



# Press Kit

19<sup>th</sup> August 2024



Salone del Mobile.Milano

## Salone del Mobile.Milano is back in New York for a special event in collaboration with Bloomingdale's: a showcase of Italian design with an exceptional display by Ferruccio Laviani.

*As part of "From Italy, with Love", Salone del Mobile has partnered with Bloomingdale's, the famous New York Department Store, to create the installation "Italian Design: from Classic to Contemporary", a tribute to new and iconic Made in Italy products by 23 selected brands.*

**Bloomingdale's chose the Salone del Mobile, as an authoritative representative of Italy and its cultural richness, to participate in Bloomingdale's "From Italy, with Love":** a program of exhibitions and activities celebrating Made in Italy and Italian culture and luxury (**5-29 September**). On **September 4<sup>th</sup>**, the Salone del Mobile.Milano will present the installation **"Italian Design: from Classic to Contemporary"**, a special exhibition dedicated to Italian design and furniture, curated by architect Ferruccio Laviani, who conceived his display based on **Giorgio de Chirico's** metaphysical piazzas.

*"It is always a thrill to return to New York, the heart of the U.S. market: this is where the Salone meets a design community that is constantly evolving and for which it feels it is a reference in terms of design culture, creativity and industry economics," says **Maria Porro, President of the Salone del Mobile.Milano.** "By joining forces with Bloomingdale's – with which we share a similar vision, an eagerness to move forward and a commitment towards enhancing the heritage of leading brands – we have the opportunity to broaden and strengthen connections with a market that is fundamental for Made in Italy. The exhibition will be an imaginative statement that will unfold into space as a parade of iconic products, conceived as a single installation; it will connect art, architecture, aesthetics and Italian products. In the elegant scenography conceived by Ferruccio Laviani, we will tell the story of Italian innovation and tradition through a program of talks that aim to bring the American public closer to the world of Italian design production. This event also marks the start of the new international tour of the Salone del Mobile: a roadshow made of new formats aimed at strengthening the image of the Salone as a catalyst for transformation, avant-garde and cultural innovation. Italian Design: from Classic to Contemporary will, without a doubt, reflect that very special – and very glamorous – sparkle that is characteristic of Made in Italy," Porro concludes.*

*"It is a true honor to share the enhancement of our brand campaign, From Italy, with Love, marked by the partnership and collaboration of the iconic Salone del Mobile," said **Kevin Harter, VP, Integrated Marketing at Bloomingdale's.** "As the exclusive US partner with a rich history in NY, Bloomingdale's is thrilled to join forces with Salone del Mobile to celebrate design, creativity, architecture, and Italian culture. We feel confident this incredible exhibition, embodying much of what we admire about Italy, will inspire and connect with our customer."*

### Italian Design: from Classic to Contemporary

The scenographic display, curated by architect **Ferruccio Laviani**, is a careful balance between art installation and pop-up experience celebrating **icons of Italian design** that tell a story of ingenuity, excellent industrial production and the finest craftsmanship. With a curator's eye, Laviani has selected

objects as the most representative pieces from the catalogs of brands that best expressing the value and appeal of Italian furniture and design: **Artemide, Edra, Flexform, Flou, Foscarini, Frigerio, Gallotti&Radice, Gessi, Kartell, Lema, Living Divani, Minotti, Molteni&C, Oluce, Porro, Riva 1920, Scavolini, Sigma L2, Tacchini, Technogym, Turri, Villari, Visionnaire.**

**The display, to be located on the sixth floor in the Home/Furnishing department,** is inspired by the squares of **Giorgio de Chirico**, Italian painter, sculptor and originator of “metaphysical” painting. Like his works, the layout will be characterized by fantastic suggestions and juxtapositions of disparate objects in a space governed by fifteenth-century perspectives, lit in modern color lights to reveal surprising associations of senses and ideas and transforming the exhibition space into **an immersive experience that becomes the focal point of the Salone’s heritage, its eye for the finest design and the creativity of the participating exhibitors.**

Fascinated by the metaphysics of **de Chirico’s** paintings, Laviani has distilled the master’s piazzas and buildings – which are eminently Italian and immediately evocative of the Bel Paese – into wooden screens that serve as backdrops for the **design objects on display narrated through the voice of the Salone del Mobile.** These two-dimensional screens take on a volume in a manner evocative of the wooden sculptures made only of silhouettes and shapes by another celebrated contemporary Italian sculptor and set designer, **Mario Ceroli.** In designing the staging, Laviani also paid tribute to two great Italian figures: **Luca Ronconi**, one of the leading names in Italian theater in the second half of the 20<sup>th</sup> century (and still renown for the great experiments and innovations that he brought to the stage), and **Achille Castiglioni**, one of the best-known representatives and founders of Italian design.

*“To avoid being too descriptive or unnecessarily iconographic, I added a contemporary and radical touch to the graphic language of the set,” Laviani explains. “The radical movement revolutionized design in the 1960s, in the years when the Salone del Mobile.Milano was born, creating new impulses and expressive languages. Here, Keiichi Tanaami’s works and Heinz Edelmann’s illustrations from George Dunning’s Yellow Submarine meet de Chirico’s squares to create a unique and modern image. The monuments in the squares are the objects of design that I have chosen from the catalogs of the most representative Made in Italy brands, pieces that have become icons of everyday life, and therefore worthy of being displayed on a pedestal.”*

## **Conversations about Italian Design**

Throughout the month of September, as part of the “**From Italy, with Love**” project, **Bloomingdale’s** will host weekly events aimed at engaging both the New York professional community and lovers of design alike with a **rich program of talks and appointments featuring leading figures on the national and international design scene** and offering unique opportunities to learn about and experience Italian furniture and design production.

The program of talks, entitled “**Conversations about Italian Design**”, has been **curated by Annalisa Rosso, Editorial Director & Cultural Events Advisor of the Salone**, and will open on September 4<sup>th</sup> with a **panel discussion with Maria Porro, President of the Salone del Mobile.Milano, Kelley Carter, Bloomingdale’s Fashion Director, Marva Griffin Wilshire, Founder and Curator of SaloneSatellite, and architect Ferruccio Laviani.** Together with **Felix Burrichter, founder of PIN-UP magazine,** they



will discuss the wealth of values, experiences and information that the Salone del Mobile brings to the table as a strategic resource to trigger evolution and the role of Italian furniture brands in the global market. On September 11<sup>th</sup>, **Ingrid Abramovitch, Executive Editor of *ELLE DECOR***, will present a dialogue between **Eleni Petaloti, Co-Founder of Objects of Common Interest**, and **Qiyao Li, Associate Principal at Skidmore, Owings & Merrill**, about Italian design as an international reference and future trends in the sector. Then, on September 18<sup>th</sup>, **artist Francesco Simeti** and **Stefano Giussani, Partner & COO of Lissoni Architecture New York** will discuss the relationship between contemporary design and classical Italian culture, explore the evolution of the living space, and comment on Ferruccio Laviani's installation. Moderated by **Wendy Goodman, design editor of *NEW YORK Magazine***.

With this partnership the Salone del Mobile.Milano, a global symbol of quality design and furniture, along with its official partners **Cà del Bosco, S.Bernardo and illycaffè, resumes its dialogue and engagement with the international design community**. From New York's celebrated Third Avenue, the exhibition will chart new paths and propose original formats and events to consolidate the Salone's role as **a driving force in the sector and a point of reference for a global community** of companies, professionals and design lovers **in constant expansion and evolution**.

## **When & Where**

5<sup>th</sup> – 29<sup>th</sup> September 2024

10:00am – 8:00pm

Bloomingdale's 59<sup>th</sup> Street

1000 Third Ave, New York, NY

Level 6

# Cultural Program



Salone del Mobile.Milano

## Conversations about Italian Design

Curated by Annalisa Rosso

6:00pm

**Wednesday, September 4<sup>th</sup>**

**Maria Porro, Kelley Carter, Marva Griffin Wilshire and Ferruccio Laviani in conversation with Felix Burrichter**

**Maria Porro**, President of Salone del Mobile.Milano

**Kelley Carter**, Bloomingdale's Fashion Director

**Marva Griffin Wilshire**, Curator and Founder of SaloneSatellite

**Ferruccio Laviani**, Architect and Designer

Moderator: **Felix Burrichter**, Editorial & Creative Director of *PIN-UP* magazine

This talk will be a chance to reflect on the value of the Salone del Mobile.Milano and its heritage, its international influence and future evolution, and the contribution of the new generation of designers promoted by Marva Griffin Wilshire through the SaloneSatellite. The panelists will also explore the crucial role of Italian brands in the international design market and delve into the meaning of Ferruccio Laviani's set design, which has transformed the sixth floor at Bloomingdale's into a unique experience showcasing the values and the history of Italian companies, the factories "where dreams that can still be touched are born."

**Wednesday, September 11<sup>th</sup>**

**Eleni Petaloti and Qiyao Li in conversation with Ingrid Abramovitch**

**Eleni Petaloti**, Co-Founder of Objects of Common Interest

**Qiyao Li**, Associate Principal at Skidmore, Owings & Merrill

Moderator: **Ingrid Abramovitch**, Executive Editor of *ELLE DECOR*

This talk will present Italian design as an international trailblazer, examine the crucial role of Italian brands globally, and reflect on the sector's "next perspectives". Topics to be addressed in depth include Ferruccio Laviani's installation, which is inspired by the Italian piazza: a paradigm of the all-Mediterranean ability to broaden the gaze and connect different worlds and experiences.

**Wednesday, September 18<sup>th</sup>**

**Francesco Simeti and Stefano Giussani in conversation with Wendy Goodman**

**Francesco Simeti**, Artist

**Stefano Giussani**, Partner & COO Lissoni Architecture New York

Moderator: **Wendy Goodman**, Design Editor of *New York Magazine*

This talk will explore the relationship between contemporary and classical Italian culture and reflect on what makes Italian design so iconic and widely known worldwide. The conversation will also dwell on the evolution of living, considering both private and public spaces, with a particular focus on the New York scene. The dialogue will also focus on the set created by Ferruccio Laviani, a tribute to de Chirico's art and the stage productions of Luca Ronconi, one of the greatest Italian theatrical directors of the 20<sup>th</sup> century.

# 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.

### **Kelley Carter**

#### **Bloomingdale's Fashion Director**

Kelley Carter is the Fashion Director of Home at Bloomingdale's, where she brings her keen eye for style and design to one of the most prestigious retail brands. With a rich background in editorial, Kelley has held influential positions at *O*, the *Oprah Magazine*, *Oprah's Home* magazine, *Real Simple*, *Elle Decor*, and *Refinery 29*. Her expertise and creative vision have made her a sought-after tastemaker. Kelley's portfolio includes styling, designing, and creating projects for high-profile clients such as Target, Lexus, and New York Fashion Week. Her ability to blend aesthetic appeal with practical design solutions has garnered her acclaim in the fashion and design industries. A passionate traveler, Kelley loves to explore new cultures and collect unique objects that reflect her personal journey. Kelley resides in Brooklyn with her beloved Chow Chow, Cha Cha.

### **Marva Griffin Wilshire**

#### **Founder and Curator, SaloneSatellite**

Marva Griffin was born in Venezuela and made Milan her adoptive hometown when she began working in the world of design and furniture. Currently, she is Ambassador of International Relations for Salone del Mobile.Milano and Visiting Professor at the Tongji University, College of Design and Innovation (D&I), Shanghai, China. In 1998 she founded SaloneSatellite, which in May 2014 received the Compasso d'Oro XXIII Lifetime Achievement Award. She received the Ambrogino d'Oro in 2017, the Honorary Master's Degree in Design by Politecnico di Milano in 2021, and the Honorary Doctorate in Fine Arts conferred by the Rhode Island School of Design, Providence, USA in 2024. Since 2001, she has been a member of the Philip Johnson Architecture & Design Committee of the Museum of Modern Art (MoMA) in New York and, since 2016, she has been serving as Italian Design Ambassador in the world.



## **Ferruccio Laviani**

### **Architect and Designer**

Ferruccio Laviani is an Italian architect and designer, born in Cremona and based in Milan, where he opened his studio in 1991. He works in the fields of interior design, product design, art direction and graphics. His best-known collaborations include brands such as Kartell, where he has been art director since 1991, Flos, Moroso, Dolce & Gabbana, Molteni, Bisazza, Swarovski, Emmemobili and Foscarini. Some of his pieces have been included in the permanent collections of various museums, and selected for international group shows. He has curated exhibitions and installations in Italy, France, Brazil, Japan and China.

## **Felix Burrichter**

### **Editorial & Creative Director, *PIN-UP***

Felix Burrichter is a New York-based creative director, curator, and editor. He was trained as an architect in Paris and New York. In 2006, he founded *PIN-UP*, a self-described “Magazine for Architectural Entertainment” with a biannual print edition, of which he is the editorial and creative director. In addition to *PIN-UP*, Burrichter edits books, curates exhibitions, and consults on design and architecture projects for various brands. In 2022, he co-founded *PIN-UP HOME*, a platform for contemporary home accessories.

## **Eleni Petaloti**

### **Co-Founder, Objects of Common Interest**

Eleni Petaloti and Leonidas Trampoukis are a duo behind the studio Objects of Common Interest, working within the realm of art, design and architecture. They are also founding partners of the sibling studio LOT office for architecture, and they are based between New York and Athens. Their practice focuses on creating various scales of still life installations, experiential environments and objects while demonstrating a fixation with materiality, concept, and tangible spatial experiences. Their work has been exhibited at art and design institutions, galleries, and fairs around the world.

## **Qiyao Li**

### **Associate Principal, Skidmore, Owings & Merrill**

A visionary designer, Qiyao Li applies her architectural expertise to complex, large-scale projects, producing designs that resonate with site and culture. As an Associate Principal at SOM, Qiyao is leading an international team on the design of the Olympic Village for the 2026 Olympic Games in Milan. In New York, where she is based, her current work includes a headquarters for The Walt Disney Company, and the New York Climate Exchange, a center for developing solutions to the climate crisis. Qiyao focuses on how sustainability, materials, and detailing can enhance the human experience; this is reflected in her architecture, which resolves complexity with elegance and clarity.

## **Ingrid Abramovitch**

### **Executive Editor, *ELLE DECOR***

Ingrid Abramovitch is the Executive Editor at *Elle Decor* in New York. Originally from Montreal, she is an award-winning design journalist who oversees *Elle Decor*'s coverage of the global design world. She has a graduate degree in Journalism from Columbia University and has worked as a newspaper and wire service reporter and held senior editorial positions at Hearst Publications and Conde Nast. A

renovation expert, she is the author of *Restoring a House in the City* (Artisan Books). She lives in Carroll Gardens, Brooklyn, where she recently renovated her own family home, which she wrote about in *Elle Decor* last fall.

## **Francesco Simeti**

### **Artist**

Known for his site-specific installations and public art pieces, artist Francesco Simeti has completed projects for Percent for Art and Public Art for Public Schools in New York, and Multnomah County in Oregon, and has created permanent installations for the Brooklyn and Chicago subways. He is currently working on a public art project for the Los Angeles Metro. His works have been included in the collections curated by the Luigi Rovati Foundation, the Museo del Novecento in Milan, the Victoria and Albert Museum in London, and the Philadelphia Museum of Art. He lives and works in New York.

## **Stefano Giussani**

### **Partner & COO Lissoni Architecture New York**

Stefano Giussani joined Lissoni & Partners in 2004 and he became partner in 2013, leading the studio's Interior Design Department for international projects, including Asia and the Middle East. Stefano was appointed CEO of Lissoni New York, which was founded in 2015 to extend the interior design expertise of Piero Lissoni and his studio to the Americas. In 2023, Lissoni New York received certification enabling it to expand its services to include not only interiors but also architecture and established Lissoni Architecture New York as a full architectural services firm based in New York.

## **Wendy Goodman**

### **Design Editor, *NEW YORK* Magazine**

Wendy Goodman is a leader in the international design community and has been *New York* magazine's design editor since 2007. Over the course of her career she has defined trends, discovered new talent, and worked with the best designers, architects, and photographers. She is responsible for *New York*'s design coverage and regular "Design Hunting" features in print and online. She is the author of *May I Come In?: Discovering the World in Other People's Houses* and *The World of Gloria Vanderbilt*.

## **Annalisa Rosso**

### **Editorial Director and Cultural Events Advisor, Salone del Mobile.Milano**

Contemporary Design specialist. Co-founder of Mr.Lawrence, strategic design consultancy. Currently Editorial Director and Cultural Events Advisor for Salone del Mobile.Milano, formerly editor-in-chief of *Icon Design* magazine and *Domus* web. Rosso has curated international exhibitions and site-specific projects, and has participated in relevant design events as a public speaker (among others: TEDx, New York Design Week, Design Canberra Festival, Design Miami/ Basel), and as a juror (Design Parade in Hyères, The Design Prize in Milan, Designblok in Prague). Four Seasons Brand Ambassador, she was also nominated Design Ambassador for the Italian Design Days in Prague, Hong Kong, Copenhagen. She is part of the Honorary Committee at Collectible fair in Brussels, of the Expert Committee at Madrid Design Festival, and of The Advisory Hive of Società delle Api, the non-profit organization founded by collector Silvia Fiorucci.

# Brands and Products



Salone del Mobile.Milano

## Italian Design: from Classic to Contemporary Brands and Products

### Brands

### Products (updated to 31<sup>st</sup> July)

#### Artemide

CALLIMACO  
Floor lamp  
Designed by Ettore Sottsass

#### Edra

VERMELHA  
Armchair  
Designed by Fernando and Humberto Campana

#### Flexform

GUSCIO  
Stand-alone sofa  
Designed by Antonio Citterio

#### Flou

NATHALIE  
Bed  
Designed by Vico Magistretti

#### Foscarini

ORBITAL  
Floor Lamp  
Designed by Ferruccio Laviani

#### Frigerio

AMANDA BERGÈRE  
Armchair  
Designed by Umberto Asnago

#### Gallotti&Radice

CLOUD INFINITY  
Modular sofa  
Designed by Massimo Castagna

#### Gessi

PERLE  
Freestanding washbasin / freestanding washbasin mixer  
Designed by Gessi Design Studio

<b>Kartell</b>	MASTERS Chair Designed by Philippe Starck
<b>Lema</b>	ALTON Armchair Designed by David Lopez Quincoces
<b>Living Divani</b>	FROG Armchair Designed by Piero Lissoni
<b>Minotti</b>	SUPERMOON Modular Seating System Designed by Giampiero Tagliaferri
<b>Molteni&amp;C</b>	D.154.2 Armchair Designed by Gio Ponti
<b>Oluce</b>	ATOLLO 235 Table lamp Designed by Vico Magistretti
<b>Porro</b>	FERRO Table Designed by Piero Lissoni
<b>Riva 1920</b>	MOLLETTA Bench Designed by Baldessari & Baldessari
<b>Scavolini</b>	MISFIT Cart Trolley Designed by Diesel Living
<b>Sigma L2</b>	FLOUR Table lamp Designed by Simone Granchi

**Tacchini**

COSTELA  
Armchair  
Designed by Martin Eisler

**Technogym**

UNICA  
Compact multigym  
Designed by Technogym

**Turri**

ROMA  
Cabinet  
Designed by Monica Armani

**Villari**

LEONARDO  
Vase  
Designed by Leone Villari

**Visionnaire**

SHIBARI  
Armchair  
Designed by Studiopepe

# Company Profile



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 62<sup>nd</sup> 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](http://www.salonemilano.it/en)

## About Bloomingdale's

Bloomingdale's is America's only nationwide, full-line, upscale department store. A division of Macy's, Inc. (NYSE: M), it currently operates 32 Bloomingdale's stores, 21 Bloomingdale's The Outlet stores, and three Bloomie's stores in California, Connecticut, Florida, Georgia, Hawaii, Illinois, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Texas, Virginia, Washington. In addition, Bloomingdale's has an international presence with a location in Dubai and Kuwait. Founded in 1872, the iconic retailer celebrated its 150<sup>th</sup> anniversary in 2022. Be sure to follow @bloomingdales on social media, become a Loyallist, and for more information, or to shop any time, visit

[www.bloomingdales.com](http://www.bloomingdales.com)



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Salone del Mobile.Milano

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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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