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Press Release

The Euroluce International Lighting Forum

21st November 2024

 Salone del Mobile.Milano

Salone del Mobile.Milano announces the first Euroluca International Forum

The 2025 edition of the Salone del Mobile.Milano will herald the launch of the first edition of The Euroluca International Lighting Forum, a global arena for multi-voice discussion on the leading issues in lighting design. The first three names have been unveiled: DRIFT, A.J. Weissbard and Marjan van Aubel.

Two days packed with events, including conferences, round tables and workshops, numerous international guests and a space created ad hoc in the Euroluca exhibition area. This, in brief, sums up the first edition of **The Euroluca International Lighting Forum**¹ that **will be held on 10th and 11th April 2025** in the Pavilions of the lighting biennial under the umbrella of the 63rd edition of Salone del Mobile, at **Rho Fiera Milano** from 8th to 13th April, and on a two-yearly basis thereafter.

The Forum slots into Euroluca's evolutionary path, launched to great success in the 2023 edition, a fundamental step in the development and transformation of the exhibition format and visitor experience, with an entirely rethought layout geared to creating an increasingly engaging and contemporary business platform. The 2023 project, entitled **The City of Lights**, which then merged with the catalogue of the same name published by Corraini, **was included in the ADI Index 2024**, the annual selection of the ADI – Association for Industrial Design.

One of the aims of the Forum concept is to offer the design community an increasingly wide-ranging and expanded event rounding off and fully complementing the commercial offering. An experience that promotes the culture of light by transcending its merely practical function to transform it into an element of qualitative and human value capable of **putting people at the centre of exhibition architecture and of the fair event itself**. Light will be the focus of an emotional and cognitive journey, offering visitors an immersive and distinctive experience. **Light is thus addressed not just in terms of its technological potential, but also through a deep and philosophical reflection on its role as an expressive and innovative language**. An integrated vision aiming to **redefine lighting paradigms**, proposing avant-garde concepts that will steer the design of future lighting fixtures.

The Forum will bring together **an international panel of creatives, architects, designers, scientists and lighting industry professionals**, to discuss highly relevant topics. The first names to be confirmed include **DRIFT**, specialising in sculptures, installations and experiential performances that underline the parallels between artificial and natural structures, **A.J. Weissbard**, a lighting designer and multifaceted artist of international renown; and **Marjan van Aubel**, a leader in the field of solar design for a sustainable, innovative and mindful future.

A structured programme will provide an opportunity to dig deep into **key issues such as the interaction between light and architecture and light and wellbeing, through an integrated and multidisciplinary design approach**. The central role of light in integrated and sustainable design for public and private spaces, with quality of life and the future of our planet at its heart will be explored.

¹ *Should you wish to publish news related to The Euroluca International Lighting Forum online, kindly include the following [link to the landing page](#), where general information on the event is available and will be constantly updated.

Each edition will tackle specific aspects of lighting design, providing inspiration and practical tools for creating more sustainable and inclusive spaces.

Maria Porro, President of the Salone del Mobile, had this to say: *"Following the first transformation of EuroLuce that we set in motion at the previous edition, rethinking the exhibition layout, we are proud to present another important innovation, this time concerning the content of the exhibition. Light is, incontrovertibly, an increasingly integral part of our lives. As a place where ideas and visions that lead to dialogue intersect, laying fertile ground for innovation, the Forum reflects the DNA of the Salone del Mobile.Milano, which has always been a generator and bearer of new ideas and formats for tackling contemporary challenges."*

Carlo Urbinati, President of FederlegnoArredo's Assoluce said: *"Light not only makes things appear, it also creates atmospheres, depths and perceptions capable of interpreting architectures and open spaces, as in a pentagram. The role of the designer is increasingly similar to that of the conductor of an orchestra, who does not just execute a score, but gives a personal interpretation of it. It is with this sort of strategic role within the industry in mind that FederlegnoArredo's Assoluce felt it was time to set up a dedicated international forum. I would therefore like to thank the Salone del Mobile.Milano for deciding to give shape to this idea with The EuroLuce International Lighting Forum, confirming, once again, that our trade fair is not just the world's leading design and furniture sector event but, uniquely in the world, is the home of entrepreneurs committed to designing the future of the sector they represent."*

The Forum was presented for the very first time in Munich, the first stop on the international Salone del Mobile 2025 promotional tour. It will embark on its travels again in **Europe and North America – 4th December during Art Week Miami** and at the end of **January to New York and Boston** – and will set off once more in February to other European cities – accompanied by digital insights for an ongoing dialogue with the entire international design community. **Each stage will be a further opportunity to reveal the many innovations that will take shape in April** and open up new reflections on design and living.

The protagonist of the Munich event was light, increasingly at the centre of our hyper-connected world, of thinking around sustainability and digitalisation processes, and also of holistic reflection on people's wellbeing. A **panel discussion moderated by Sandra Hofmeister, architecture and design critic, editor-in-chief of Detail**, featured **Carla Wilkins, Board Member of IALD and Senior Partner di Lichtvision Design**, a worldwide design studio specialising in architectural lighting, with over thirty years' expertise as a lighting designer, **Stefan Diez**, industrial designer and former participant of SaloneSatellite, always engaged in creative experimentation and with a rigorous focus on sustainability and **Simon Schmitz**, who also made his debut at the SaloneSatellite and interprets light as a synthesis of functionality and artistry.

The next Salone event, prior to the international road tour, will take place in Milan on **28th November** at the Piccolo Teatro Grassi and will also be **streamed from 10am with an English translation**. **The Salone del Mobile.Milano Milan Design (Eco) System – Annual Report 2024** will set out the initial results of the research project carried out with scientific oversight by the School of Design at Politecnico di Milano university, which contains a first prototype analysis of a globally unique event – the Milan Design Week, of which the Salone is an international catalyst. The aim is to build a long-term monitoring model that addresses crucial challenges such as environmental, economic and social



sustainability, inclusion and cultural legacy, contributing to the development of future strategies. The event will kick off with **a Lectio Magistralis by Charles Landry**, one of the leading international authorities of the use of creativity and imagination for the rebirth of cities.

Streaming available from 28th November - https://salone.it/annualreport_en

Biographies



Salone del Mobile.Milano

Biographies

Maria Porro

President, Salone del Mobile.Milano

Maria Porro, born in Como in 1983, has been President of Assarredo since being unanimously elected in September 2020, and is the first woman to take on this role. She joined the Board of Directors of Assarredo in 2017 and the General Council of FederlegnoArredo in 2019. She is Director of Marketing and Communication at Porro S.p.A., an old-established Italian design brand, set up by her great-grandfather Giulio in 1925. She joined the company permanently in 2014, with responsibility for bolstering the company's international trade network and strengthening its communication strategies, before taking on her current role, with sustainable development very much to the forefront. She graduated cum laude in Set Design from the Brera Academy of Fine Arts, and worked in theatre, art and large events as a designer, coordinator and curator. She has always maintained strong ties to the family firm and the design world, collaborating with her father Lorenzo Porro and with the Lissoni Associati studio in particular, in the field of stylistic research and new product development, and personally overseeing the company's presentations at the Salone del Mobile. Starting from July 2021 she has become President of Salone del Mobile.Milano.

Carlo Urbinati

President Assoluce, FederlegnoArredo

Carlo Urbinati joined the board of FederlegnoArredo's Assoluce in 2017 as Vice President, and was elected President in 2020. Together with the Presidential Council of Assoluce, he collaborated with the Salone del Mobile.Milano to renew the mission and format of Euroluce, in order for the event to showcase every segment of the lighting industry and to attract all lighting specialists. President Urbinati brings to Assoluce the vast experience he has gained as an entrepreneur, starting in 1981 when he arrived in Venice to manage glass lighting orders for a new company from the small island of Murano: Foscarini. From 1983, with Alessandro Vecchiato, he designed and developed the brand's lamp range; in 1988, again with Vecchiato, he took over Foscarini and was its President until he became sole shareholder in 2014.

DRIFT

Dutch artists Lonneke Gordijn (1980) and Ralph Nauta (1978) founded DRIFT in 2007. With a multidisciplinary team of artists, engineers and programmers, they work on experiential sculptures, installations and performances. DRIFT manifests the phenomena and hidden properties of nature with the use of technology in order to learn from the Earth's underlying mechanisms and to re-establish our connection to it. With both depth and simplicity, DRIFT's works of art illuminate parallels between man-made and natural structures through deconstructive, interactive, and innovative processes. The artists raise fundamental questions about what life is and explore a positive scenario for the future. All individual artworks have the ability to transform spaces. The confined parameters of a museum or a gallery does not always do justice to a body of work, rather it often comes to its potential in the public sphere or through architecture. DRIFT brings people, space and nature on to the same frequency, uniting audiences with experiences that inspire a reconnection to our planet. DRIFT has realised numerous exhibitions and (public) projects around the world. Their work has been exhibited at The Shed

NYC (2021); Stedelijk Museum (2018); Art Basel (2017, 2021) Victoria & Albert Museum (2009, 2015); UTA Artist Space (2019); Garage Museum (2019); Mint Museum (2019); Biennale di Venezia (2015); Pace Gallery (2017); Burning Man (2018, 2021) amongst others. Their work is held in the permanent collections of the LACMA; Rijksmuseum; SFMOMA; Stedelijk Museum; Rockefeller Center, Dallas Museum of Art, and Victoria & Albert Museum. DRIFT was awarded Dezeen designer of the year (2019) the Arte Laguna Prize, Venice (2014).

A.J. Weissbard

Award-winning artist, A.J. Weissbard uses light and space to create works for theater and dance, exhibitions, architectural installations, special events, and fashion around the world. He has collaborated with numerous artists including Robert Wilson, Peter Stein, Luca Ronconi, Marina Abramovic, Peter Greenaway, William Kentridge, David Cronenberg, Andriy Zholdak, Shirin Neshat, Gae Aulenti, Fabio Novembre, Giorgio Armani, Brioni, Hugo Boss, Ermenegildo Zegna, CocoRosie and the Martha Graham Dance Company, to name a few. His work has been presented at major opera houses, festivals, theaters and venues in over 50 countries around the world, including New York's Lincoln Center, Los Angeles Opera, Milan's Teatro alla Scala, the Opera Garnier in Paris, Opera La Monnaie in Brussels, Teatro Real Madrid, Ancient Theater Epidaurous, Deutsche Oper in Berlin, Esplanade in Singapore, Bunka Kaikan in Tokyo, Teatro Municipal in San Paolo, the Royal Opera House in Muscat, the Brooklyn Academy of Music, the Bolshoi Theater in Moscow, the Guggenheim in New York and Bilbao, the Royal Academy in London, the Petit Palais in Paris, the Vitra Design Museum, the Triennale in Milan, the Quirinale in Rome, the Kunstindustrimuseum in Copenhagen, the Shanghai Art Museum, the Aichi World Expo, the Salone del Mobile in Milan, the Venice Biennale and the Louvre in Paris. In addition to teaching and lecturing at numerous institutions and schools around the world, he served as Program Director of the Watermill Summer Program guiding scores of young artists and producing hundreds of projects. A.J. Weissbard advocates for education in the arts.

Marjan van Aubel

Award-winning inventor and *solar designer* Marjan van Aubel (1985) focuses on sustainability, design and technology. She was ambassador of the Dutch Design Week 2022 and designed the roof of the Dutch pavilion at the World Expo 2000. Another award-winning design is Sunne, a self-powered solar light that captures, stores and produces light indoors. By day, it harvests energy from the sun while it hangs by your window; by night, it brings sunlight into your home. Her book *Solar futures* was published in 2022, it gives a look at the past, present and future of solar energy. Marjan wants to democratize solar power by making it more accessible and attractive to everyone; through her designs, solar energy is integrated into everyday life. Marjan strives to redefine our current relationship with solar energy. She gives objects a dual function by, for example, working with extendable materials or by integrating solar panels that mimic the process of photosynthesis in plants (power plant); for example, the Current table is not only a table but also generates electricity. In collaboration with scientists, engineers and institutions such as Swarovski and ECN, the Dutch Energy Centre, van Aubel works to promote extreme energy efficiency through intelligent design. Marjan talks about innovation and the role of design in the implementation of sustainable technologies.

Istitutional Profiles



Salone del Mobile.Milano

About Salone del Mobile.Milano

The Salone del Mobile.Milano has been an international benchmark for the design and furnishing world since 1961, thanks to the extraordinarily high quality of the products on exhibit. It is more than a trade fair, rather an ecosystem with the power to accelerate business and broaden relationships throughout the industry, proffering new visions of the future of living. It takes place in April and consists of four annual exhibitions – the Salone Internazionale del Mobile, S.Project, Workplace3.0 and the International Furnishing Accessories Exhibition – with alternating biennial exhibitions: Euroluce in odd years and EuroCucina with FTK/*Technology For the Kitchen* and the International Bathroom Exhibition in even years. These have been accompanied by SaloneSatellite since 1998, a launchpad for young designers under 35 from all over the world – so far more than 14,000 of them have passed through its doors – and a point of reference for companies on the look-out for new talents. Almost 2,000 exhibitors took part in the 62nd edition of the Salone del Mobile.Milano in April, with an overall influx of 371,000 attendees, with the numbers of professionals up 28.6% on the previous edition, 65.6% of them from abroad. The Salone del Mobile is ISO 20121 certified for sustainable event management and is a member of the United Nations Global Compact.

www.salonemilano.it/en

Assoluce

The Association of Italian companies producing lighting fixtures

ASSOLUCE is one of the eleven associations that belong to FederlegnoArredo, a Confindustria Federation. It brings together the most important Italian companies that manufacture lighting fixtures: small and medium-sized enterprises that stand out for creativity and craftsmanship, creating lighting solutions for a variety of different applications while always reflecting the inventiveness Italy is renowned for throughout the world. Today, the association has over 130 members located in all the major Italian regions. Assoluce is a founding member of LightingEurope, established in 2012 to be the voice of the lighting industry in Europe. Based in Brussels, it currently represents 33 European national associations and the leading manufacturers in the sector.

www.federlegnoarredo.it/it/associazioni/assoluce

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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