

62nd Salone del Mobile.Milano Design Kiosk goes to Piazza della Scala

A new project dedicated to learning and knowledge is further expanding the cultural breadth of the Salone del Mobile, reinforcing the ties between the event and Milan. A programme of meetings will transform the Design Kiosk, making it an unmissable opportunity for connection and direct dialogue between established and emerging designers and a curious, passionate public.

As well as the Welcome Project, set up in various focal points around the city, providing a dedicated service to people passing through Milan, the Salone del Mobile.Milano was extremely keen to establish another presence in a strategic position in the city, to further underpin its ties to the design culture and community and its synergy with Milan, a global crossroads of design.

Designed by DWA-Design Studio, the Design Kiosk will be open every day (except for Friday 12th April), in Piazza della Scala, in the heart of the city, between 10am and 7pm from 8th to 21st April. The project was conceived in collaboration with Interbrand, and is designed to promote and amplify in time and space the role of the event as a destination of excellence for the entire design community, 365 days a year.

Highly technologically innovative and **made from sustainable materials**, the kiosk is designed to be dismantled and reused and is an interactive tool – hosting presentations and conversations directly involving many designers – capable of communicating the values of which the Salone is a mouthpiece. The authors include Piero Lissoni, Stefano Boeri, Parasite 2.0, Cino Zucchi and Luca Nichetto. Curated by Corraini Edizioni, the editorial selection includes new publications, second-hand books (for collectors), a selection of international design and lifestyle magazines and Salone del Mobile.Milano publications.

Programme Design Kiosk

Piazza della Scala

Thursday 11th April

6.00 pm

A conversation with Stefano Boeri

Saturday 13th April

6.00 pm

A conversation with Piero Lissoni

Monday 15th April

6.00 pm

A conversation with Luca Nichetto



Wednesday 17th April

6.30 pm

Collective keywords, collective books. Parasite 2.0 with Alessio D'Ellena, Lukas Feireiss, Matylda Krzykowski and Jerszy Seymour

Saturday 20th April

6.30 pm

A conversation with Cino Zucchi

The programme is being finalised: further dates will be announced in the coming days. In case of bad weather, the meetings will be postponed.

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