



Press Release

The Salone del Mobile.Milano
and the Grande Brera

6th December 2024

 Salone del Mobile.Milano

The Salone del Mobile.Milano and the Grande Brera: a synergy between art, design and patronage for the cultural future of Milan

The Salone del Mobile.Milano is donating an installation designed by MCA - Mario Cucinella Architects to the Grande Brera, to promote a new cultural vision in which design and art become tools for urban and cultural regeneration and community connection.

Confirming its vocation as a promoter not only of design and innovation, but also of culture and beauty, as part of the opening of Palazzo Citterio, the **Salone del Mobile.Milano has been engaged in the Grande Brera, the cultural and architectural project that unites the Pinacoteca di Brera, Palazzo Citterio and the Biblioteca Nazionale Braidense** – an extraordinary plan that enhances one of the leading Italian artistic and cultural hubs, integrating its institutions and making it an even more central point of reference for art and culture.

At the heart of the collaboration between the Salone and the Brera lies the donation of the **Tempietto**, in the courtyard of Palazzo Citterio. In a mix of classical and modern inspiration, the circular wooden structure, designed by **MCA - Mario Cucinella Architects**, was inspired by Raphael's *Marriage of the Virgin*. The Tempietto is not just a functional space but also a symbol of welcome and gathering, an invitation to contemplation and participation. The Salone's decision to donate this installation underscores its **tangible commitment to the city and to its cultural identity**.

Maria Porro, President of the Salone del Mobile.Milano, had this to say: *"The opening of Palazzo Citterio marks a turning point in Milan's cultural path, combining historical heritage with contemporary innovation. Within this context, the Salone del Mobile.Milano is renewing its commitment to promoting creativity and design as tools for cultural development and social cohesion. Our participation in the Grande Brera is not just a celebration of art, but an investment in the future of our community, inspiring new generations to dream and create visionary projects. Having graduated in scenography right here myself, seeing this place grow is really exciting."*

"The Tempietto is a synthesis of tradition and innovation, a place inspired by the eternal beauty of classical art – like Raphael's 'Marriage of the Virgin' – whilst also projecting a message of modernity and sustainability. This project isn't just an installation, but a symbol of welcome and connection, in which history and the contemporary world are interwoven to create new community experiences," said **Mario Cucinella, Architect & Founder of MCA – Mario Cucinella Architects**. *"This collaboration with the Salone del Mobile is a virtuous example of the way in which Italian design can become a tool for cultural and urban regeneration."*

For the Salone del Mobile.Milano, supporting the Grande Brera means contributing to a project that extends well beyond this architectural installation. In fact, during the 63rd edition of the **Salone del Mobile (8th-13th April 2025)**, the courtyard of the Accademia di Brera will host **an extraordinary new art installation**, a donation from the Salone to the city.

Institutional Profile

Salone del Mobile.Milano

An international benchmark for the design and furniture world since 1961, thanks to the extremely high quality of its offering, the Salone del Mobile.Milano is much more than a trade fair – it is an ecosystem capable of accelerating business and broadening relationships sector-wide, proffering new visions of the future of living. It takes place in April and encompasses four annual exhibitions, the Salone Internazionale del Mobile, the International Furnishing Accessories Exhibition, S.Project and Workplace3.0, with the alternating biennials EuroLuce in odd years and EuroCucina with FTK, *Technology For the Kitchen* and the International Bathroom Exhibition in even years. They were joined by SaloneSatellite in 1998, a launchpad for young designers under 35 from all over the world, and a point of reference for companies scouting new talents. The 62nd edition of the Salone in 2024 saw the participation of almost 2,000 exhibitors from 35 different countries, with a turnout of almost 371,000 presences overall, with professionals up 28.6% on the previous edition, 65.6% of them from abroad. The Salone del Mobile is ISO 20121 certified for sustainable event management and is a member of the United Nations Global Compact.

www.salonemilano.it

Press Contacts



Salone del Mobile.Milano



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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