

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

SaloneSatellite.
Connection 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

Contacts



Press Office Salone del Mobile.Milano

Patrizia Malfatti

International Press Office Manager
patrizia.malfatti@salonemilano.it

Vlatka Selakovic Zanoletti

International Press Office Senior Support
vlatka.zanoletti@salonemilano.it

Luca Adornato

Marketing & Communication Director

Susanna Legrenzi

Press & Communication Strategy Advisor

Marilena Sobacchi

Italy Press Office Manager

Andrea Brega

Head of Press Office Coordination

Patrizia Ventura

International Press Incoming

Massimo Poggipollini

Secretariat