



Press Release

63rd Salone del Mobile.Milano

The Salone del Mobile is on its way

14th March 2025

 Salone del Mobile.Milano

The Salone del Mobile is on its way. The countdown to the 63rd edition

The Salone 2025 communication campaign has kicked off along the tracks of Milan's historic trams. It will then take in 13 airports and more than 350 train and metro stations, from Genoa to Rome. The message: Thought for Humans. Il Design a Misura d'Uomo.

This year too, the city's **historic trams** “dressed” in the Salone communication campaign livery will signal the countdown to the **Salone del Mobile.Milano**, criss-crossing Milan from 17th March along with **500 buses with more than 1,000 screens**, to which another **354 in 13 airports and 3,379 in train and metro stations** from Genoa to Rome will be added.

Designed by Dentsu Creative Italy, the campaign heralds the **2025 edition of the Salone** and the keenly-awaited return of the **Euroluce Biennial** (8th-13th April, Rho Fiera Milano) with **five photographs**, which immortalise the **natural harmony** between **the human body and materials: from wood to metal, fabric to bio-plastic, to the most intangible ingredient of design, light**. Bill Durgin, a New York artist, and one of the most interesting interpreters of body photography, **was chosen to produce** them.

Bill Durgin had this to say: “The biggest challenge and the crux of the campaign were to illustrate the interaction between material and body with a delicate touch. An emotional journey in which design and body meld, becoming as one: a design vision aimed at improving the quality of our lives.”

From the first black and white poster in 1961 commissioned from the graphic designer **Camillo Pizzigoni**, by way of the **Compasso d'Oro** awarded to **Massimo Vignelli**, forger of the Salone's first corporate identity (1994), over the course of its 63 editions, the Salone has always been keen to entrust the communication campaigns for the event to the vision and style of great artists, thanks to an intense collaboration with the great masters of Italian graphic design, artists and illustrators.

Of the many “posters”, we remember those created by **Mimmo Rotella** (2004) and **Guido Scarabattolo** (2007 and 2008), those produced during the lengthy collaboration with **Pierluigi Cerri** (from 2004), and then those for the most recent editions created by **Emiliano Ponzi**, one of the most highly thought-of illustrators on the international scene (2022), by **Leftloft**, a Milanese communication design studio, and by **Gio Pastori**, a renowned collagist (2023), to AI, the protagonist of the 2024 campaign by **Publicis Groupe** with the scientific collaboration of **Paolo Ciuccarelli**, founder of the DensityDesign Lab at the Politecnico di Milano and Director of the Center for Design at Northeastern University, Boston.

Coming soon: **Thought for Humans. on the maxiwalls** lighting up Milan, the return of the **Design Kiosk** in Piazza della Scala (from 1st April), the **Welcome Project**, with over 100 students stationed at six key points in Milan, involving residents and visitors, easing the flow of information during the Week of Design, in collaboration with the Municipality of Milan, the Fondazione Fiera Milano, NABA, Nuova Accademia delle Belle Arti, the IED European Design Institute, the Politecnico di Milano – School of Design and Domus Academy. With lots more still to come.



Salone del Mobile.Milano International Press Office

For more information or interview requests, please get in touch with the Press Office.
Images and preview images with captions and credits are available in the [Press and Media Area](#).

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