pm after the Talks

Thursday 18th April

John Pawson: Making Life Simpler

by Deyan Sudjic with John Pawson



Friday 19th April

The Art of Architectural Grafting

by Jeanne Gang

Saturday 20th April

Remember to Dream!: 100 Artists, 100 Notes

by Hans Ulrich Obrist

Round Tables 2024

Drafting Futures. Conversations about Next Perspectives

Curated by Annalisa Rosso

Drafting Futures Arena, Pavilion 14

Tuesday 16th April

4 pm, in Italian

Yachting and Design. Made in Italy's positive influence

In collaboration with the Salone Nautico Internazionale di Genova, designers and companies will discuss the increasingly crucial role of design in the development of the shipbuilding industry.

Panel

Adam D. Tihany

Designer, Tihany Product Design

Chiara Massarani

Architect, Senior Project Director, ACPV ARCHITECTS Antonio Citterio Patricia Viel

Stefano de Vivo

Chief Commercial Officer, Ferretti Group and Managing Director, Wally

Francesca Attuoni

Head of Interior Design, Baglietto

Sergio Buttiglieri

Style Director, Sanlorenzo

Moderator

Luisa Bocchietto

Architect, Member of the Steering Committee of the Design Innovation Award, Salone Nautico Internazionale di Genova

Wednesday 17th April

4 pm, in English

Form Follows Formulation: Maria Cristina Didero in conversation with Aesop

The meeting explores how Aesop's design and customer experience principles are reflected in the way the company formulates its products, alongside some of the people who have helped shape Aesop's unconventional vision.

Panel

Suzanne Santos

Chief Customer Officer, Aesop

Marianne Lardilleux

Director of Global Store Design, Aesop



Jean-Philippe Bonnefoi
Head of Retail Design Europe, Aesop

Moderator

Maria Cristina Didero
Author and Design Curator

Thursday 18th April

4 pm, in Italian

The furniture sector, a Made in Italy excellence: strategic investments and competitive advantages for the international development of the supply chain.

Curated by Intesa Sanpaolo

After a two-year period of strong growth, the furniture industry has come out of a complex 2023, with exports remaining at high levels, compared with the historical average, especially in some districts. Sustainability and investments are strategic drivers for the international development of the sector, where design, sustainable innovation, creativity and quality make it a Made in Italy excellence. Following an overview of the overall scenario within the sector, a number of companies and start-ups will share their growth paths. Finally, ideas and tools will be suggested to support the competitive advantages and international development of the supply chain.

Panel

Anna Roscio
Executive Director, Sales & Marketing Imprese Intesa Sanpaolo

Stefania Trenti
Head of Industry & Local Economies Research, Intesa Sanpaolo

Giorgio Castagno

Founder, Wave

Stefania Lazzaroni
General Manager, Altagamma Foundation

Ludovica Serafini and Roberto Palomba

Architects and Designers, Founders of Studio Palomba Serafini

Moderator

Enrico Pagliarini
Journalist, Radio 24

Friday 19th April

4 pm, in English

New Shapes of Hospitality

An event dedicated to a rapidly evolving sector, on the look-out for new opportunities and markets to develop. A meeting between the clients of large hotel groups and international designers.

Panel

Wu Bin
Designer and Founder, W.DESIGN

Davide Angeli
Deputy Managing Director, AMDL CIRCLE

Andrea Obertello
General Manager, Four Seasons Hotel Milan



Antonio Ducceschi
Chief Commercial Officer, Starhotels Group

Moderator
Lauren Grace Morris
Head of Digital, FRAME

Saturday 20th April
4 pm, in English

The Present and Future of Artificial Intelligence

Artificial intelligence (AI): Everyone is talking about it, and if the hype surrounding it is to be believed, very few aspects of life will remain immune to it. Governments are careful to be vigilant about the possible harms that derive from its use, and the EU recently passed the first regulation on the subject, the AI Act. With the infinite potential of AI, which is already able to analyse data like never before and create architectural masterplans based on written prompts, the design world will certainly not be spared from these momentous changes. We will discuss the significance of AI for the disciplines of architecture and design and try to understand whether it will be just another tool at the service of the sector or if it can potentially have a much broader and disruptive impact.

Panel
Paolo Ciuccarelli
Director, Center for Design, Northeastern University, Boston / Founder, DensityDesign Lab, Milan Polytechnic University
Sherif Tarabishy
Associate Partner, Foster + Partners
Hannes Koch and Florian Ortkrass
Artistic Directors and Co-founders, Random International
Cas Esbach
Project Leader and Licenced Architect

Moderator
Ed Stocker
Europe's Editor at Large, Monocle



Francis Kéré © Astrid Eckert



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