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Salone
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Milano

16–21.04.24
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Salone
del Mobile.
Milano

SaloneSatellite.
Connecting Design
since 1998



SaloneSatellite. Connecting Design since 1998

SaloneSatellite is back at Pav. 5-7 at Rho Fiera Milano. The most influential young design event celebrates 25 years of connections and relationships between budding professionals, cultures and projects from around the world.

The year was 1998. The Salone del Mobile spread out across the entire area of Fiera Milano, that had expanded with the new Portello pavilions, and Pavilion 9 was going to offer a direct opening to the public. This new space would host collateral exhibition events, but above all would be home to a new offshoot: the **SaloneSatellite**. This new initiative brought together **65 young exhibitors from around the world and a group of international design schools**. “*We launched this SaloneSatellite into orbit*”, the catalog of that first edition reads, “*because we believe in young people and the future they represent. Design, which is inherently avant-garde, needs places of reference and encounters. And what would be a more suitable place to communicate young design than the Salone Internazionale del Mobile in Milan?*”

It was a visionary declaration of intent that still holds true today, on **SaloneSatellite's 25th birthday**, with an edition featuring some **600 participants from 32 countries and 22 international design schools and universities in 13 countries**. These include, for the first time, Prince Sultan University (Saudi Arabia), Belgrade Business and Arts Academy of Applied Studies (Serbia), Michael Graves College (USA) and Xi'An Jiaotong-Liverpool University (China); this comes alongside an unprecedented collaboration between La Cometa SCS (Italy) and CMQ – Campus des métiers et des qualifications (France) on a project that will be launched right here at the SaloneSatellite 2024, taking place this year at Rho Fiera in Pav. 5-7.

“*Incredible, it's been 25 years!*” exclaims **Marva Griffin Wilshire, Founder and Curator of SaloneSatellite**. “*It feels like yesterday when, after discussing young designers together, Manlio Armellini – CEO of Cosmit (at the time, the Organizing Committee of the Italian Furniture Fair) – entrusted me with the task of organizing an event dedicated to them, on the premises of the Salone.*” Since then, the close proximity with the companies that exhibit at the Salone del Mobile.Milano has led to fruitful collaborations, opening the door to professional growth and international recognition for dozens of designers making their debuts.

Among the initiatives that were planned for the celebrations, the SaloneSatellite launched a **mentoring program to give young participants in the 2024 edition the opportunity to connect with designers from past editions** (whenever possible, according to nationality and linguistic affinity) whose careers “took off” at the SaloneSatellite itself; they all enthusiastically accepted the invitation. This put **mentors and mentees in touch** – by phone, video call, e-mail or in person, depending on availability and physical proximity – **with the goal of giving and sharing advice, emotions, approaches and design methods**.

Now, an exhibition at the Triennale Milano is tracing the history of this outpost of connections and discoveries. The show is curated by Beppe Finessi and Ricardo



Bello Dias (the latter, with his studio, designed the display of all exhibitions since the very first edition). The pair, along with Marva Griffin Wilshire, were also part of the commemorations of the 10th and 20th anniversaries (with the exhibitions “**Avverati. A Dream Come True**” at Fiera Milano, Rho in 2007 and “**SaloneSatellite 20 Years of New Creativity**” at Fabbrica del Vapore in Milan in 2017, respectively). This year, the graphic design was entrusted to **studio òbelo** (**Claude Marzotto and Maia Sambonet**). The exhibition opens on April 16th and will close on April 28th, a week after the end of the 2024 Salone del Mobile.Milano.

The **SaloneSatellite Award** was established by SaloneSatellite in 2010 to encourage young designers, and the 13th edition will once again reward and encourage the most promising new names in the field. The jury of experts, chaired once again by **Paola Antonelli, Senior Curator of the Department of Architecture and Design at MoMA** (New York), will evaluate the projects nominated by the 2024 exhibitors, which are on display together in Pav. 5-7. The winners will be announced at a ceremony to take place in the early afternoon of Wednesday, April 17th. And for the exhibition’s 25th anniversary, there’s something new being introduced for the award. As a **memento of their participation and a tangible memory of the award ceremony**, recipients will also receive a **trophy** along with the customary diploma: it’s a sculpture in metal by artist **Daniele Basso**, who himself **debuted at a past SaloneSatellite**. When he was invited to create the work, he chose to celebrate young designers by drawing inspiration from **Singer, the “chair for very brief visits” designed by Bruno Munari in 1945**. In his interpretation, the famous chair/sculpture is **red**, as a tribute to the brand color of the Salone del Mobile.Milano, and is intended to convey Munari’s teachings as a Master and an undisputable reference for Italian and international design. Occupying the middle ground between theory and practice, he once famously suggested, “*Find a different way of doing things.*” And that invitation to change our point of view on design and our surroundings seems to reflect the commitment and creativity that, each year, reappear at SaloneSatellite in new forms.

This year, for the 3rd time, will be assigned the **Róng Design Award** promoted by the Róng Design Library from the Yuhang district of Hangzhou, China. It consists of a one-month residency granted to the designer marked with the Special Mention. The winner will be fully documented with traditional Chinese crafts and materials into his creative process during the residency in China. The mission is to introduce and promote Chinese traditional peculiarities to the global design world, while supporting the creativity and growth of young designers. The designers behind the organization of the Róng Design Library participated in the SaloneSatellite in 2011. The studio is called PINWU and they are: Zhang Lei (China), Jovana Bogdanovic (Serbia) and Christoph John (Germany).

This year, another novelty is the **collaboration with FrankBros, the first online design store conceived to launch a curated selection of products created for SaloneSatellite in past years to the international market**. The online design platform will **permanently give international visibility** to the creativity of the best under-35 designers participating in SaloneSatellite 2024, making their works and objects readily available for purchase.



Furthermore, thanks to a collaboration with **Teckell**, a fully revamped play area will be available, where past and current SaloneSatellite designers will face off at **table tennis** on the **Effetto 71 table** designed by **Adriano Design**. Who will be victorious?

Award Ceremony

Wednesday, April 17th

3.00 pm

SaloneSatellite Award 13th edition

Pav. 7, Arena

Round Table

Thursday, April 18th

3.00 pm

A celebration of past SaloneSatellite designers

Pav. 7, Arena

Panel discussion

Rodolfo Agrella, Venezuela-USA

Pedro Franco / A lot of, Brazil

Sebastian Herkner, Germany

Patrick Jouin, France

Francesca Lanzavecchia, Italy

Zhang Lei / Pinwu, China

Francesco Librizzi, Italy

Satyendra Pakhalé, India-The Netherlands

Daniel Rybakken, Norway

Nao Tamura, USA-Japan

Moderator

Katrina Burroughs

The Times and *The Sunday Times* Interiors editor

Talk

Friday, April 19th

3.00 pm

Telling and Selling

Pav. 7, Arena

Nasir Kassamali, Retired Co-founder, Luminaire and Tony Chambers, Creative Director, Design on best practices for presenting, communicating and selling design

SaloneSatellite Table Tennis Game Match

Friday, April 19th

4.30 pm

2023 Designers vs. 2024 Newcomers

SaloneSatellite Table Tennis

Saturday, April 20th

Available to the public by reservation

Pav. 7, Arena





Salone
del Mobile.
Milano

Universo Satellite.
25 years of
SaloneSatellite

Universo Satellite. 25 years of SaloneSatellite

At Triennale Milano, the exhibition “Universo Satellite”, curated by Beppe Finessi and staged by Ricardo Bello Dias, looks back at the history of the Salone through an overview of the elements that have animated this event over time: dialogues and relationships, young talents, schools and communication, sketches, prototypes and products.

Since its launch in 1998, SaloneSatellite has been the quintessential place for creativity. While remaining perfectly integrated with the Salone del Mobile.Milano, it has become, over time, a “Universe” in its own right, fully autonomous and characterized by a strong and original identity. Today, as the 25th edition unfolds in the spaces of Fiera Milano,Rho, the exhibition “**Universo Satellite. 25 Years of SaloneSatellite**”, curated by **Beppe Finessi**, celebrates this important milestone at the Triennale Milano. The display is a tribute to all the ingredients of **Marva Griffin Wilshire’s** winning recipe: she conceived a **Universe proper, resolutely centered around a core idea**: at once unified and multifaceted, the SaloneSatellite is made of **dialogues, relationships and people—young people** in particular (so, with a major focus on schools) and, of course, **the projects they presented** (and proudly exhibited to a large audience) in the hope of catching the eye of entrepreneurs and companies interested in the endeavors of such a fresh talent pool.

While young designers bring to the SaloneSatellite a vast array of primarily prototypes, with an obvious focus on the world of furniture, the exhibition at the Triennale looks even farther. It is far more than merely a display of design objects, because the breadth of this event is not limited to the success of individual projects themselves – a lamp, a chair, a vase. The SaloneSatellite has been fertile ground for meetings, partnerships, relationships, dialogues; it has broken new ground in new directions and contributed to writing the new languages of international design. It has fostered the creation of new companies and workshops; it has been a springboard for creative professionals who, in the meantime, have made a name for themselves in complementary fields outside of furniture and product design; it has welcomed several hundred schools to present their own view of education in the training of designers. “**Universo Satellite. 25 Years of SaloneSatellite**” is, then, an exhibition that brings together the many souls and facets of an event that has become an inescapable reality of the design world. As such, it is a sort of vast **Wunderkammer** that puts the spotlight on the objects, but also on the catalogs, posters, sketches and early drafts, drawings in progress from the R&D centers of far-sighted companies that appreciated their potential, and of course the **prototypes and true-to-life or scale models**, as well as **photographs, maps and articles** from the Italian and international press that have chronicled the event over the years.

Curator Beppe Finessi explains: “*We always called it SaloneSatellite, but over the years, it has become a real Universe in its own right. Full of stories, projects, encounters and passions, always animated by the dreams and hopes of its young*



protagonists, who have become over these twenty-five years the new leaders on the international creativity scene.”

The exhibition staging is a project by **Ricardo Bello Dias**. His markedly architectural language, compositionally rigorous and balanced, is accelerated and made dynamic by luminous openings between the walls that bring the different spaces into dialogue and showcase some of the most significant objects that have, over time, become products. In the center of the three main spaces, free aggregations of several dozen objects are presented on large platforms, while the walls exhibit photographs and drawings of as many projects: the “product” is, after all, the beating heart of the exhibition. In the large connecting spaces, the long walls welcome a variety of other materials, presented in an elegant graphic layout by **studio òbelo (Claude Marzotto and Maia Sambonet)**. These documents tell the story of the life, friendships and relationships born at the event’s editions, and aim to recreate the magic and the many surprises that happened there, from the story of the selection committees to the prize-giving ceremonies, the special moments with the juries and the images of the event, the staging by **Ricardo Bello Dias**. All the designers who have attended (more than 14,000 over the years) will be represented, along with hundreds of examples of the best school input and some of the most amazing stands among the many that have been featured over the years. Lastly, there will be no shortage of valuable materials documenting the extraordinary vitality, passion and generous energy that the SaloneSatellite’s founder **Marva Griffin Wilshire** has consistently poured into the project.

Universo Satellite. 25 years of SaloneSatellite

Triennale Milano

Viale Alemagna 6, Milan

April 16th – 21th: 11.00 am – 9.00 pm

April 23rd – April 28th: 11.00 am – 8.00 pm

April 22nd: closed

Opening: Tuesday, April 16th, 6.30 pm

Marva Griffin Wilshire

SaloneSatellite Founder and Curator

Curator

Beppe Finessi

Curatorial assistance

Marta Elisa Cecchi

Exhibition design

Ricardo Bello Dias with Hariadna Pinate

Archive coordination and lender relations

Porzia Bergamasco with Chiara Ghilardi

Graphic design

òbelo studio – Claude Marzotto, Maia Sambonet

Come, come!
hope to see you!
Marva



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