



Press Kit

5th September 2024



Salone del Mobile.Milano

Italian Design: from Classic to Contemporary Salone del Mobile.Milano lands in New York for the first of three international events

A tribute to Italian design curated by Ferruccio Laviani in the heart of New York, with 23 Made in Italy brands and a calendar of talks dedicated to the culture of design: thus begins the Salone del Mobile.Milano's new journey around the world. Next stops: Shanghai, with a site-specific installation for Art Week, and Hong Kong, for the presentation of the SaloneSatellite collection.

Yesterday evening, the design community gathered in Bloomingdale's New York flagship store to celebrate the opening of the **Salone del Mobile.Milano's** installation ***Italian Design: from Classic to Contemporary***. Curated by **Ferruccio Laviani**, this tribute to Italian design culture will be on display until **September 29th**. The installation will be accompanied by a series of engaging talks entitled ***Conversations about Italian Design***, curated by **Annalisa Rosso**.

The Salone del Mobile.Milano chose New York City to kick off a rich **program of international events that in 2024-25** will take the contents, protagonists and unique features of the Salone all over the world in this series of major events, talks and conferences.

The USA is the **third-largest export market for the Italian Wood Furniture Sector, which in the first four months of this year posted a 5.2% increase in exports to reach €663.6 million** (source: Federlegno Arredo Events Study Centre, data January-April 2024, % variation over January-April 2023). **In the US, "Made in Italy" and Italian design in particular have earned an excellent reputation, one in which distribution channels play a crucial role:** the single-brand and specialized stores, architectural design and engineering firms, and the construction companies as well. The United States is a land of experimentation, a reference market for the contract sector and large projects alike, in both the residential and hospitality sectors; these sectors in particular have always appealed to Italian design companies.

Maria Porro, President of Salone del Mobile.Milano explains: *"We are happy to return to New York as the first stop on a new journey that will take us all over the world to present the Salone del Mobile.Milano as the event that enhances the quality, heritage, vision and passion of Italian design companies and all our exhibitors. The Salone is the event capable of imagining, generating and developing new ways and worlds of living; it is a forerunner in the opening of new markets, a meeting place for the design community, an incubator of talent and a unique opportunity to bring relationships, energy and dreams to life – as evidenced by Laviani's installation, in which art, furniture and theater engage in a dialogue that opens up new ways of understanding our industry. The enthusiasm is there, as shown by the response of the entire design community to our invitation. New York always triggers a special emotion and unbounded energy and, with that in mind, I would like to thank Bloomingdale's for allowing us to create a unique experience made of icons, innovative concepts and moments of pure inspiration linked to Made in Italy".*

The project ***Italian Design: from Classic to Contemporary***, curated by architect **Ferruccio Laviani**, was inspired by the imagery and works of **Giorgio de Chirico, Mario Ceroli and Achille Castiglioni**. **The showcase, which unfolds** in Bloomingdale's sixth-floor **Home/Furnishing** department, consists

of a selection of **Italian design pieces** that include icons and novelties from the catalogues of **23 emblematic brands** as an expression of Italian furniture production at its finest: **Artemide, Edra, Flexform, Flou, Foscari, Frigerio, Gallotti&Radice, Gessi, Kartell, Lema, Living Divani, Minotti, Molteni&C, Oluce, Porro, Riva 1920, Scavolini, Sigma L2, Tacchini, Technogym, Turri, Villari, Visionnaire.**

The installation was inaugurated yesterday in the presence of **Fabrizio Di Michele, Italy's Consul General in New York**, with a talk that brought together **President of Salone del Mobile.Milano Maria Porro, Bloomingdale's Fashion Director Kelley Carter, curator and founder of SaloneSatellite Marva Griffin Wilshire**, and architect **Ferruccio Laviani**. Moderated by **Felix Burcher, Founder of PIN-UP magazine**, the panel discussed the value of the Salone and its heritage and outlined its international influence and future evolution thanks to the contribution of the new generations of designers promoted by the SaloneSatellite.

The series of talks continues on **September 11th** with **Eleni Petaloti, Co-founder of Objects of Common Interest**, who will dialogue with **Qiyao Li, Associate Principal at Skidmore, Owings & Merrill**, alongside moderator **Ingrid Abramovitch, Executive Editor of ELLE DECOR**. The talk will present Italian design as an international model for the sector, examine the crucial role of Italian companies globally, and reflect on the "next perspectives" in the sector. On **September 18th**, artist **Francesco Simeti and Stefano Giussani, Partner & COO Lissoni Architecture New York**, will explore the relationship of contemporary design with classical Italian culture, discussing the evolution of our living space. This talk will be moderated by **Wendy Goodman, Design Editor of NEW YORK magazine**.

Accompanying the Salone on this global journey are official partners **Cà del Bosco, S.Bernardo and illycaffè** – each an emblem of Italian quality in its own right.

When & Where

September 5th-29th 2024

10:00am - 8:00pm

Bloomingdale's 59th Street

1000 Third Ave, New York, NY

Level 6

Conversations about Italian Design

6:00pm

Wednesday, September 11th

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*

Wednesday, September 18th

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*

Brands and products



Salone del Mobile.Milano

Italian Design: from Classic to Contemporary Brands and Products

Brands

Products

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

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

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.

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 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

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 150th 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

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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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