

A close-up photograph of human skin, showing a cluster of freckles and a single mole. The skin is light-toned and the background is a soft, warm orange color.

**THOUGHT  
FOR  
HUMANS.**

# Press Kit

63<sup>rd</sup> edition

Salone del Mobile.Milano

4<sup>th</sup> February 2025

 Salone del Mobile.Milano

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Salone del  
Mobile.Milano:  
building  
worlds fit for  
the future



Salone del Mobile.Milano

## Industrial manufacturing, sustainable innovation, emotional intelligence. The 2025 Salone del Mobile.Milano launches a new challenge: building worlds fit for the future.

*More than 2,000 exhibitors from 37 countries. The 2025 edition of the Salone, at Fiera Milano, Rho from 8<sup>th</sup> to 13<sup>th</sup> April, is reinforcing its role as a strategic accelerator of sectoral excellence driving change. Inspired by the visionary approach of Pierre-Yves Rochon, Paolo Sorrentino and Robert Wilson. The first International Forum on Light. Five days of Talks and Round Tables.*

The countdown to the **63<sup>rd</sup> edition of the Salone del Mobile.Milano** (8<sup>th</sup>-13<sup>th</sup> April, Fiera Milano, Rho) has begun. Once again it promises to be the industry's leading international event with more than **2,000 exhibitors** (38% from abroad), **148 brands** including first timers and returnees, ranged over **169,000 square metres** of totally sold out net exhibition space, including **over 32,000 square metres** given over to the eagerly awaited return – following the success of the 2023 edition The City of Lights – of the **Euroluca Biennial** (more than **300 brands**, from **25 countries**). Not to mention **SaloneSatellite**, with **700 designers under 35** and **20 international schools and universities**.

These figures summarise the result of **intense scouting and promotional activity** for an event that, every year, gains the trust of a national and international supply chain that recognises the role of the Salone as a **strategic platform for business, sustainable innovation and internationalisation**, thanks to its ongoing commitment to intercepting an increasingly broad and profiled audience of **professionals from all over the world** (more than 370,000 from 146 countries in 2024).

A snapshot of the size of the exhibition is provided by one figure: **9,238,429,199 euros**. This is the total turnover of the **Italian brands** exhibiting in April, equal to 34% of the turnover of the entire national Furnishing Macro System (over 21,000 companies). To which **6,989,984,073 euros** of foreign brand total turnover should be added, confirming the upward trajectory **of the evolutionary path of the Salone model**, an ecosystem that supports growth, promoting an innovative, sustainable, future-oriented business model.

Once again, new visions will fuel a **Cultural Programme** of the highest level with 3 site-specific installations, at the Salone and in the city: **Pierre-Yves Rochon. Villa Héritage** (Pavs. 13-15), **Paolo Sorrentino. La dolce attesa** (Pavs. 22-24), **Robert Wilson. Mother** (Museo Pietà Rondanini – Castello Sforzesco). A multidisciplinary focus on lighting design, the absolute protagonist of the first edition of **The Euroluca International Lighting Forum** (10<sup>th</sup> -11<sup>th</sup> April, The Forest of Space Arena by **Sou Fujimoto**, Pav. 2); the **Drafting Futures** Talks and Round Tables that will bring together some of the brightest minds on the contemporary scene; and lastly a communication campaign – **Thought for Humans**. – reminding us how every project must respond, in the name of emotional intelligence, to the needs of human beings.

**Maria Porro, President of Salone del Mobile.Milano, had this to say:** *"We closed the 2024 edition with record numbers: over 370,000 professionals from 146 countries. This year the Salone will yet again open in April with totally sold out exhibition area, despite the uncertainties of the global scenarios. A result that illustrates our constant commitment to improving the visitor experience, services to the public and exhibitors, promotional activities abroad, and the creation of new formats that have enabled us to forge new strategic alliances over the past year in the United States, China, and - not least - to sign a Memorandum this January with Saudi Arabia, which will open up new opportunities for Made in Italy in a market in which sectoral exports are up 22.8%. Our mission has always been to turn the international spotlight on the sector's excellence. In Milan, and throughout the world. The percentage of Italian and foreign exhibitors attending the last 10 editions of the annual exhibitions is 59.4%. A figure that, in the*

overall context of international exhibitions, is testament to the success of the Salone in its dual role as business accelerator and content producer. As always, every year the Salone reinvests heavily not only in the trade fair, but also in a leading Cultural Programme. In an ever-changing world, we are all called upon to become part of a broader vision that enables us to interpret the environmental, cultural, social, and technological transformations. For the Salone, investing in culture means investing in the future of companies, strengthening their competitiveness in the long term. Taking part in the Salone means exhibiting, connecting and producing value, as well as actively contributing to the evolution of the sector, as part of a platform that fuels debate on scenarios and visions for the future."

**Maria Porro** continued: "In terms of competitiveness, our commitment to sustainability is also fundamental, seeing us once again pursuing new goals as part of the ISO 20121 sustainable events management certification process, and furthering our commitment to raising exhibitors' awareness through the adoption of the Salone's Green Guidelines for installations. Lastly, the Salone also means SaloneSatellite: talents under 35. A creative reservoir, the only one of its kind in the world, that allows us to discuss the future every year, in an intergenerational dialogue. It is a huge opportunity: the Salone is industrial manufacturing, creative capital and working capital, it is Milan, it is a bridge that takes us into the world, it is young people. In 2024, the number of student visitors rose by 28.6%. This year we are ready to renew the invitation with specially discounted tickets for those who are about to enter the world of our sector's infinite manufacturing professions. It is together with the companies, with the 'thinkers' taking part in the 2025 Cultural Programme, and with young people, that we want to build worlds fit for the future."

**Claudio Feltrin, President of FederlegnoArredo**, said: "It is the highest expression of our industrial manufacturing and an indispensable asset for companies in search of new markets and new audiences; it is the international showcase at which a year's work on research and innovation allows brands to 'explode' in all their magnitude. And it is thanks to the strength of exhibitors and products that the Salone del Mobile.Milano continues to set trends and lead markets across the world, like the Oscars for film production. Over the years, the event has evolved, renewed itself, but it has never lost its natural centre of gravity as the most attractive and important business fair for the design industry. There is no more powerful tool than the Salone del Mobile.Milano for tackling the industrial challenges facing the sector, and indeed it becomes even more so in tough economic times such as the present, in which the Salone becomes an instrument of industrial policy. More than 60 years ago, a group of wood-furniture entrepreneurs came up with the brilliant idea of organising the fair in Milan, allowing potential customers from distant markets to come and purchase their products. Well, despite the fact that distances have become shorter and the world has changed, their idea continues to be a winner, because the Salone unleashes a contagious energy capable of bringing the world of design to Milan. It is from the pavilions at Rho Fiera that a long wave starts to break, taking in the city and involving the world of design in its broadest sense. Thanks to all the companies that have continued to believe in the Salone del Mobile over the years, because only together can we continue to build the strength of the sector and maintain our leadership."

## Annual Exhibitions

Accompanied by the new communication campaign **Thought for Humans.**, devised by Dentsu Creative Italy, which entrusted the American photographer **Bill Durgin** with the task of making tangible the subtle relationship between human beings and material, the April 2025 edition of the Salone will feature four annual exhibitions: the **Salone Internazionale del Mobile**, the **International Furnishing Accessories Exhibition**, **Workplace3.0**, **S.Project** for a total of over **1,000 brands**, including **73 first timers or returnees**. In line with the evolutionary path undertaken since 2023, visitors will be at the centre of an increasingly fluid and integrated experience again this year. In terms of layout, the latest innovation is **the loop-shaped** redesign of four pavilions (13-15 and 22-24). The entire exhibition will be accessible via **new themed routes**, allowing visitors to take in the distinctive features of **an unrivalled**

**offering.** A new focus will be devoted to the **all-Italian ability** to create **timeless objects**, which the Salone 2025 is naming: **A Luxury Way** (Pavilions 13-15). While SaloneSatellite, with **700 designers** from 36 countries and **20 international design schools and universities**, will once again hedge its bets on talented youngsters under 35. The theme of the 26<sup>th</sup> edition is **New Craftsmanship: a New World**, an invitation to re-imagine the universe of handmade products, beyond the vernacular. The aim is to activate a bridge between heritage and the future, starting from **the idea that craftsmanship is** capable of generating **new interactions with contemporary design** in the name of sustainability and the value of local cultural identities. A powerfully stimulating reflection for a sector that, in its multiple product declinations, must respond to the needs of constantly evolving demand and **new export geographies**.

Once again this year, **ITA - Italian Trade Agency** has provided important support for the Salone del Mobile.Milano in creating **new exhibition formats in the United States and China**, two key markets., The Salone continued its journey around **Europe, Canada and India** with its international promotional tour **Salone, Milano and beyond**, finally accepting an invitation to take part in the 2025 edition of **Italian Design Day**, promoted by the Ministry of Foreign Affairs and International Cooperation, representing the best of Made in Italy in the capitals of **Mexico, Indonesia and Saudi Arabia**. In April, ITA will reaffirm its commitment to the event, bringing the largest number of **qualified foreign professionals from 35 different countries** to Milan. The IBL-International Business Lounge (Pavs. 13 and 15) will be there to welcome them. The European delegations will hail from France, Germany, Spain, and the United Kingdom, while professionals from further afield, such as Saudi Arabia, Australia, Azerbaijan, Canada, Chile, China, South Korea, the United Arab Emirates, Japan, India, Mexico, Qatar, Singapore, the United States, and South Africa are also expected.

## The Euroluce Biennial

After the 2023 success of **The City of Light**, expectation is running high for the return of **Euroluce** with **over 300 exhibitors, 46.5% of whom will be from abroad**. Once again, the Biennial promises to be the international platform of reference for lighting design, thanks to its high **quality exhibition content**, its ability to provide a clear picture of the sector's progress, driven by technology, sustainability and innovation, intelligent systems, AI integration, biophilic design and greater control by users, enabling them to create atmospheres and tailor-made environments. New for 2025 is the first edition of **The Euroluce International Lighting Forum** (10<sup>th</sup>-11<sup>th</sup> April, Pavilion 2) with two days of masterclasses, round tables and workshops. Under the heading **Light for Life.Light for Spaces**, **it will feature** more than **20 international speakers** including lighting designers, architects, artists, set designers, scientists, biologists, anthropologists, astronomers and psychologists, invited to share visions, insights, research and design practices in a bid to stimulate a **deeper understanding of the future of lighting through a multidisciplinary approach**. **The venue will be the Forest of Space** Arena, an exceptional space designed by the Japanese architect **Sou Fujimoto**, author of the metallic cloud at the Serpentine Gallery Pavilion (London, 2013) and of the Arbre Blanc residential tower, a purist masterpiece.

**Carlo Urbinati, President of Assoluce of FederlegnoArredo**, commented: *"Following the success of the renewed 2023 format, Euroluce 2025 promises to be an edition of the highest level, seeing a wide uptake from sectoral companies, both large and small, and a significant return of foreign brands, confirming the Salone del Mobile.Milano as a strategic event, especially for a sector such as lighting with export quotas accounting for almost 80% of its production. The Salone and Euroluce thus confirm their global leadership as an unmissable business opportunity, especially at a time like the present, in which some European markets are struggling badly. Attracting qualified visitors allows the Salone to confirm its role as a key platform for strengthening the positioning of companies on the international markets. The Euroluce International Lighting Forum also aims to attract a huge audience of designers,*

*architects and lighting designers, fundamental interlocutors for building the future of the sector by forging direct relationships between exhibiting companies and decision-makers."*

## The Cultural Programme

In the year of **EuroLuce**, the Salone del Mobile.Milano will open with **Robert Wilson's Mother**, at the Museo Pietà **Rondanini- Castello Sforzesco**, where on 6<sup>th</sup> April, in an ideal bridge with **Milano Art Week**, the famous American artist will dialogue with **Michelangelo's** unfinished last masterpiece to music by **Arvo Pärt** (in collaboration with the Municipality of Milan | Culture, until 18<sup>th</sup> May). At the Salone, visitors will be greeted by a project of strong emotional impact: **La dolce attesa**, a site-specific installation by Oscar winner **Paolo Sorrentino** (Pavilions 22-24) followed by a chance to examine **Villa Héritage in Pavilions 13-15**, a visionary interior design project by **Pierre-Yves Rochon**, the French architect who has designed some of the most exclusive "addresses" in international hospitality, not least the Waldorf Astoria in New York. Also, at the Salone, for the third year running, the **Formafantasma** Arena will host **Drafting Futures. Conversations about Next Perspectives** (Pav. 14): 5 days of talks and round tables curated by Annalisa Rosso, Editorial Director & Cultural Events Advisor of the Salone, featuring, among others, thinkers and architects such as **Lesley Lokko**, founder of the Africa Futures Institute and curator of the 18<sup>th</sup> International Architecture Exhibition of Biennale di Venezia, **Valeria Segovia**, Director and Design Director of Gensler in London, the world's largest architecture firm in terms of turnover and number of architects with clients in over 100 countries. While concluding the lecture series will be the filmmaker **Paolo Sorrentino**. The **Corraini Mobile Bookshop**, curated by Corraini Edizioni, will provide an opportunity to discover an international selection of more than 110 publishers, including many independents from all over the world. In addition to these, there will be the two-day first edition of **The EuroLuce International Lighting Forum**. Under the headings **Light for Life** and **Light for Spaces**, the forum will be held in the new **Forest of Space Arena** by **Sou Fujimoto**, hosting 6 masterclasses, 2 round tables, 2 workshops with 20 international speakers. An event that will make EuroLuce 2025 a hub of knowledge and innovation for the future of lighting design. The guests will include **Stefano Mancuso**, pioneer of plant neurobiology, the solar designer **Marjan van Aubel**, and the Japanese lighting designer **Kaoru Mende**, who will explore the present and future of lighting design from three different perspectives: innovation, sustainability and well-being.

## The Salone in the City

Once again this year, the Salone **will be taking in Milan** as part of the **Milano Design Week** with an international cultural programme – not just Robert Wilson. Mother, at the Museo Pietà Rondanini – Castello Sforzesco, in collaboration with the Municipality of Milan | Culture. For the fifth consecutive year, the Salone is renewing its ties with the **Teatro alla Scala Foundation**. Robert Wilson will be curating the official opening evening at La Scala with **The Night Before. Object Chairs Opera**, a journey through some of the most famous pieces of operatic repertoire that he has directed over the years. They will be performed by the Teatro alla Scala Orchestra, conducted by **Michele Spotti**, with the participation of the soprano **Marina Rebeka**. On stage will be a selection of "objects" and "chairs" from Wilson's historic sets. The **Design Kiosk**, the Salone del Mobile landmark entrusted to Corraini Edizioni (a DWA-Design Studio project), will also be back, again in Piazza della Scala (1<sup>st</sup>-13<sup>th</sup> April), providing a venue for a series of presentations (6pm). Next to the Design Kiosk, the three-dimensional **Salone del Mobile.Milano calligraphic** sign, renewed, in line with the event's new coordinated image. Last but not least, the **Salone will take over the city** to an even greater extent than last year: more than **100 showrooms belonging to brands exhibiting at the Annual Exhibitions and EuroLuce** will join in the great design festival, featuring in the fuorisalone.it guide, and throwing open their doors to design lovers. With the aim of involving citizens and visitors, facilitating the flow of information during the Design Week, this year too Salone will be promoting the **Welcome Project**, in collaboration with **the Municipality of Milan, Fondazione Fiera Milano, NABA, Nuova Accademia delle Belle Arti, IED Istituto Europeo di**

**Design, Design School – Politecnico di Milano, and Domus Academy.** More than **100 students** will be involved, providing the public with information on the Salone and the main events in the city.

**Giuseppe Sala, Mayor of Milan**, had this to say: *"Milan and the Salone del Mobile are undoubtedly part of each other's history: they are united by a relationship that grows stronger and stronger every year. Our city is proud to share with the Salone del Mobile the ability to grasp the challenges of the present and the commitment to study, carry out and come up with solutions that can have a positive impact on the future of the sector and in the life of the community. For this reason, I see the theme chosen for the 63<sup>rd</sup> edition of the Salone del Mobile.Milano - enlightened humanism - as both a powerful creative stimulus for all those who work in the field of design and an interesting opportunity to reflect on current events for the many enthusiasts, tourists and buyers who will take part in the events organised in the exhibition spaces and those in the city. Even in 2025, the Salone will be an unmissable event."*

**Attilio Fontana, President of the Lombard Region**, commented: *"We are ready to enthusiastically welcome the 63<sup>rd</sup> edition of the Salone del Mobile, a landmark for Milan, Lombardy and Made in Italy. The Lombard Region stands with this extraordinary platform of creativity and innovation, capable of evolving without ever betraying its essence as a cultural, economic and social driving force. The Salone del Mobile is a springboard for the entire region, boosting the skills, businesses and professionals that contribute to Lombardy's excellence. We are confident that once again this year expectations will be amply repaid and that the event will be confirmed as a symbol of growth and development."*

## Mobility and Reception

In support of sustainable mobility, thanks to our collaboration with **BusForFun**, Salone will also be promoting the free shuttle service from/to Milan Malpensa. On the hospitality front, the Salone del Mobile.Milano has renewed its collaboration with **MiCodmc**, offering an exclusive hotel-finding service for accommodation during the Salone, from 8<sup>th</sup> to 13<sup>th</sup> April (reservations can be made via the Salone website). This year, for the first time, and in collaboration with **fuorisalone.it**, the Salone will be supporting the **Mito Design Connection** platform ([mitodesignconnections.it](http://mitodesignconnections.it)), promoted by the **Unione Industriali Torino** and the **Turin Chamber of Commerce**, geared to promoting relations between companies in Turin and Milan and providing logistical and hospitality support for exhibitors and visitors. Hotel bookings can be made via the platform, which also provides help with organising travel between Turin Porta Susa and Rho Fiera.

## Salone Digital

The Salone del Mobile.Milano will also be the focus of international attention with its **renewed and interactive digital platform**. The new **website redesign** guarantees an intuitive, accessible and personalised experience, enhanced by tools such as **interactive maps and exclusive content**. For exhibitors, **new digital and communication services** have been implemented to effectively promote their presence, with **matchmaking tools and stand appointment booking facilities**. For visitors, the website and APP offer **online ticketing, interactive map and wayfinding**, an **overview of the Cultural Programme event calendar**, appointment planning and a **personalised showreel** with a summary of visited stands sent by e-mail.



## Salone with AIRC

This year, in the name of social responsibility, Salone del Mobile.Milano is supporting the **AIRC Foundation**, which is celebrating sixty years of commitment to supporting the best independent cancer research, with a special edition of **Love Design®**. The historic initiative, which has seen the world of design stand side by side with AIRC since 2003, has raised more than 2.5 million euros over the years, and taken on a new guise this year, returning with a new format within the context of the trade fair with the aim of raising funds **to ensure the growth and training of young research talents**.

## Partners

The Salone partners for the 2025 edition are **Intesa Sanpaolo**, its institutional partner since 2017, which supports the Italian furniture and design sector, promoting the sustainable growth of companies in the supply chain; **Panerai**, the Official Time Keeper, **Aesop**, Sensory Patron, **Piquadro**, **Ca' del Bosco**, **S.Bernardo**, **illycaffè**, **Radio DeeJay**, **Radio Capital** and **m2o**.

*"Now that the April Show has been devised," **Maria Porro** concluded, "I can only thank those who have accompanied us along this path in recent months. ITA - Italian Trade Agency, which supports us in our promotional activities abroad, and the Ministry of Foreign Affairs and International Cooperation, which has always backed us. The Government and the Ministry of Enterprises and Made in Italy, which accompanied us in January to the signing of the Memorandum with Saudi Arabia. I would also like to thank the Municipality of Milan, and the Lombard Region, who have been by our side once again this year, including in the research activities that have resulted in the first Annual Report of the Salone Observatory, which is already set to analyse next April's event and its impact on Milan under the scientific supervision of the Politecnico di Milano. Magic made possible thanks to the excellence of a manufacturing industry that knows how to work as a team, innovate, build worlds, disseminating vital energy throughout the city and transforming it into the International Capital of Design. Thanks, therefore, to the Fondazione alla Scala, Castello Sforzesco, and all the other institutions and organisations, public and private, that will once again contribute to the success of this ecosystem, which is unique in the world."*

# The Numbers



Salone del Mobile.Milano



## The Numbers

### Salone del Mobile.Milano 2025

#### Net monoplanar surface area occupied

Over 169,000 sqm

#### Exhibitors

More than 2,000 (38% from abroad)

#### Countries

37

#### New entries and returnees

148 first-time exhibitors or returnees at the Salone del Mobile.Milano  
of which

84 first-time exhibitors at the Salone del Mobile.Milano (52.6% from abroad)

64 returning exhibitors at the Salone del Mobile.Milano (48.4% from abroad)

#### Exhibitor Turnover Italy

9,238,429,199 euro total turnover

Equal to 34% of the total Italian Macro Furnishing System turnover  
(27.5 billion euros, more than 21,000 companies, FederlegnoArredo Study Centre)

#### Foreign Exhibitor Turnover

6,989,984,073 euro total turnover

#### Export Quotas for Italian and Foreign Exhibitors

52.9% share of exports of Italian companies on total turnover

54.5% share of exports of foreign companies on total turnover

### Salone Internazionale del Mobile

#### International Furnishing Accessories Exhibition

#### Workplace3.0, S.Project

#### Net monoplanar surface area occupied

Over 132,000 sqm

#### Exhibitors

More than 1,000 exhibitors (37.5% from abroad)

#### Countries

32

#### New entries and Returnees

73 first-time exhibitors or returnees at the Annual Exhibitions  
of which

44 first-time exhibitors at the Annual Exhibitions (47.7% from abroad)

29 returning exhibitors at the Annual Exhibitions (48.3% from abroad)



## **Exhibitor presences**

5.8% Italian and foreign exhibitors present for more than 50 years at editions of the Annual Exhibitions

59.4% Italian and foreign exhibitors present at the last 10 editions of the Annual Exhibitions

## **Euroluce**

### **Net monoplanar surface area occupied**

Over 32,000 sqm

### **Exhibitors**

More than 300 exhibitors from 25 different countries (46.5% from abroad)

### **New entries and Returnees**

75 first-time or returning exhibitors at the Euroluce biennial

of which

40 first-time exhibitors at the Euroluce biennial (57.5% from abroad)

35 returning exhibitors at the Euroluce biennial (48.6% from abroad)

## **Exhibitor presences**

8.3% Italian and foreign exhibitors present for more than 25 years at editions of the Euroluce biennial

54.6% Italian and foreign exhibitors present for the last 5 editions of the Euroluce biennial

## **SaloneSatellite**

### **Net monoplanar surface area occupied**

Over 5,000 sqm

### **Designers**

700 creatives under 35 from 36 countries

### **Design Schools and Universities**

20 from 14 countries

**Data sources:** Salone del Mobile.Milano; exhibiting brands (application forms for participation in Salone del Mobile.Milano 2025); FederlegnoArredo Centro Studi.

# Cultural Programme



Salone del Mobile.Milano

## Cultural Programme

### Special Projects

**Pierre-Yves Rochon**

**Villa Héritage**

8<sup>th</sup> – 13<sup>th</sup> April

A Luxury Way – Pavs. 13-15

Fiera Milano, Rho

**Paolo Sorrentino**

**La dolce attesa**

8<sup>th</sup> – 13<sup>th</sup> April

Fiera Milano, Rho

**Robert Wilson**

**Mother**

8<sup>th</sup> April– 18<sup>th</sup> May

Museo Pietà Rondanini – Castello Sforzesco

Project curated by Franco Laera

Production: Change Performing Arts

A Salone del Mobile.Milano event in collaboration with the Municipality of Milan | Culture

Ticketed entry (Castello Sforzesco ticket office)

Free entry on 6<sup>th</sup> April to mark Milano Art Week

### Drafting Futures.

#### Conversations about Next Perspectives

Curated by Annalisa Rosso

Drafting Futures Arena by Formafantasma

Fiera Milano, Rho – Pav. 14

### TALKS

Thursday 10<sup>th</sup> April

11am, in English

**Valeria Segovia**, Principal and Design Director Gensler London

Friday 11<sup>th</sup> April

11am, in English

**Lesley Lokko**, Founder and Chair African Futures Institute

Saturday 12<sup>th</sup> April

11am, in Italian

**Paolo Sorrentino**, Filmmaker

**Antonio Monda**, Journalist

## ROUND TABLES

Wednesday 9<sup>th</sup> April

4pm, in English

**The Business of Design: Global Perspectives on Trade, E-Commerce, and Distribution**

Thursday 10<sup>th</sup> April

4pm, in English

**The Business of Hospitality: Where Design Meets Functionality**

## **The Euro luce International Lighting Forum Light for Life. Light for Spaces**

10<sup>th</sup> – 11<sup>th</sup> April

The Forest of Space Arena by Sou Fujimoto

Directed by Annalisa Rosso, in collaboration with APIL

Euro luce, Pav. 2

Fiera Milano, Rho

10<sup>th</sup> April

**Light for Life**

## WELCOME

Maria Porro, President Salone del Mobile.Milano

Carlo Urbinati, President Assolu ce of FederlegnoArredo

## MASTERCLASS

10.30am

**Marjan van Aubel**, Solar Designer

11.15am

**Stefano Mancuso**, Plant Neurobiologist, Director International Laboratory of Plant Neurobiology,  
University of Florence

12.15pm

**Robert Wilson**, Artist

## ROUND TABLE

2pm

**Nicholas Belfield**, Partner dpa Lighting Consultants

**Piero Benvenuti**, Emeritus Professor of Astrophysics, University of Padua

**Rogier van der Heide**, Lighting Designer

**Shelley James**, Lighting Strategy Consultant, Director Age of Light Innovations

**Manuel Spitschan**, Research Group Leader, Max Planck Institute for Biological Cybernetics &  
Professor of Chronobiology & Health, Technical University of Munich

**11<sup>th</sup> April**

## **Light for Spaces**

### **WELCOME**

Maria Porro, President Salone del Mobile.Milano

Carlo Urbinati, President Assoluce of FederlegnoArredo

### **MASTERCLASS**

10.30am

**Kaoru Mende**, Lighting Designer

11.15am

**Patrick Rimoux**, Light Sculptor

12.15pm

**Lonneke Gordijn**, Artist, Co-Founder DRIFT

### **ROUND TABLE**

2pm

**Susanna Antico**, Architect, Lighting Designer

**Hervé Descottes**, Lighting Designer, Founder L'Observatoire International

**Mariel Fuentes**, Lighting Designer, Co-Founder MMAS Lighting

**Tim Ingold**, Emeritus Professor of Social Anthropology, University of Aberdeen

**Elisa Orlanski Ours**, Chief Planning and Design Officer Corcoran Sunshine Marketing Group

**Carla Wilkins**, President-Elect IALD, Senior Partner Lichtvision Design

### **WORKSHOP**

3.45pm

**A.J. Weissbard**, Lighting Designer

## **SaloneSatellite**

Arena SaloneSatellite

Fiera Milano, Rho – Pav. 7

### **AWARDS CEREMONY**

Wednesday 9<sup>th</sup> April

3pm

**SaloneSatellite Award – 14<sup>th</sup> edition**

### **WELCOME TO THE YOUNG DESIGNERS**

Thursday 10<sup>th</sup> April

3pm

**Robert Wilson greets the SaloneSatellite designers**

Followed by visit to the PRATT Institute, Brooklyn Campus stand for a homage to his Alma Mater





## **TALK**

Thursday 10<sup>th</sup> April

3.30pm

### **NUOVO ARTIGIANATO: UN MONDO NUOVO//NEW CRAFTSMANSHIP: A NEW WORLD**

Alberto Cavalli, General Director, Fondazione Cologni dei Mestieri d'Arte, Milan

## **In the city**

### **Design Kiosk**

Piazza della Scala

1<sup>st</sup> – 13<sup>th</sup> April, 10am – 7pm

Pierre-Yves  
Rochon.  
Villa Héritage



## Pierre-Yves Rochon. Villa Héritage

*Villa Héritage introduces the experience of A Luxury Way, an itinerary dedicated to timeless living because heritage is not a constraint but a source of freedom.*

Design is a creative process that spans the ages, reinterpreting the past and intuiting the future through the language of the present. From this perspective, the **63<sup>rd</sup> edition of the Salone del Mobile.Milano reflects on design as a universal language that connects epochs and cultures, mixes tradition and innovation, and promotes the dialogue between past and future as a driving force for a dynamic and innovative design culture**, with a new exhibition route, **A Luxury Way**, in Pavilions 13 and 15.

This informed the idea of commissioning the French architect **Pierre-Yves Rochon with creating an installation affirming the importance of time and experience in interior design** inspired by tradition, yet reinterpreted in a contemporary key. The goal was to **valorise the legacy of the past and project it into the future**. A chameleon-like designer and master of luxury hospitality, **Pierre-Yves Rochon, at the helm of his eponymous interior design studio**, has devoted 45 years to the pursuit of true absolute luxury, designing prestigious *interiors* for hotellerie chains such as Four Seasons, Ritz, Fairmont, and Waldorf Astoria and restaurants for Michelin chefs such as Joël Robuchon and Alain Ducasse.

He has conceived **Villa Héritage for the Salone**, a space in which **design becomes a shared and timeless idiom**, capable of **bringing all the arts into dialogue** and making people reflect **on the idea of transmission**. Elegant and evocative, **Villa Héritage** redefines the concept of **interior design**, transforming it into a **bridge that connects memory and innovation** and where **luxury is not just aesthetics**, but a multi-sensory experience made up of **harmony, culture and timeless charm**. **Villa Héritage has been designed in the shape of a square**: the installation welcomes, inviting pause and reflection and expressing a discreet, silent beauty that can be perceived without necessarily being explained. Each room is a chapter in a story, in which **design and the arts are intertwined**. There is the **white room**, in which light becomes cinema and projection transforms surfaces into visual poetry. The **winter garden** is reminiscent of Italian landscapes, with bright green hues. The **red salon** explodes with all the theatricality of Italian opera, while the **plum-coloured library** invites you to lose yourself in literature, a tribute to the ideas that have shaped our culture. In the centre is the **patio dedicated to music**, where an Alpange piano finds its natural home: the notes played and the silences shared are transformed into collective emotions. **Villa Héritage** is not only a tribute to design, it is a **statement of intent**: every detail **speaks of heritage and innovation, of the past reflected in the present to imagine the future**.

**Pierre-Yves Rochon** had this to say: *"Legacy is not a constraint; it is a source of freedom. Understanding and mastering the legacy of our craft gives us the tools to reinvent and push the boundaries of design. Villa Héritage celebrates this dynamic between history and contemporary creativity and engages all the senses, forging an experience in which light, texture, and sound come together to create emotion. Art is our eternal source of inspiration, elevating design to a timeless dialogue with humanity."*

**Maria Porro, President of Salone del Mobile.Milano, concluded:** *"Villa Héritage celebrates the idea that time is a continuous creative flow, highlighting the importance of living and creating in the present with a broad and inclusive vision of time. Pierre-Yves Rochon invites us to slow down, observe, listen: the spaces inside the villa suggest taking a pause, to remind us that beauty, the authentic kind, transcends all boundaries and becomes a universal language capable of moving, inspiring and connecting."*

### **Pierre-Yves Rochon. Villa Héritage**

8<sup>th</sup> - 13<sup>th</sup> April 2025

A Luxury Way, Fiera Milano

Rho - Pavilions 13-15

# Paolo Sorrentino.

## La dolce attesa



Salone del Mobile.Milano

## Paolo Sorrentino. La dolce attesa.

Oscar winner Paolo Sorrentino has designed an installation for the 2025 edition of the Salone, dedicated to a universal feeling: waiting, a journey, stunning and mesmerising.

Entitled **La dolce attesa**, the filmmaker **Paolo Sorrentino's** project-installation for the 2025 Salone is a timeless space, an invisible bridge between present and future, where desire is intertwined with the fear of meeting one's destiny. A void to be filled or an opportunity to be seized. Because, as the Oscar-winning director states, "*Waiting is agony. The sweet anticipation is a journey. A stunning and mesmerising one.*" A middle ground where everything is still possible, where everything can – or could – be sweeter.

True to Sorrentino's visionary approach, **La dolce attesa**, set up at the entrance to **Pavilions 22-24** can be seen as a metaphor for existence; it will offer an opportunity to stop and catch one's breath in order to find beauty in slow-moving time, teaching us the value of patience. A metaphor for living, in which everything is suspended yet, paradoxically, everything happens.

**Paolo Sorrentino** had this to say: "*One of life's greatest misfortunes is waiting. We talk about waiting for a report, for a medical response. When we await our fate, all we can do is wait. When our future depends on a doctor, on a laboratory, we just have to hang on in there. In a state of distress. Perhaps, then, we should rethink the way we wait. Thus, perhaps, waiting can become less painful. Because it becomes something else. Our waiting room aspires to be something else. It doesn't force you to sit still, but lets you go. A little trip, like children, on reassuring rides.*"

"Opening the doors of the Salone del Mobile to Paolo Sorrentino is a profound emotion," said **Maria Porro, President of the Salone del Mobile.Milano**. "*With La dolce attesa, he invites us to live an experience that affects us all closely. Sorrentino is the director of emotional suspense, he is the narrator of ordinary lives made extraordinary through his unique approach, capable of exploring human beings with depth and lightness, together. This installation is not just a space, but a narrative made up of images, sounds and breaths, reminding us that waiting is a universal feeling. It is so in Sorrentino's chosen setting – a hospital waiting room; as well as in any other context in which waiting is the measure by which we relate to the world, in our homes, at work, in an airport, wherever destiny takes us.*"

For **La dolce attesa**, Paolo Sorrentino has chosen to bring in **Margherita Palli**, a set designer with a forty-year career that began with her lengthy collaboration with director Luca Ronconi, for whom she created the sets for more than sixty shows in Italy and around the world, from the Venice Biennale to the Piccolo Teatro in Milan, and La Scala to the Teatro di Roma. A recipient of many awards, and a six-time winner of the UBU Prize, Margherita Palli has designed sets for the directors Liliana Cavani, Mario Martone, Alexander Sokurov, and choreographers Yang Jiang and Daniel Ezralow, as well as for Ronconi.

### Paolo Sorrentino. La dolce attesa

8<sup>th</sup> – 13<sup>th</sup> April 2025

Salone Internazionale del Mobile

Fiera Milano, Rho - Pavilions 22-24

# Robert Wilson. Mother



Salone del Mobile.Milano

## Robert Wilson. Mother

*Robert Wilson is opening the 2025 Salone by dialoguing with Michelangelo's masterpiece at the Museo Pietà Rondanini – Castello Sforzesco. A tribute to light, to art, and to the city.*

A light, art and sound project of rare intensity, **Robert Wilson. Mother**, with music by Arvo Pärt, at the **Museo Pietà Rondanini – Castello Sforzesco** in collaboration with the **Municipality of Milan | Culture**, will be the first Salone del Mobile.Milano 2025 installation to open to the public (**6<sup>th</sup> April**), forming an ideal bridge with **Milano Art Week**, and will then close on **18<sup>th</sup> May**, allowing the city to book visits beyond the Design Week.

In the year of **Euroluce**, the renowned American artist has created a “total work” dedicated to **Michelangelo's masterpiece**, recognised, along with Leonardo's Last Supper, as the most iconic work of art in Milan. In keeping with the setting designed by Michele De Lucchi in the Spanish Hospital in 2015, **Wilson, an absolute master of the creative use of light**, will give life to an installation, which will measure itself against the power of the 'unfinished', in dramaturgical dialogue with **Stabat Mater**, a medieval prayer in the vocal and instrumental version by Estonian composer Arvo Pärt.

*Robert Wilson had this to say: "Light is what gives shape to space. Without light, space does not exist. Albert Einstein said that light is the measure of all things. For me it is always the starting point. If I have to set up an exhibition, I start with light. If I create a play or an opera, I start with light. Because light is not just a technical element, it is a living presence, an actual protagonist. Light is not a detail to be added later, it is the beginning of everything. When I first saw Michelangelo's Pietà Rondanini I sat there for more than an hour. Then I got up and started walking round it. I felt a powerful energy, an almost mystical presence. Perhaps the very fact that it is unfinished is what makes it so extraordinary. It is like an open window, a space suspended between the visible and the invisible. It allowed me to exist in a different time, a different space in which to think, to dream. The idea of staging it affected me deeply. But after all, the Pietà doesn't really need a setting. It just needs a space, a breath, silence, so that those who observe it can lose themselves in their own thoughts and emotions. So that made me think of the music of Arvo Pärt. There is something in common between his music and this sculpture: a sense of time that expands, a space that opens out and welcomes. Together, art and music do not narrate, do not explain: they simply allow us to feel emotions."*

*"In the year of Euroluce, opening the Salone with Robert Wilson is a dream come true," said **Maria Porro, President of the Salone del Mobile.Milano**. "Mother is a work that defies convention. Exactly like the power of Michelangelo's 'unfinished' work, which paved the way for a new vision of sculpture. I would like to thank Robert Wilson for accepting our invitation, Franco Laera for turning a dream into reality, the Municipality of Milan | Culture and the Museo Pietà Rondanini – Castello Sforzesco for collaborating on a project that marks a new step in the building of increasingly solid synergies between the Salone del Mobile, Milan's cultural institutions and the city."*

**Mother** will take the form of a 30-minute sequence of music, light and images, open to the public with pre-booked admission slots (Castello Sforzesco ticket office). The Stabat Mater will be performed live – from 6<sup>th</sup> to 13<sup>th</sup> April – by the **Vox Clamantis ensemble**, conducted by **Jaan-Eick Tulve**, and by **La Risonanza**, conducted by **Fabio Bonizzoni**.



## **Robert Wilson. Mother**

8<sup>th</sup> April – 18<sup>th</sup> May 2025

Museo Pietà Rondanini, Castello Sforzesco

Project curated by Franco Laera: Production Change Performing Arts

A Salone del Mobile.Milano event in collaboration with the Municipality of Milan | Culture

Admission by ticket only (Castello Sforzesco Ticket Office)

6<sup>th</sup> April free entry on to mark Milano Art Week

## **Credits**

VOX CLAMANTIS conducted by Jaan-Eick Tulve

THE RESONANCE conducted by Fabio Bonizzoni

Lighting design > A.J. Weissbard

Stage design collaboration > Flavio Pezzotti

Video design > Tomek Jeziorsky

Music dramaturgy > Oscar Pizzo

Project development > Paolo Dalla Sega

Sound master > Emanuele Pontecorvo

Video master > Igor Renzetti

Technical director > Enrico Maso

Stage manager > Marta Dellabona

3D photogrammetry > Otto Lowe \ FactumArte

In collaboration with > Eesti Kontsert / Tallinn



# The Euroluce International Lighting Forum



Salone del Mobile.Milano

## The Euroluce International Lighting Forum

*Central to Euroluce 2025 will be two days – Light for Life.Light for Spaces – with twenty international speakers, including Robert Wilson and Kaoru Mende, reflecting on the impact of lighting design. Hosted in the architect Sou Fujimoto's Arena The Forest of Space.*

Light will take on an increasingly **central role in the integrated and sustainable design of public and private spaces**, putting **the quality of life and the future of our planet at the centre**. From this standpoint, we set out to imagine the first edition of **The Euroluce International Lighting Forum**, a hub of knowledge and innovation for the future of lighting design, conscious that the trade fair must pay attention synergistically to both the commercial offering and to **the educational, informative and visionary demands and needs of professionals within the sector**. This new international event dedicated to **the culture of light** will champion **a broader reflection on the role of lighting in our daily lives and the spaces we inhabit** through a multidisciplinary approach.

**Carlo Urbinati, President of Assoluce of FederlegnoArredo, had this to say:** *"The interaction between light, architecture and wellbeing in an integrated and multidisciplinary design perspective, in which the element of light not only makes things appear, but creates atmospheres and depth, becomes an interpreter of spaces and itself becomes a material with enormous potential. It is through conscious design that light creates added value, wellbeing and even safety: not a mere commodity, but a common good that can help create more comfortable, healthier and even safer environments. These are the assumptions that, as Assoluce of FederlegnoArredo, have made us want to organise an international, dedicated forum, The Euroluce International Lighting Forum, during the week of the Salone, geared to strengthening the ties between the sector we represent and those who work and study light from multiple angles. It will enrich all its participants both personally and professionally, knowledge that they will take with them and that will decree the success of the format. It will, in fact, be an event of the highest scientific-disciplinary value, an ambitious project, and I would like to thank the Salone del Mobile.Milano for sharing the strategy with our association. It is our task to think about conscious design as a prerequisite for light to be able to carve out a social and cultural role for itself, contributing to the development of a different way of living our homes, workplaces, cultural heritage and cities. The sector is ready to take on this responsibility, and the Forum will be the best opportunity to lay the foundations for this process."*

Thus, the event marking the first edition of **The Euroluce International Lighting Forum – directed by Annalisa Rosso with the collaboration of APIL** – will stimulate the exchange of ideas and **promoting innovation in the lighting world**. A two-day event (**April 10<sup>th</sup> and 11<sup>th</sup>**) split into **6 masterclasses, 2 round tables and 2 workshops**, hosted in **The Forest of Space Arena (Pav. 2)**, designed by the Japanese architect **Sou Fujimoto**, one of the most on-trend architects of the last decade, creator of the Grand Ring, a wooden structure with a 2km circumference that will surround the national pavilions of the countries attending the Expo 2025 Osaka. In the same way, **The Forest of Space Arena, a project curated by VIV Arts**, will be built at **Euroluce** using vertically arranged natural pine beams, drawing inspiration from the organic vitality of forests and transforming the space into a fluid, layered experience that will encompass those who enter it, like a forest. An example of the intersection of art and architecture, which, as **Oliva Sartogo**, co-founder of **VIV Arts**, has said, conveys a new way of experiencing public space that is fluid, organic and open to transformation. The Arena embraces the principles of **biophilic design**, integrating nature into architecture and promoting a modular and adaptable language capable of rethinking public spaces as more open, inclusive and participatory places.

**Sou Fujimoto said:** *"The forest is one of the oldest sources of inspiration for humankind. It is a primordial space of encounter, exploration and discovery. The Forest of Space reworks this age-old concept, transferring it to a contemporary exhibition context and inviting the audience to reflect on how we want to shape our future. It is conceived in the manner of a mobile amphitheatre, easily assembled and disassembled, allowing people to freely experience movement and interactions, whilst also creating a profound sense of space. My architectural approach comes from chaos and nature, combining artefact and natural environment. It is a transitional space, between inside and outside, between order and organicity."*

Under the heading **Light for Life, Light for Spaces**, there will be masterclasses, panel discussions and workshops, led by **twenty international speakers** including lighting designers, architects, artists, set designers, scientists, biologists, anthropologists, astronomers, and psychologists invited to share visions, insights, and research and design practices geared to stimulating a deeper understanding of the future of lighting. **Light will, thus, be addressed not only in terms of its technological potential, but also through anthropological and philosophical reflection to understand what will guide its design in tomorrow's inhabited space.**

The talks scheduled for **10<sup>th</sup> April** will be organised under the theme **Light for Life**. Starting from the assumption that humans are born to live outdoors, where natural light influences them both biologically and psychologically, but that artificial lighting can also shape biological rhythms, influence emotions and define psychophysical balances, is there a simple, scientific way to design positive lighting for humans and their wellbeing? For their happiness and comfort? What do we mean when we talk about Human Centric Lighting? These and many other questions on how lighting can actually improve quality of life by optimising energy and health will be answered by the speakers on the first day. Kicking off with a **Masterclass by** Solar Designer **Marjan van Aubel**, who has always observed sunlight and wondered how this form of democratic energy could be used widely, as addressed in the Sunne project; followed by **Stefano Mancuso**, a pioneer in plant neurobiology, who will explore how humans can be inspired by the strategies adopted by plants to capture light and transform it into a source of well-being; and **Robert Wilson**, a renowned American artist, who will discuss his approach to light. In the afternoon, there will be a **Round Table** featuring **Nicholas Belfield**, a partner in **dpa lighting consultants**, an international lighting design firm that has chalked up more than 7,500 completed projects in 80 countries, including The Constellation, The Founder's Memorial, Abu Dhabi; **Rogier van der Heide**, a lighting designer who has lit some of the most iconic collective spaces, from the Olympic Stadium in Beijing to the Rijksmuseum in Amsterdam; **Shelley James**, a lighting strategy consultant at **Age of Light Innovations** and an international expert on light and wellness; **Manuel Spitschan**, since 2022 a Research Group Leader at the Max Planck Institute for Biological Cybernetics who also serves as Professor of Chronobiology & Health at the **Technical University of Munich**; **Piero Benvenuti**, Professor Emeritus of Astrophysics at the **University of Padua**. Finally, the afternoon workshop will offer a practical and concrete analysis, bringing together all the themes, concepts and perspectives addressed on this first day.

The talks scheduled for **11<sup>th</sup> April** will be organised under the theme **Light for Spaces**. There is no doubt that artificial lighting has a radical impact on the aesthetics, perception and functionality of architecture. What are the strategies for enhancing spaces inhabited by humans and generating emotion? Will lighting design focus on indoor replication of the infinite variations of natural light or on the design of the object itself? How to balance the need for energy sustainability with the ambition to create culturally meaningful light design? The talks on this second day will discuss innovative solutions, from responsible lighting to smart technologies showing how, in architecture, light can tell stories, speak about cultures, and add meaning and value to the projects we experience, kicking off with a **Masterclass by Kaoru Mende**, the Japanese lighting designer – whose best-known projects include

the lighting designs for the Tokyo Station Marunouchi Building and the Sendai Mediatheque – who will explore the present and future of lighting design from three different perspectives: innovation, sustainability and wellbeing; followed by **Patrick Rimoux**, an artist and light sculptor famous for his interventions on urban monuments, collaborations with Wim Wenders, Akira Kurosawa and Bollywood and, most recently, for the new lighting of the Notre-Dame de Paris; and **Lonneke Gordijn**, artist and co-founder of **DRIFT**, a studio specialising in lighting sculptures, installations and performances that underscore the parallels between artificial and natural structures. In the afternoon, there will be another **Round Table discussion**, featuring **Susanna Antico**, architect and lighting designer, and a member of APIL (Lighting Professionals Association – Italy); **Hervé Descottes**, lighting designer, founder and owner of **L'Observatoire International**, known for his innovative and artistic approach to light, with projects such as the Qatar National Museum in Doha and the Guggenheim in Abu Dhabi behind him; **Mariel Fuentes**, lighting designer and co-founder of **MMAS Lighting**, specialising in architectural lighting design, whose projects include Transicions; **Timothy Ingold**, Professor Emeritus of Social Anthropology at the **University of Aberdeen**; **Elisa Orlanski Ours**, Chief Planning and Design Officer of **Corcoran Sunshine Marketing Group**, a company that manages the marketing and sales of luxury real estate projects such as 56 Leonard and One High Line in New York; **Carla Wilkins**, President-Elect of IALD (International Association of Lighting Designers) and senior partner of **Lichtvision Design**, an international firm specialising in architectural lighting with projects such as Blue Cinema at Chur to its credit. Finally, the workshop with **A.J. Weissbard**, international lighting designer and artist, will offer practical and functional insights, bringing together all the themes, concepts and visions covered over the course of the day.

# Drafting Futures. Conversations about Next Perspectives



Salone del Mobile.Milano

## Drafting Futures. Conversations about Next Perspectives.

*Five days of conversations between project and visions; two round tables on the new business opportunities. Among the protagonists: Lesley Lokko, Valeria Segovia (Gensler), Paolo Sorrentino.*

Following last year's success, **the 2025 edition of Talks and Round Tables** will be back with a packed cultural programme, again entitled **Drafting Futures. Conversations about Next Perspectives (Pavilion 14)**. Curated by **Annalisa Rosso, Editorial Director & Cultural Events Advisor of the Salone**, the programme will focus on the transmission of knowledge and experience, prompting reflection on the opportunities and responsibilities we have today towards a tomorrow that is already present.

As well as being the leading business occasion for the furniture industry, the Salone del Mobile.Milano is an **indispensable cultural point of reference**, testament to the fact that direct encounters and the exchange of points of view provide opportunities for growth with virtuous, crosscutting repercussions. The new programme, in the dual formats of **Talks (in the morning)** and **Round Tables (in the afternoon)**, will feature some of the most interesting personalities in international design, aimed at showing how **planning, design, art, direction, set design and writing** are able to decode the present and predict the future, triggering insight and imagination. After all, one of the protagonists, **Lesley Lokko (11<sup>th</sup> April)** - architect, curator of the 18<sup>th</sup> International Architecture Exhibition of Biennale di Venezia, founder of the African Futures Institute and author of essays and novels on issues such as race, identity and architecture - teaches us that at the heart of every project is a princely and decisive tool: imagination. **It is impossible to build a better world without first imagining it.** Among the other protagonists of the Talks will be **Valeria Segovia (10<sup>th</sup> April)**, Principal and Design Director of Gensler in London, the world's largest architecture firm in terms of revenue and number of architects with clients in more than 100 countries – recognised as a talented architect who has always been committed to reducing environmental impact and improving the wellbeing of the communities with which she works, and **Paolo Sorrentino (12<sup>th</sup> April)**, director, screenwriter, writer and Oscar winner who will tell us about waiting, the theme of his installation project at the Salone, in dialogue with **Antonio Monda**, journalist and professor at New York University.

The afternoon **Round Table** events will be devoted to discussions between authoritative voices on crucial areas of design and architecture today, under the headings **The Business of Design: Global Perspectives on Trade, E-Commerce, and Distribution (9<sup>th</sup> April)** and **The Business of Hospitality: Where Design Meets Functionality (10<sup>th</sup> April)**.

The venue for this packed programme will be **the Drafting Futures Arena**, created by **Formafantasma**, recycling the seating from the last edition, which will host the Salone Library project for a second year: a selection of books suggested by the speakers themselves with light as their focus.

The Talks will be recognised by the **National Order of Architects** (CNAPPC – National Council of Architects, Planners, Landscape Architects and Conservators) as accredited educational initiatives, each one of which will therefore be worth 2 credits.

# SaloneSatellite



Salone del Mobile.Milano

## SaloneSatellite 2025.

### The craftsmanship and its relationship with the future of design.

*The event explores how craftsmanship can evolve, innovate and be passed on, inviting 700 young talents and 20 leading Design Schools and Universities to reflect on how to preserve and reinvent timeless practices of inestimable value.*

From 8<sup>th</sup> to 13<sup>th</sup> April, against the backdrop of the Salone del Mobile.Milano, in Pavilions 5 and 7 of Fiera Milano Rho, the curtain will also be raised on the **26<sup>th</sup> edition of SaloneSatellite**, founded in 1998 by **Marva Griffin Wilshire** and curated by her to provide space, visibility and professional opportunities for designers under 35. In this new edition, the exhibition layout of which has, as always, been designed by Ricardo Bello Dias in collaboration with Hariadna Pinate, the event par excellence dedicated to youthful creativity looks at both **the past and the future of design**, celebrating **the meeting of tradition and innovation, exploring the potential of craft processes and materials to interpret contemporary cultural, digital, ecological and social transformations.**

The theme proposed to the approximately 700 selected designers and the 20 participating Design Schools and Universities is, in fact, **NUOVO ARTIGIANATO: UN MONDO NUOVO//NEW CRAFTSMANSHIP: A NEW WORLD**, given that **activating a bridge between heritage and contemporary vision** is fundamental for **preserving and reinventing craft practices, ensuring their relevance in the modern world.** From this perspective, **craftsmanship**, with its processes and materials, **is no longer simply of vernacular or folkloric interest, but has also found its place in industry.** In this context, **the 'manuality', 'care' and 'physicality' of objects** are becoming increasingly sought after. It is not a matter of pitting handcrafted and industrial production against each other, but of **seeking a balance that promotes design in harmony with nature**, rather than in contrast to it, and of reflecting on the forms of intelligence needed in the present and the future.

There are several ways in which the talented designers under 35 will be able to answer the questions of how to evolve, innovate and transmit the knowledge associated with craftsmanship in **contemporary craftspeople** and how to **reinvent traditional crafts through the creation of contemporary furniture.** Their projects may include examples of contemporary craftsmen from their countries of origin in order to explore traditional crafts that are still kept alive or that are perhaps just emerging; they may initiate creative dialogues with these craftsmen, presenting the results of these collaborations at SaloneSatellite 2025 through videos or specially realised projects; they may also propose evolutionary paths, in a contemporary key, for types of objects and furniture traditionally associated with craftsmanship. Gathering all the contributions will enable **an ideal map of collective design visions to be drawn up**, which will provide **a glimpse of the challenges that the future holds in store for us and the possible ways in which these might be tackled by harnessing manual design practices.** In a period marked by profound changes in environmental, economic and social balances, these pointers will provide a valuable guide for exploring **the role of craftsmanship as a driver of innovation and sustainability in the future ahead.**

The budding talents featuring in this edition were chosen by a **Selection Committee**, composed of leading figures from the worlds of design, architecture, media and education, whose task was to evaluate and select the participants, ensuring a representation of the best ideas and emerging projects. The members of the Selection Committee were **Hiroyuki Anzai**, opinion leader, Nikkei Comemo; **Felicia Arvid**, designer and former SaloneSatellite participant; **Ricardo Bello Dias**, architect; **Nicole Bottini**, journalist, Director of Class TV Moda; **Marco Cassina**, Head of Marketing and Communication, MDF Italia; **Tomas Dalla Torre**, founding member of Il Fanale Group; **Beppe Finessi**,



researcher and design critic; **Ferruccio Laviani**, architect; **Sergio Nava**, Director of Education and Global Scientific Director of Istituto Marangoni Milano – The School of Design; **Guglielmo Poletti**, designer and former SaloneSatellite participant; **Marco Romani** – Editor-in-Chief of DOOR and collector, and **Marva Griffin Wilshire**, Founder and Curator of SaloneSatellite.

This year's theme is not new to SaloneSatellite, however, but it renews **the commitment to the exploration of craftsmanship** already begun in 2013 and 2014, enriching the 2025 edition with a space dedicated to **Craftsmen's Workshops**. In 2013, the theme was *Design and Craftsmanship: Together for Industry*, with the focus on the integration of design and traditional crafts, through four themed workshops: **Glass Workshop, Metal Workshop, Wood Workshop and Digital Workshop**. In 2014, the event explored the intersection between innovation and craftsmanship with the theme *Design. Innovation + Craftsmanship* and the **Textile Workshop, the Leather Workshop, the Ceramic Workshop and, once again, the Digital Workshop**. The 2025 theme heralds an unprecedented stage in this cultural and creative journey: **six entrepreneurial activities, expressions of excellence in the creation and dissemination of craft skills**, will be the protagonists of a dedicated display in **Pavilion 5**. Through a selection of recent products made from materials of different geographical origins, these realities **will demonstrate how the oldest traditions can evolve to meet the needs of contemporary design**.

**The SaloneSatellite Arena (Pavilion 7)** will be the beating heart of the scheduled meetings and events. **The Award Ceremony for the 14<sup>th</sup> edition of the SaloneSatellite Award** will be held **at 3pm on 9<sup>th</sup> April**, an event dedicated to celebrating the talent and creativity of emerging designers that will reward three of the most deserving projects (up to two Honourable Mentions may also be awarded). All the competing prototypes will, as always, be showcased in a dedicated exhibition in **Pavilion 5** and assessed by an international Jury, headed, from the first edition onwards, by **Paola Antonelli, Senior Curator, Department of Architecture and Design and Director, Research and Development of the Museum of Modern Art, MoMA (New York)**.

**On 10<sup>th</sup> April**, the renowned artist and filmmaker **Robert Wilson** will pay a visit to SaloneSatellite: at **3pm**, after visiting the stand of the **PRATT Institute, Brooklyn Campus**, to pay homage to his Alma Mater, he will address **a special message to the participating designers** from the Arena, **sharing inspirations and reflections**.

Robert Wilson will be followed at **3.30pm on 10<sup>th</sup> April**, again in the SaloneSatellite Arena, by **Alberto Cavalli, General Director of the Fondazione Cologni dei Mestieri d'Arte and the creative brains behind Homo Faber**, who will give a talk on contemporary craftsmanship.

Admission to SaloneSatellite is free and open to the public from 8<sup>th</sup> to 13<sup>th</sup> April 2025, with direct access from Cargo 3. The exhibition can be accessed internally by holders of tickets to the Salone del Mobile.Milano.

# Thought for Humans.



Salone del Mobile.Milano

## Thought for Humans. The new communication campaign

*Design, Body, Sustainability: The Salone del Mobile.Milano's visual revolution in five shots by the renowned American photographer Bill Durgin.*

The new communication campaign “Thought for Humans.”, devised by **Dentsu Creative Italy**, for the 63<sup>rd</sup> edition of the Salone del Mobile.Milano **goes back to the origins of design**, reminding us that its expression and principal dimension is having **been made by and for people**: every single design responds to the **needs, to the values and to the experiences of human beings**. In fact, what we can expect to encounter at the Salone is the sort of design that is rooted in everyday life and aims to **improve the quality of life**, sublimating **the relationship between body, matter and space**.

The involvement of a **photographer**, and specifically a visual artist such as **Bill Durgin**, known for his ability to **deconstruct and reinterpret the body**, represents an **innovative choice** for the Salone del Mobile.Milano, marking a turning point in the communication of the trade fair. Through Bill Durgin's shots, the campaign does not simply present design as an object or function, but **explores its deepest essence: its relationship with human beings**. Durgin shows how **light, wood, metal, fabric and bioplastic** blend with human **skin**, making the message of **sustainability, harmony and connection** tangible. The five shots show **how human and material intelligence can be integrated in a synergic dialogue and project**, reflecting the very essence of contemporary design.

**Bill Durgin** had this to say: “*First, we focused on a series of materials that could summarise the concept of design. We then explored shapes and geometries, analysing how they could interact harmoniously with the body, with particular attention to detail. And of course there was a good pinch of improvisation. It was essential to stimulate creativity on set. The photographic work for this project was put together with attention to detail, trying to capture the essence of the relationship between body, materials and light. After years of physical distance, the new campaign celebrates the return to touch, bringing attention back to the connection between the human body and design.*” The choice of materials used – **wood, metal, fabric and bioplastic** – is not accidental, but deeply linked to the values of the Salone del Mobile. These materials, symbols of **sustainability and innovation**, have been selected to convey this message clearly as well.

**As a universal language**, photography makes the campaign message instantly comprehensible to a global audience. By means of photographic images, the Salone is communicating values that overcome language and cultural barriers, ensuring that its vision is accessible and engaging to all. This new approach underscores the fact that the Salone continues to be a **cultural platform capable of innovating, connecting and looking to the future**.

**Luca Adornato, Marketing and Communication Director of the Salone del Mobile.Milano** commented: “*With this campaign we have chosen to take a further step forward in the communication process undertaken over the last few years. After last year's project with Artificial Intelligence, in which we explored and represented relationships with our community in the abstract, we have embraced photography this year. It is a universal, timeless language, capable of transmitting concreteness and making our message instantly comprehensible at global level. Through the photographic images, the Salone is communicating and illustrating the value of the connection between humans and matter, rendering it accessible and engaging for everyone. This latest choice underlines the fact that the Salone continues to be a platform capable of innovating, connecting and looking to the future. We wanted to celebrate the beauty of matter and its ability to meld with the human body, underscoring just how crucial*



*it is for contemporary design to be sustainable and projected, responsibly, towards a future that is as ethical as possible."*

**Bill Durgin** added: *"Thought for Humans. is precisely what great design should be. As human beings, we come across design every single day. Everything around us has been designed by someone for someone. Great design isn't just aesthetically pleasing, it brings joy to daily interaction, as we move across space, as we prepare breakfast, work or sit around a table with the family. By designing furniture, I learned how designers study the human body, our movements, our abilities, our postures, all to make life easier. Design is rooted in the human anatomy and is fed by its continuous interaction with it."*

*"We are particularly proud of this campaign, because it quite literally embodies the values of the Italian creative excellence that we are delighted to be able to take around Italy and the world together with Salone.Milano"* concluded **Riccardo Fregoso, CCO Italy and Chair Creative EMEA at Dentsu Creative.**

# Digital Innovation



Salone del Mobile.Milano

## Digital innovation at the service of exhibitors and visitors

*A constantly evolving digital ecosystem to connect visitors, exhibitors and the global Salone del Mobile.Milano community effectively and engagingly.*

Today, more than ever, innovation concerns the digital dimension. The Salone del Mobile.Milano, a global point of reference for the sector, has been able to leverage this transformation **by expanding its online platform**, a confirmed **essential pillar, an enabler of business and connections between exhibitors, professionals, journalists, students and design enthusiasts**. The **digital platform is constantly evolving** so as to provide a complete and engaging experience, strengthening the Salone's relationship with the community also through social media.

As proof of this commitment, the Salone has just released a **new website redesign**. Intended to ensure **an intuitive and immersive user experience**, the new portal features **a modern interface, clearly organised content** and **optimised access** to all **useful resources for exhibitors, visitors and the press**. The restyling of the site responds to the need to align with the highest digital standards, with a particular focus on **accessibility** (designed to be usable by all, with easy navigation and optimised for mobile and desktop devices), **personalisation** (thanks to data collection and analysis the site offers personalised content and suggestions to help visitors plan their trade fair experience) **interactivity** (the platform integrates tools such as interactive maps, exhibitor wayfinding and matchmaking services, to optimise time and connections during the event), **content enhancement** (the narrative section documents the world of design with articles, videos and exclusive interviews, enriching the cultural dialogue and promoting excellence within the sector).

The Salone is strengthening its cultural commitment with new narrative projects that explore the world of design through contemporary languages. With the involvement of authoritative voices from the sector, the Salone offers an authentic narrative rich in points of view and visions, consolidating its role as a promoter of culture and innovation. The content strategy focuses on quality, diversification and multi-platform distribution to reflect the complexity and richness of stories that characterise design.

For **exhibitors**, the exhibition is introducing **customised communication services and a catalogue of extra digital-related services that enrich existing and much appreciated tools such as matchmaking and stand booking**. These tools not only optimise time spent at the fair, but also ensure high-quality contacts in real time, making participation in the event more effective.

On the **visitor** side, the platform offers a wide range of digital services to facilitate their enjoyment of the event: from **online ticketing** to an **interactive map**, through to **wayfinding** for locating exhibitors quickly, and with the possibility of scheduling appointments. Following the success of last year's edition, visitors will once have the chance to take up the **video showreel service**, born from the combination of technology and data analysis, which will allow them to receive a personalised video with a summary of the stands visited directly in their email inbox. This innovative service, made possible through integration with the matchmaking system, represents a step forward in the provision of tailor-made experiences.

Once again this year, the strategic collaboration with **Fuorisalone** is a distinctive element of the Salone. Through the **fuorisalone.it map**, exhibitors will be able to benefit from amplified visibility, with their locations in the pavilions of the fair and related events in the city being featured. This integrated approach offers an immersive and widespread experience that encompasses not only the exhibition spaces, but also the urban context.

# Partnerships and Collaborations



Salone del Mobile.Milano

## Partnerships and collaborations

*Consolidating already established collaborations and partnerships, the Salone del Mobile.Milano promotes and supports ideas and projects of shared value, capable of interweaving creativity, sustainability and savoir-faire.*

If the 63<sup>rd</sup> edition of the Salone del Mobile.Milano presents itself as a place to reflect on the value of design as a project conceived for people, with the aim of promoting their wellbeing, this approach is also reflected in its choice of sponsors and partnerships, which share the same values as the Salone: the **centrality of human beings, quality of life and attention to the wellbeing of the planet.**

Launched in 2017, the institutional partnership **between Intesa Sanpaolo and the Salone** continues in the name of furniture and design. The largest Italian banking group, enhancing the country's entrepreneurial fabric and accompanying the companies of the entire supply chain along their path of sustainable growth, is thus renewing its support for the Italian furniture, furnishings and design sector, the jewels in Made in Italy's crown, with the aim of supporting a supply chain that is fundamental for the country's economy by incentivising the companies' processes of digitalisation, reduction of environmental impact and development of activities abroad with bespoke tools.

**Official Time Keeper** of the Salone del Mobile.Milano, **Panerai**, the historic luxury watch brand that combines Italian design and Swiss technology, will once again throw open the doors of its pop-up store, bang in the heart of the Rho fairgrounds, in a completely renovated space, where visitors will be treated to an immersive experience in the Panerai universe, combining tradition and innovation. For the occasion, an international preview of a new timepiece will be presented, an expression of the distinctive design, technical innovation and professional performance that characterise the Maison's DNA.

For a second consecutive year, **Aesop** returns as the official **Sensory Patron** of Salone del Mobile. Established in Melbourne in 1987, the brand is distinguished for its skin, hair and body care formulations, as well as products for the home, all created with meticulous attention to detail, and with efficacy and sensory pleasure in mind. Within its spaces, Aesop fosters a reverence for well-considered and sustainable design, believing that thoughtfully crafted surroundings profoundly elevate the everyday. At Salone del Mobile 2025, Aesop will present a new architectural intervention—a contemplative invitation to pause, immerse, and engage the senses amidst the vibrant energy of Milan.

A decade-long collaboration with **Piquadro** will reaffirm the sharing of values bound up with the world of design and sustainability. The Italian tech-design brand of products for work, travel and leisure, founded in 1998 and with a presence in 50 countries, has carved out a well-defined position inspired by the values of design and performance. The tech-design travel&business accessory brand is back at the Salone with a lightweight, functional backpack tote bag made of 100% recycled technical fabric. Like last year, Piquadro will also be present at Rho Fiera with an installation on the ground floor of Pavilion 14-18. The Piquadro Lounge will once again be a space dedicated to travel where visitors will be able to familiarise themselves with the brand's philosophy: combining innovation, functionality, design and quality without compromise.

This year marks the twelfth of its collaboration with **Ca' del Bosco**, an acclaimed Italian winery on the international scene, located this year on the central axis of Corso Italia with a 190-square metre institutional stand, its materials, colours and modern style renewed and by some recently inaugurated cellar spaces. This is confirmation of the mutual esteem and values that bind Ca' del Bosco to the Salone: passion, style, inventiveness, genius and innovation that go hand in hand with craftsmanship



and tradition. For enthusiasts, the experience will be rounded off by a chance to sample Ca' del Bosco wines in combination with equally high quality gastronomic proposals.

In addition to their support and passion for design, **S.Bernardo** and the Salone del Mobile.Milano, in partnership since 2019, also share a commitment to ecological transition. With a pledge to become carbon-neutral by 2026, the company has already implemented concrete strategies, harnessing the clean energy of a wind farm to power more than half of the Garesio plant's activities. Furthermore, its promotion and use of ecological packaging, such as returnable glass bottles, and 100% recycled and recyclable RPET bottles – such as Ely, the helical bottle, inspired by the tortile present at the Salone together with the iconic Gocce bottle, designed by Giorgetto Giugiaro – and aluminium cans complete its sustainable approach.

Another long-standing partnership is with **illycaffè**, the global leader in high quality sustainable coffee, which will be present at various points inside the trade fair, from the Press Café to the Red and International Business Lounges, enabling designers, buyers and journalists to discover and sample the unique illy 100% Arabica blend during their breaks.

Renewed for the fourth consecutive year, instead, is the collaboration with **Radio DeeJay, Radio Capital, and m2o**: music, entertainment, and information will alternate with the many voices of exhibitors, designers, architects, and visitors, who are engaged daily by the speakers of the GEDI Group's radio stations.

The Salone's **collaboration** with **Fuorisalone** has been confirmed again for this year, enhancing the visibility of exhibitors through a strategic presence on the Fuorisalone.it map. The map will not only highlight the exhibitors' events in the city, but will also provide directions to the pavilions, making it easier for visitors to locate and make their way to the exhibitors' stands directly at the fair, creating an effective bridge between city events and the trade fair experience.

Last but not least, [www.mitodesignconnections.it](http://www.mitodesignconnections.it) platform, promoted by the **Unione Industriali Torino and the Turin Chamber of Commerce** and **supported by Salone del Mobile.Milano**, has been set up, geared to promoting relations between companies in Turin and Milan and providing logistical and hospitality support for exhibitors and visitors to the Salone del Mobile and Fuorisalone. Hotel bookings can be made via the platform, which also provides information on event locations and the organisation of travel between Torino Porta Susa and Rho Fiera Milano (approximately 40 minutes).

# Biographies



Salone del Mobile.Milano

## Biographies

### Salone del Mobile.Milano

#### **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 greatgrandfather 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

#### **Claudio Feltrin**

##### **President FederlegnoArredo**

Claudio Feltrin has been the President of FederlegnoArredo since October 2020 and Vice President of Federlegno Arredo Eventi S.p.A. since March 2021. In 2014, he joined the Board of Directors of Assarredo and became its President in 2017, a position he left upon his election to lead the Federation for the 2020-2024 quadrennium. In March 2023, he was reconfirmed in his position until 2026. Claudio Feltrin is also the President of Arper S.p.A., an Italian design company that creates seating, tables, and furniture accessories for public spaces, workplaces, and homes. The company was founded in 1989 by his father Luigi and his brother Mauro.

#### **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.

#### **Marva Griffin Wilshire**

##### **Curator and Founder of SaloneSatellite**

##### **Ambassador of International Relations Salone del Mobile.Milano**

Marva Griffin Wilshire was born in Venezuela and Milan became her adopted city when she started working in the design and furnishing sector. She is currently the International Relations Ambassador for the Salone del Mobile.Milano and a Visiting Professor at Tongji University, College of Design and

Innovation (D&I), Shanghai, China. She set up SaloneSatellite in 1998, which netted the Golden Compass Lifetime Award XXIII in May 2014. She was awarded the Ambrogino d'Oro in 2017, an Honorary Masters Degree in Design from Milan Polytechnic University in 2021 and, in 2024, an Honorary Doctorate in Fine Arts from the Rhode Island School of Design, Providence, USA. She has been a member of the Philip Johnson Architecture & Design Committee of the Museum of Modern Art (MoMA) in New York since 2001. She has been a global Italian Design Ambassador since 2016.

## **Luca Adornato**

### **Marketing & Communication Director**

Born in Rome in 1981, he graduated in International Business and Economics from Nottingham Trent University. He began his professional career in 2004 in the marketing department at Juventus, rising up through the ranks to become Consumer Marketing Manager in 2012, managing, developing and consolidating consumer-focused activities. He became Brand Development Manager in 2015 and helmed the project for reviving the club's visual identity, a project that garnered international awards and is still recognised as one of the most significant and stand-out rebranding projects in the sector. In 2018, he became Head of Marketing, assuming responsibility for all the club's marketing activities with the aim of supporting the growth of revenue lines, enhancing the brand's reputation internationally and strengthening the digital ecosystem. Since March 2022 he has been Marketing and Communication Director of the Salone del Mobile.Milano, a position that includes responsibility for and supervision of brand, marketing, digital and press office activities, with the aim of enhancing and supporting the Salone's development path and consolidating the company's core business.

## **Annalisa Rosso**

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

Specialist in contemporary design. Co-founder of Mr.Lawrence, a strategic consulting firm. She is currently Editorial Director and Cultural Events Advisor for the Salone del Mobile.Milano, and was previously editor-in-chief of *Icon Design* and *Domus web*. She has curated exhibitions and site-specific contemporary design projects and has taken part in events of international importance as a speaker (TEDx, NY Design Week, Design Canberra Festival, Design Miami/ Basel), and as a juror (Design Parade in Hyères, The Design Prize in Milan, Designblok in Prague). Brand Ambassador for the Four Seasons, she has been appointed Design Ambassador for the Italian Design Days in Prague, Hong Kong and Copenhagen. She is a member of the Honorary Committee of Collectible in Brussels, the Expert Committee of the Madrid Design Festival, and the Advisory Hive of the independent non-profit organisation Società delle Api, founded by the collector Silvia Fiorucci.

## **Installations**

### **Villa Héritage**

#### **Pierre-Yves Rochon**

For over 40 years, Pierre-Yves Rochon has been a global leader in luxury interior design. Founded in Paris in 1979, his studio, PYR, transforms prestigious hotels, restaurants, and private residences into timeless symbols of elegance. Iconic projects include the Four Seasons George V, the Dorchester in London, the Danielli in Venice and the Waldorf Astoria in New York. Renowned for blending heritage with modernity, Rochon redefines luxury living with meticulously crafted interiors. In 2016, the PYR Paris and Chicago studios joined Perkins&Will, enhancing its innovative and sustainable approach. Known for attention to detail, respect for craftsmanship, and commitment to excellence, Pierre-Yves Rochon continues to shape the future of luxury design, delivering unparalleled elegance and refinement worldwide.

## La Dolce Attesa

### Paolo Sorrentino

The film director and screenwriter Paolo Sorrentino was born in Naples in 1970. His first feature film, *One Man Up*, was screened at the Venice Film Festival in 2001. He made *The Consequences of Love* in 2004, and *The Family Friend* in 2006, both of which competed at the Cannes Film Festival. He was back at Cannes in 2008 with *Il Divo*, which won the Prix du Jury. He again competed at Cannes in 2011 with *This Must be the Place*, followed two years later by *The Great Beauty*, which won him an Oscar, a Golden Globe, a Bafta for Best Foreign Film and three EFAs. He won at Cannes yet again in 2016 with *Youth*, which netted three EFAs, an Oscar nomination and two Golden Globe nominations. He created the TV series *The Young Pope* in 2016, which was nominated for a Golden Globe Best Actor Award and Emmy Awards for scenography and photography. He wrote the screenplay for *Loro*, starring Toni Servillo, in 2018. In 2019 he shot his second series set in the Vatican, *The New Pope*, starring Jude Law and John Malkovich. In 2021 he wrote and directed the film *The Hand of God*, nominated for a Best Foreign Film at the 2022 Oscars, which won the Silver Lion Grand Jury Prize and the Marcello Mastroianni Award at the 78th edition of the Venice International Film Festival, and also netted 5 David di Donatello 2022 Awards, including Best Film and Best Director and four 2022 Silver Ribbons, including Best Film. In 2024 he wrote and directed *Parthenope*, presented in competition at Cannes and winner of the Golden Ticket for one of the most viewed films of the year.

## Mother

### Robert Wilson

Born in Waco, Texas, Wilson is one of the world's leading theatre and visual artists. His works unconventionally integrate a wide variety of artistic media, including dance, movement, light, sculpture, music and text. His images are aesthetically striking and emotionally charged, and his productions have earned worldwide public and critical acclaim. After studying at the University of Texas and the Pratt Institute in Brooklyn, Wilson set up The Byrd Hoffman School of Byrds community in New York in the mid-1960s with which he produced his early works, including *Deafman Glance* (1970) and *A Letter for Queen Victoria* (1974-1975). He co-created the opera *Einstein on the Beach* (1976) with Philip Glass. Wilson's artistic collaborators include many writers and musicians such as Heiner Müller, Tom Waits, Susan Sontag, Laurie Anderson, William Burroughs, Lou Reed, Jessye Norman and Anna Calvi. He has also left his mark on masterpieces such as Beckett's *Krapp's Last Tape*, Brecht/Weil's *Threepenny Opera*, Debussy's *Pelléas et Mélisande*, Goethe's *Faust*, Homer's *Odyssey*, Jean de la Fontaine's *Fables*, Puccini's *Madama Butterfly*, Verdi's *La Traviata* and Sophocles' *Oedipus*. Wilson's drawings, paintings and sculptures have been exhibited all over the world in hundreds of solo and group shows, and his work is held in private collections and museums the world over. He has also been the recipient of numerous awards for excellence, including a Pulitzer Prize nomination, two Ubu Awards, the Venice Biennale Golden Lion award, and the Olivier Award. Wilson has been made a member of the American Academy of Arts and Letters, as well as the German Academy of Arts, and has been awarded eight honorary degrees. France named him a Commander of the Order of Arts and Letters (2003) and an Officer of the Legion of Honour (2014); Germany awarded him the Cross of the Order of Merit (2014).

## Arvo Pärt

Arvo Pärt born on 11th September 1935 in Paide, Estonia, is one of the world's composers whose creative oeuvre has significantly changed the way we understand the nature of music. In 1976 Pärt came up with a new and highly original musical language that he called tintinnabuli (tintinnabulum is Latin for 'little bell'), which reached a wide audience of different listeners and has defined his work to this day. There is no school of composition that follows Pärt, nor does he teach; however, much of contemporary music has been influenced by his tintinnabuli compositions. After studying in Heino Eller's composition class at the Tallinn State Conservatory, he worked as a sound engineer for Estonian

Radio. Since the late 1960s, Pärt has been an independent composer. Both the avant-garde spirit of Pärt's early works and the sacred aspect of the music he composed in the 1970s sparked controversial reviews and clashes with Soviet officials. Arvo Pärt and his family were forced to emigrate in 1980, first to Vienna and then to Berlin, where they remained for almost 30 years. Since then, his music has been performed and recorded by the top orchestras and performers of our time. Pärt returned to Estonia in 2010, where he now lives. The search for his own musical voice triggered a creative crisis that endured for eight years. During this period, he joined the Orthodox Church and studied Gregorian chant, the School of Notre Dame and classical vocal polyphony. His first tintinnabuli piece, *Für Alina*, for piano (1976), was soon followed by works such as *Cantus in Memory Benjamin Britten* (1977), *Fratres* (1977), *Tabula Rasa* (1977) and *Spiegel im Spiegel* (1978). Robert Wilson and Arvo Pärt collaborated on the opera *Adam's Passion* performed in Tallinn in 2015, in Berlin in 2018 and at the Teatro dell'Opera in Rome in 2023.

## La Risonanza

La Risonanza is one of the most internationally successful Italian orchestras performing on period instruments. In its extensive discography, one of the most important achievements has been the first complete recording of Handel's Italian cantatas with period instruments. For this project, it received various awards and numerous mentions, including a Gramophone Award. This complete edition is now followed by a new project involving the recording of some of the most significant instrumental works by Johann Sebastian Bach. Regularly invited to perform at the most important concert seasons and major festivals in Italy and abroad, La Risonanza and its conductor Fabio Bonizzoni are in permanent artistic residency at the Festival de Saint-Michel en Thiérache in France. Since 2016, the ensemble has organized its own concert season in Milan, *La Risonanza per Milano*, the only Milanese series entirely dedicated to Baroque repertoire, presented at the Museo Nazionale Scienza e Tecnologia Leonardo da Vinci and other venues in Milan. Alongside its ongoing research into 17th- and 18th-century repertoire, La Risonanza regularly explores both contemporary repertoire and performances that intersect various forms of art. Examples include *Voglio la luna* and *Didone e Enea* (Baroque music and contemporary dance), and *Stabat Mater*, a program that paired the homonymous compositions by Alessandro Scarlatti, Vivaldi, and Arvo Pärt.

## Vox Clamantis

Founded in 1996 and directed by Jaan-Eik Tulve, the ensemble Vox Clamantis includes a variety of musicians, singers, composers, instrumentalists, and conductors, all sharing a common interest in Gregorian chant, considered the foundation of all European music. Vox Clamantis also performs ancient polyphony and contemporary music. Many Estonian composers, including Arvo Pärt, Helena Tulve, Erkki-Sven Tüür, Tõnis Kaumann, and Sven Grünberg, have written compositions for Vox Clamantis. Vox Clamantis has recorded for ECM Records and Mirare. The CD *Liszt - Via crucis* won the Diapason d'Or award in 2013, while the CD *Arvo Pärt - Adam's Lament* (conducted by Tõnu Kaljuste) won the GRAMMY Award for Best Choral Performance in 2014. Recently, the famous medieval composition *Beata Viscera* by Perrotin was included in the soundtrack of the film *La Grande Bellezza*, which won the Oscar for Best Foreign Language Film in 2014. The CD *Arvo Pärt. The Deer's Cry* (ECM) won the Diapason d'Or Award, the Chock Award from the French magazine *Classica*, the Album of the Year award in Estonia, and was nominated for the BBC Music Magazine Award and the Denmark Classical Radio Award in 2018. Their latest CD, *The Suspended Harp of Babel* (ECM), won the award for Best Choral Album in Estonia and was chosen by BBC Music Magazine as one of the best classical albums released in 2020. In 2017, Vox Clamantis received the National Culture Prize of the Republic of Estonia.

## **Eesti Kontsert**

Eesti Kontsert, a state concert institution, is the leading concert and festival organizer in Estonia, presenting annually about 1300 various musical events in Estonia and abroad. The musical scope of Eesti Kontsert encompasses symphonic and chamber music, jazz, choral music, contemporary music incl commissions of new works, and concerts in schools and for children. Among the ranks of Eesti Kontsert there are two internationally renowned groups: Estonian National Male Choir and the early music consort Hortus Musicus. Every year Eesti Kontsert organizes many international music festivals such as Pianists Festival KLAVER, Saaremaa Opera Festival, Pärnu Opera Days, MustonenFest, Music of Seven Cities, Haapsalu White Nights Festival, Festival O/Pandise, Jõhvi Ballet Festival, In Horto Regis, Tallinn A Cappella, Festival TUBIN. Eesti Kontsert manages the principal modern concert halls in Estonia – in Tallinn, Tartu, Pärnu and Jõhvi. Additionally, Eesti Kontsert holds concerts all over Estonia - in chamber halls, churches, schools, outdoors, offering concert series for rural municipalities, local institutions and concert arrangers across the country.

## **The Euroluce International Lighting Forum**

### **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.

### **Stefano Mancuso**

A scientist and public intellectual, Stefano Mancuso is among the world's leading authorities engaged in researching and communicating new discoveries about plants: as intelligent and sensitive creatures capable of choosing, learning, and remembering. A professor at the University of Florence and a full professor at the Georgofili Academy, he directs the International Laboratory of Plant Neurobiology, with offices in Florence, Kitakyushu, Bonn and Paris. Mancuso was the first Italian scientist to be invited in 2010 as a speaker at a TED Global held in Oxford. His talk was viewed more than 1.4 million times on the TED website alone. In 2014 he founded PNAT, a start-up at the University of Florence to create plant-inspired technology. In 2016 he won the Austrian Ministry of Science and Technology's "Wissenschaftsbuch des Jahres" award for the best science paper of the year. As a writer, he made his debut in 2013 by publishing the award-winning best-seller *Brilliant Green* with Giunti. In 2018, his book *Plant Revolution* won the 2018 Galileo Prize, the most prestigious prize for scientific non-fiction. This was followed with Laterza by *The Incredible Journeys of Plants* (2018), *A Nation of Plants* (2019) winner of the Capalbio Prize and the Earth Prize, and *A Plant of the World* (2021) winner of the Pozzale Luigi Russo Prize. In 2022 he published with Einaudi *The Tribe of Trees*, his first book of fiction. His books are translated into 27 languages. In 2022, he was awarded the Fiorino d'Oro, the highest award of the

City of Florence, and was appointed scientific director of the newly formed Foundation for the Future of Cities.

## **Robert Wilson**

Born in Waco, Texas, Wilson is one of the world's leading theatre and visual artists. His works unconventionally integrate a wide variety of artistic media, including dance, movement, light, sculpture, music and text. His images are aesthetically striking and emotionally charged, and his productions have earned worldwide public and critical acclaim. After studying at the University of Texas and the Pratt Institute in Brooklyn, Wilson set up The Byrd Hoffman School of Byrds community in New York in the mid-1960s with which he produced his early works, including *Deafman Glance* (1970) and *A Letter for Queen Victoria* (1974-1975). He co-created the opera *Einstein on the Beach* (1976) with Philip Glass. Wilson's artistic collaborators include many writers and musicians such as Heiner Müller, Tom Waits, Susan Sontag, Laurie Anderson, William Burroughs, Lou Reed, Jessye Norman and Anna Calvi. He has also left his mark on masterpieces such as Beckett's Krapp's *Last Tape*, Brecht/Weil's *Threepenny Opera*, Debussy's *Pelléas et Mélisande*, Goethe's *Faust*, Homer's *Odyssey*, Jean de la Fontaine's *Fables*, Puccini's *Madama Butterfly*, Verdi's *La Traviata* and Sophocles' *Oedipus*. Wilson's drawings, paintings and sculptures have been exhibited all over the world in hundreds of solo and group shows, and his work is held in private collections and museums the world over. He has also been the recipient of numerous awards for excellence, including a Pulitzer Prize nomination, two Ubu Awards, the Venice Biennale Golden Lion award, and the Olivier Award. Wilson has been made a member of the American Academy of Arts and Letters, as well as the German Academy of Arts, and has been awarded eight honorary degrees. France named him a Commander of the Order of Arts and Letters (2003) and an Officer of the Legion of Honour (2014); Germany awarded him the Cross of the Order of Merit (2014).

## **Nicholas Belfield, dpa lighting consultants**

Nicholas Belfield has been in the lighting industry for 27 years and joined dpa lighting consultants in 2006. Working extensively on prestigious projects worldwide and nationally, Belfield has been an integral part of the practice's growth and development over the past two decades, recently taking on the role of partner in the London studio. dpa has completed over 7,500 projects in 80 countries over 67 years – an achievement which has been rewarded with many national, European and international awards. As lighting consultants, they are involved in and challenged by a wide variety of projects covering the spectrum of architectural and interior design vernaculars, from historic to cutting edge modern.

## **Piero Benvenuti**

Piero Benvenuti is Professor Emeritus of Astrophysics at the University of Padua and was recently appointed Director of the International Astronomical Union Centre for the Protection of Dark and Quiet Skies from Interference by Satellite Constellations (CPS). He carried out part of his activity for the European Space Agency (ESA) as manager of the astronomical satellite International Ultraviolet Explorer and the Hubble Space Telescope. He was President of the National Institute for Astrophysics (INAF) and Commissioner of the Italian Space Agency (ASI). He was Secretary General of the International Astronomical Union for the three years 2015-18 and, *ad interim*, in 2024. He is interested in the relationship between science and theology and was a consultant for the Pontifical Council for Culture for the decade 2013-23.

## **Rogier van der Heide**

Rogier van der Heide is an acclaimed lighting designer known for merging the science of light with its emotional and sensory impact. His explorative, artisanal approach emphasizes discovery and rigorous testing through physical models and mockups, crafting lighting environments that are both functional and deeply immersive. Working at the intersection of materials and light, Rogier has pioneered



innovations such as luminous glass facades and textile-based designs for celebrities like the Black Eyed Peas and Lady Gaga. He is also celebrated for the iconic luminous ceilings in Apple Stores worldwide. Beyond architectural lighting, Rogier has led industrial design teams at Philips and Sonova, bridging advanced technology with user-centered design. As a passionate educator, Rogier has lectured at Yale, ETH Zürich, and TU Delft, inspiring new ways of thinking about light. Rooted in discovery, Rogier's work redefines how light shapes spaces and human experiences.

### **Shelley James, Age Light Innovations**

Dr Shelley James is an international expert on light and well-being, blending her roles as lighting design consultant and curator, TEDx and keynote speaker, author, and elected member of the WELL Light Advisory Team. Dr Shelley is also a visiting lecturer at both RCA and UCL. Dr James has made significant contributions to the field, including a TEDx talk that was one of the top three most-watched worldwide in the month following the launch and a social media campaign reaching over 2.5 million adolescents worldwide. Her expertise is sought by diverse clients, from healthcare providers and financial institutions to architects and lighting regulators. As a trained electrician and glass artist, she combines technical knowledge with creative insight. Dr James' work, featured on the BBC series "Innovations that Changed the World," reflects her commitment to improving health, happiness, and sustainability through the power of light.

### **Kaoru Mende**

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.

### **Patrick Rimoux**

Patrick Rimoux is a light sculptor. After training to teach new technologies, he went on to study at the École des Beaux-Arts in Paris. This unleashed his creativity as he embarked on a passionate exploration of the many applications of light: cinema, photography, architecture, painting, sculpture. In the 1990s, he founded the Patrick Rimoux agency, which for the past 35 years has carried out projects all over the world, including the Grand-Place and parliaments in Brussels, the Freedom Towers in Johannesburg, the Palais de Jaipur and the Centre de la Francophonie in Quebec City, the French Embassy in New Delhi, the Abbey of Dourgne, the Art Basel fair, the façades of the PS1/MoMA and Payne Whitney House in New York, and the Gare du Nord and Notre Dame in Paris. Rimoux magnifies sculptures by other artists and architects (Kengo Kuma, Franck Gerry, Sou Fujimoto, Jean Marie Duthilleul, Nicolas Michelin, Richard Texier, to mention but a few), or creates his own works for galleries such as Minsky Paris, Weinstein San Francisco, and Akar Prakar New Delhi.

## **Lonneke Gordijn, 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 manmade 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).

## **Susanna Antico**

Susanna Antico, IALD, has a degree in architecture. She was the founder of the architectural lighting consultancy Susanna Antico Lighting Design Studio, active in Milan, Italy, from 1995 to 2023. Antico's research, teaching, and practice focus on creating a sustainable nighttime identity for the urban environment. She has developed lighting master plans and many urban lighting projects, recognized by awards and numerous professional publications in Italy and abroad. From 2015 to 2020, she taught the Urban Lighting module of the Master Lighting Design & LED Technology at the Politecnico di Milano, and was a visiting professor at the Interior Design Department of the School of Arts of Ghent, Belgium. First at ELDA, then at PLDA, APIL and IALD, she has always been passionate and active in promoting and supporting the establishment of the profession of independent architectural lighting design. In 2024, together with Samuel Vespo, she founded LOOMIT srl.

## **Hervé Descottes, L'Observatoire International**

In 1993, Hervé Descottes founded the lighting design and consulting firm L'Observatoire International in New York, after eight years of design practice in Paris, France. He personally creates the lighting concepts for all projects designed by L'Observatoire International, and oversees project development through project completion. Descottes has been recognized numerous times by the lighting design and architectural community. He has received awards from the International Association of Lighting Designers, the Illuminating Engineering Society and the New York City Illuminating Engineering Society, the American Institute of Architects, the American Society of Landscape Architects, D&AD, the Municipal Art Society of New York City, and the GE Corporation. In 2008, Descottes was named Knight of the Order of Arts and Letters by the French Minister of Culture.

## **Mariel Fuentes, MMAS Lighting**

Mariel Fuentes completed her studies in Architecture in 1998 at the University of Chile, and later earned a Master's degree in Interior Design from the University of Salamanca in Spain. She specializes in architectural lighting design. After working for 10 years in other studios, she began her independent professional career in 2016, subsequently co-founding MMAS Lighting with Michela Mezzavilla. Based in Barcelona, this multicultural lighting design studio primarily focuses on architectural lighting design. Currently, Fuentes serves as a member of IALD (International Association of Lighting Designers) and

held the position of President of the Professional Association of Lighting Designers in Spain (APDI) from 2021 to 2024. She combines her work as a designer and director of MMAS Lighting with teaching. She is a professor in the Lighting Design Master's programs at the UPC-Polytechnic University of Catalonia, BAU-University Design Center of Barcelona, and IED Barcelona-Higher School of Design. She has extensive local and international experience, working on projects in hospitality, restaurants, retail, artistic exhibitions, and residential spaces, among other typologies, always collaborating with multidisciplinary teams. Her work has been recognized with awards such as the IALD Awards, Lamp Awards, and the Illuminet Biennial.

### **Timothy Ingold**

Timothy Ingold is Professor Emeritus of Social Anthropology at the University of Aberdeen. He has carried out fieldwork among Saami and Finnish people in Lapland, and has written on environment, technology, and social organization in the circumpolar North, on animals in human society, and on human ecology and evolutionary theory. His more recent work explores environmental perception and skilled practice. Ingold's current interests lie on the interface between anthropology, archaeology, art, and architecture. His books include *The Perception of the Environment* (2000), *Lines* (2007), *Being Alive* (2011), *Making* (2013), *The Life of Lines* (2015), *Anthropology and/as Education* (2018), *Anthropology: Why it Matters* (2018), *Correspondences* (2020), *Imagining for Real* (2022) and *The Rise and Fall of Generation Now* (2024). Ingold is a Fellow of the British Academy and of the Royal Society of Edinburgh. In 2022 he was made a CBE for services to anthropology.

### **Elisa Orlanski Ours, Corcoran Sunshine Marketing Group**

Elisa Orlanski Ours is a designer, educator, and industry leader, currently serving as chief planning & design officer at Corcoran Sunshine Marketing Group. She founded the firm's Planning & Design department 20 years ago, and consults on design and space planning for projects from South Korea to Argentina, from the United States to the Caribbean. Her portfolio ranges from master plans and hotel-branded developments to individual villas, with New York City highlights including 220 Central Park South, 56 Leonard, Hudson Yards, and One High Line. Through her work, she has consulted with developers and shaped the architectural landscape of the city through collaborations with architects and designers including RAMSA, BIG Architects, Charles & Co, Gabellini Sheppard, Pembroke & Ives, Selldorf Partners, KPF, SOM, Yabu Pushelberg and Thomas Juul Hansen. Orlanski Ours has worked on the first NYC residential developments by Herzog and de Meuron, Shigeru Ban, David Chipperfield, Studio Gang, Zaha Hadid, and Michaelis Boyd. She holds a BA in architecture from Barnard College and a master's in architecture from Columbia University. She serves as a Board Member of Southworth Development, advising on their world-renowned golf resorts.

### **Carla Wilkins, Lichtvision Design**

Carla Wilkins is Board Member of IALD International Lighting Designer's Association. Based in Berlin Carla Wilkins has thirty five years professional experience as an independent Architectural Lighting Designer and has a background in architecture. In 1997 Ms. Wilkins was one of the founding partners of Lichtvision where she continues working to expand the traditional boundaries of lighting design to encompass all manner of visual experience as global creative director in Lichtvision Design. Over the years Ms. Wilkins has worked on a vast array of projects including master planning, high rise buildings public memorials, art installations and both commercial and residential architecture in large scale format. Her work has been widely published and she frequently lectures on lighting design and related topics. She is Member of Werkbund Berlin and Bruno Taut Forum.

### **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.

## **Sou Fujimoto**

Sou Fujimoto was born in Hokkaido in 1971. Graduated from the Department of Architecture, Faculty of Engineering at Tokyo University, he established Sou Fujimoto Architects in 2000. Among his recent renowned projects is the 1st prize for the 2014 International Competition for the Second Folly of Montpellier, France ("L'Arbre Blanc"). Additionally in 2015, 2017 and 2018, he won several international competitions with 1st prize in various European countries. In Japan, he was selected as the Expo site design producer for the 2025 Japan International Exposition (Osaka/Kansai Expo). In 2021, he was selected as the designer Co-Innovation University (Tentative) in Hida Takayama city. His notable works include: "House of Music" (2021), "MARUHON makiart terrace (Ishinomaki Cultural Center)" (2021), "SHIROIYA HOTEL" (2020), "L'Arbre Blanc" (2019), "Serpentine Gallery Pavilion 2013" (2013), "House NA" (2011), "Musashino Art University Museum & Library" (2010), "House N" (2008) and many more.

## **Drafting Futures. Conversations about Next Perspectives**

### **Valeria Segovia, Gensler London**

As a Principal and Design Director at Gensler, Valeria Segovia leverages her 18 years of experience to lead project teams to deliver design excellence by adopting a forward-thinking and holistic approach to design and commitment to reducing environmental impact and enhancing community wellbeing. She is recognized as an outstanding architect with a diverse design background that includes mixed-use, commercial offices, hospitality, residential, and cultural projects. Segovia takes a passionate approach towards reinventing and repositioning existing structures with a focus on sustainability and circularity to make them relevant again. She is committed to the success of the next generation of architects and focuses on creating links between different generations. She is passionate about the craft of storytelling and currently sits on Hackney Council's Design Review Panel. An inspiring leader and mentor, she prides herself on being a strong advocate for equality, diversity, and innovation in the design industry and is a member of Gensler's Global Inclusion Committee.

### **Lesley Lokko, African Futures Institute**

Professor Lesley Lokko OBE is the Founder and Chair of the African Futures Institute (AFI) headquartered in Accra, Ghana and Director of the Nomadic African Studio; an annual winter/summer school located in different cities around the African continent. She holds a BSc (Arch), MArch and PhD in Architecture from the Bartlett School of Architecture, University College London. She was the Founder and Director of the Graduate School of Architecture, University of Johannesburg (2014–2019).

She is the Editor of *White Papers, Black Marks: Race, Culture, Architecture* (University of Minnesota Press, 2000) and the Editor-in-Chief of *FOLIO: Journal of Contemporary African Architecture*. She is currently a Visiting Professor at the Bartlett School of Architecture and at University College Dublin. She was appointed Curator of the 18th International Architecture Biennale at La Biennale di Venezia in 2023. In January 2023, she was awarded an OBE 'for services to architecture and education' in King Charles' New Year's Honours List. In January 2024, she was awarded the UK's highest architecture award, the RIBA Royal Gold Medal. In April 2024, she was named one of the world's 100 most influential people in the annual TIME100 list.

## Paolo Sorrentino

The film director and screenwriter Paolo Sorrentino was born in Naples in 1970. His first feature film, *One Man Up*, was screened at the Venice Film Festival in 2001. He made *The Consequences of Love* in 2004, and *The Family Friend* in 2006, both of which competed at the Cannes Film Festival. He was back at Cannes in 2008 with *Il Divo*, which won the Prix du Jury. He again competed at Cannes in 2011 with *This Must be the Place*, followed two years later by *The Great Beauty*, which won him an Oscar, a Golden Globe, a Bafta for Best Foreign Film and three EFAs. He won at Cannes yet again in 2016 with *Youth*, which netted three EFAs, an Oscar nomination and two Golden Globe nominations. He created the TV series *The Young Pope* in 2016, which was nominated for a Golden Globe Best Actor Award and Emmy Awards for scenography and photography. He wrote the screenplay for *Loro*, starring Toni Servillo, in 2018. In 2019 he shot his second series set in the Vatican, *The New Pope*, starring Jude Law and John Malkovich. In 2021 he wrote and directed the film *The Hand of God*, nominated for a Best Foreign Film at the 2022 Oscars, which won the Silver Lion Grand Jury Prize and the Marcello Mastroianni Award at the 78th edition of the Venice International Film Festival, and also netted 5 David di Donatello 2022 Awards, including Best Film and Best Director and four 2022 Silver Ribbons, including Best Film. In 2024 he wrote and directed *Parthenope*, presented in competition at Cannes and winner of the Golden Ticket for one of the most viewed films of the year.

## Antonio Monda

Antonio Monda is a writer and the Artistic Director of the international literary festival *Le Conversazioni*. He has directed the Rome Film Festival between 2015 and 2021. He teaches in the Film and Television Department at New York University. He is the director of several documentaries as well as the feature film *Dicembre*, and has curated exhibitions for the Louvre, MoMA, Lincoln Center and the Guggenheim Museum. A regular contributor to the cultural pages of *La Repubblica* and *Vogue*, he is also a columnist for *RAI* and *The Hollywood Reporter*. His work has been published by *The Paris Review*, *Fiction*, *The Common*, and *Vanity Fair*. He is the author of ten novels, five collections of essays and an oral history of Hollywood for *One Podcast*. His books have been translated into eleven languages. On June 3, 2019, the President of Italian Republic Sergio Mattarella presented him with the decoration of *Ufficiale al Merito della Repubblica*.

# Contacts



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## Salone del Mobile.Milano International Press Office

For more information or interview requests, please get in touch with the Press Office.  
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### **Patrizia Malfatti**

International Press Office Manager

[patrizia.malfatti@salonemilano.it](mailto:patrizia.malfatti@salonemilano.it)

### **Vlatka Zanoletti**

International Press and Cultural Events Senior Support

[vlatka.zanoletti@salonemilano.it](mailto:vlatka.zanoletti@salonemilano.it)

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### **Luca Adornato**

Marketing & Communication Director

### **Susanna Legrenzi**

Press & Communication Strategy Advisor

### **Andrea Brega**

Head of Press Office Coordination

### **Marilena Sobacchi**

Italy Press Office Manager

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Secretariat