



# Press Release

## Salone del Mobile in the city

3<sup>rd</sup> April 2025

 Salone del Mobile.Milano

## The Salone del Mobile in the city

*49 LED walls between Milan Central Station and Piazza Cadorna, 38 screens between Malpensa and Linate, 320 posters in underground stations, 18 Welcome Project points. That's not all, however: Vernissage, Design Kiosk, Robert Wilson. Mother, Es Devlin's Library of Light with its palimpsest of talks, graphic interventions close to some of Milan's most prominent design icons, 100 exhibitor showrooms lit up by special events: the Salone will transform the city into a huge collective contemporary design narrative.*

The Salone del Mobile.Milano will make a start even before the opening of the pavilions. It will begin in the city, where design meets everyday life, the footsteps of residents, the curiosity of tourists. The first sign of this collective story is **Vernissage**, an open-air photographic exhibition in **Via Dante until April 15<sup>th</sup>**, illustrating the theme that will give voice and shape to the entire edition - **Thought for Humans**. Through photos by the American photographer **Bill Durgin**, **Vernissage** brings together a series of suspended, silent and powerful images, which explore the **indissoluble relationship between the human body and the designed object**, between **creativity and function**, between **sensitive intelligence and matter**. Each shot is a **visual dialogue between anatomy and design**, built with materials that narrate not only the form, but also the vision: **wood, metal, fabric and bioplastic**, selected for their aesthetic value and for their symbolic value in terms of **sustainability**. **Living, conscious materials, capable of blending with the skin**, evoking design that is not only beautiful to look at, but **right to live in**. Displayed along one of the busiest streets in the centre of Milan, the exhibition invites you to stop, to observe, to reflect on the beauty of the sort of design that **becomes a universal language**, profoundly human and – today more than ever – responsible.

**Thought for Humans**. will permeate the entire city and its main routes in a capillary manner, thanks to a structured network of digital systems that will speak directly to citizens as they go about their daily lives. **49 LED walls**, located in focal points across Milan, **from Buenos Aires to Forlanini, Ripamonti to Farini and the Central Station**: large digital screens will transform the city into an open-air gallery, engaging the viewer with powerful and immediate images. The strategy then extends to an integrated system that takes in not only **railway stations, but also airports**, with **38 screens** to intercept the flow of national and international travellers at key transit points and **500 buses equipped with 1000 screens**. The campaign will also feature on the **underground network with 320 billboards**. Communication will literally move with the city through a project that will transform Milan into an urban stage on which design is not only displayed, but encounters people in their spaces, in their times and in their daily actions, in a real collective visual narrative.

The Salone will continue on its journey through the city, along the same invisible line that **unites bodies, matter and eyes**, transforming **urban space into a fabric of widespread experiences**. While Vernissage forms the visual and emotional beginning, it is with **the Design Kiosk** that the **narrative will become word, dialogue and live exchange** between those who create design and those who pass through it every day. **Open until April 13<sup>th</sup>**, the **Kiosk**, curated by **Corraini Edizioni** and designed by **DWA Design Studio**, is much more than a temporary bookshop: it is a cultural garrison, a meeting place, a small narrative architectural structure where **authors, illustrators, designers and passers-by** can mingle throughout the day. Every day at 6.30pm there will be a conversation. A face. A voice. After **Piero Lissoni**, **Federica Biasi** will take the stage on Thursday 3<sup>rd</sup> April, **Alessandro Valenti** on Saturday 5<sup>th</sup> April, **Aldo Cibic** on Monday 7<sup>th</sup> April, **Stephen Burks** on Thursday 10<sup>th</sup> April, **Olimpia Zagnoli** on Friday 11<sup>th</sup> April, taking turns in a series of talks that will tell the story of design from the inside. The Salone **official capsule collection** will also be available at the Kiosk, including clothing and collectibles designed for those who want to take home a fragment of this community that comes together in Milan every April.

The story will then move on to become profound and theatrical, alternating light and darkness. **Mother, the immersive installation designed by Robert Wilson, will take shape from 6<sup>th</sup> April**, in the fascinating half-light of the **Museo della Pietà Rondanini**. A visionary tribute to Michelangelo's unfinished sculpture, in dialogue with the music of **Arvo Pärt**. Then from **7<sup>th</sup> to 21<sup>st</sup> April**, light will be transformed into knowledge with **Library of Light**, the site-specific installation by British artist **Es Devlin** in the Cortile d'Onore at the **Pinacoteca di Brera**. A living structure, inhabited by over 2,000 volumes donated by Feltrinelli, becomes **a performative library**: a place to experience in silence or to experience through words. In the heart of the luminous bookshop, in fact, three evening meetings will give voice to thought, sparking crosscutting and multidisciplinary reflections. The first will be held on Tuesday 8<sup>th</sup> April, at 7.00pm, with **Weaving Indian Art**, a talk that intermeshes aesthetics, culture and identity through textiles. **Vinita Chaitanya**, interior designer and founder of Prism, **Urmila Chakraborty**, writer and expert in Patachitra Folk Art, and **Malika Verma**, founder of the Border&Fall platform, will take the public on a **journey through traditional tapestries, embroideries and motifs that become contemporary artistic expression**. The Italian-Indian journalist **Cristina Kiran Piotti** will moderate the event, crafting a sensitive and profound account of how these practices, once confined to the field of craftsmanship, are now carving out their place in the world of art and design. On Wednesday 9<sup>th</sup> April, again at 7.00pm, it will be the turn of the **writer and intellectual Walter Siti**, with **C'era una volta il corpo** (Once Upon a Time in the Body), an event curated by **Feltrinelli** that will touch on literature, philosophy and the human condition. A body that changes, that battles, that tells of the times we live in. Last but not least, on Thursday, April 17<sup>th</sup> at 6pm, the discussion **Thought for Humans**. will explore the role of the body in space, through the complementary lenses of art, theatre and museography. The artist and designer **Matilde Cassani**, the architect and museographer **Luca Cipelletti** and the set designer **Margherita Palli** will be led by the curator **Annalisa Rosso**. An investigation into the emotional and sensory value of physical experience, the way we live and inhabit places, and the centrality of the human being in contemporary design.

There will also be **eight graphic interventions around Milan**, near some of the city's most important design icons, aimed at **celebrating the role of the culture of design** and demonstrating how **design is present and accessible to all**. These include the handrail of the M1/M2 Milan Metro, designed by **Franco Albini and Franca Helg**, the bus shelters designed by **Norman Foster**, and the concrete panettone designed by **Enzo Mari**.

Finally, over **100 showrooms belonging to brands exhibiting at the annual events and at EuroLuce** will join in with the great design festival, featuring in the Fuorisalone.it guide and throwing open their doors to **design lovers**. With a view to involving residents and visitors again this year, the Salone is 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. To make them visible and recognisable, *work jackets* produced in collaboration with **Ethicarei, the first ethical Made in Italy supply chain**, will ensure they stand out. The uniform serves as a statement of intent: **innovation, sustainability, and ethics**. The values underpinning this partnership are the same ones that today are mapping out a new trajectory for design – a conscious future, built on the solid roots of the Italian artisan tradition, projected towards a fairer, more human tomorrow.

## In the City

### Talks. Library of Light

Curated by Annalisa Rosso  
Pinacoteca di Brera – Cortile d'Onore

#### Tuesday 8<sup>th</sup> April

7 pm, in English

##### Weaving Indian Art

**Malika Verma**, Brand Strategist and Vocal Craft Advocate, Founder at Border&Fall

**Urmila Chakraborty**, Professor, Writer, Specialist in Patachitra Folk Art

**Vinita Chaitanya**, Interior Designer

Moderator **Cristina Kiran Piotti**, Italian-Indian Journalist and Consultant

#### Wednesday 9<sup>th</sup> April

7 pm, in Italian

##### C'era una volta il corpo

**Walter Siti**, Writer, Literary Critic and Essayist

Curated by Feltrinelli

#### Thursday 17<sup>th</sup> April

6 pm, in Italian

##### Thought for Humans.

**Matilde Cassani**, Artist and Designer

**Luca Cipelletti**, Architect and Museographer

**Margherita Palli**, Set Designer

Moderator **Annalisa Rosso**, Editorial Director & Cultural Events Advisor, Salone del Mobile.Milano

## Design Kiosk

#### 1<sup>st</sup> – 13<sup>th</sup> April

10 am – 7 pm

Piazza della Scala

Editorial selection curated by Corraini Edizioni

Design by DWA-Design Studio

#### Tuesday 1<sup>st</sup> April

6.30 pm, in Italian

**Piero Lissoni in conversation with Serena Scarpello**

#### Thursday 3<sup>rd</sup> April

6.00 pm, in Italian

**Federica Biasi in conversation with Serena Scarpello**

#### Saturday 5<sup>th</sup> April

6.30 pm, in Italian

**Alessandro Valenti in conversation with Giulia Ricci**



**Monday 7<sup>th</sup> April**

6.30 pm, in Italian

**Aldo Cibic in conversation with Serena Scarpello**

**Thursday 10<sup>th</sup> April**

6.30 pm, in English

**Stephen Burks and Malika Leiper in conversation with Serena Scarpello**

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

6.30 pm, in Italian

**Olimpia Zagnoli in conversation with Pietro Corraini**

**Vernissage**

Photographic exhibition

Via Dante

25<sup>th</sup> March - 15<sup>th</sup> April

Open 24 hours

In collaboration with FLA Plus, FederlegnoArredo

# Biographies



Salone del Mobile.Milano

## In the City

### Talks. Library of Light

#### Malika Verma

##### **Brand Strategist and Vocal Craft Advocate, Founder at Border&Fall**

Malika Verma is a brand strategist and vocal advocate centered on future narratives within craft and design. As the Founder of Border&Fall, her agency translates the nuances of handmade into thoughtful initiatives and impactful brand strategies across design, craft, and culture. Border&Fall's non-profit initiatives include the critically acclaimed digital documentation 'The Sari Series: An Anthology of Drape'. Focused on shifting perceptions of Made in India, Verma's work in craft advocacy further extends to documentation, reportage, public manifestos, and advisory roles.

#### Urmila Chakraborty

##### **Professor, Writer, Specialist in Patachitra Folk Art**

Urmila Chakraborty, born in India, has been living and working in Milan, Italy, for more than thirty years. She is the founder and owner of Englishour and worked as an adjunct Professor in the Faculty of Linguistic and Cultural Mediation at the State University of Milan. She is a writer, translator and interpreter and has long standing collaborations with various academic and cultural institutions in India and Italy, such as Università degli Studi di Milano-Bicocca, Visva Bharati University, and Indian Institute of social Welfare and Business Management. For the last few years she has been working extensively with 'Patachitra' and the 'patuas' of Midnapur organising exhibitions, workshops, lectures, and study tours. She also has a number of papers and publications on the subject.

#### Vinita Chaitanya

##### **Interior Designer**

Vinita Chaitanya, Prism, raccoglie successi dal 1988 e ben riflette il branding personale della sua fondatrice. Chaitanya descrive il suo stile come "classico contemporaneo": un mix euforico di sete sontuose, fantasie paisley tradizionali, eccellenti artefatti indiani e oggetti occidentali tra i più desiderabili. Nota come influencer, compare spesso sulle copertine e tra le pagine di riviste come Architectural Digest ed Elle Decor, e spesso partecipa a giurie ed eventi nel mondo del design. Gestisce anche una charity school nel distretto di Kodagu.

#### Walter Siti

##### **Writer, Literary Critic and Essayist**

Walter Siti is one of Italy's most distinguished writers and intellectuals. He edited the complete works of Pier Paolo Pasolini for Mondadori's Meridiani series, and is the author of the podcast *Perché Pasolini?* He has written novels that have left their mark on more than one generation, including *Paradise Overload* (2006) and *Il Contagio* (2008). He won the Strega Prize in 2013 for *Resistere Non Serve a Niente*. His latest book is *C'era Una Volta il Corpo*, published by Feltrinelli.

#### Matilde Cassani

##### **Artist and Designer**

Matilde Cassani Studio operates in the area where architecture, installations and design events intersect. Its work is inspired by the spatial implications of cultural pluralism, and has been exhibited in a great many institutions and events, including the Storefront for Art and Architecture in New York (2011); three editions of the Venice Architecture Biennale (2012, 2014 and 2018); the Victoria and Albert Museum (2015); the Oslo Triennale (2016); the Chicago Architecture Biennial (2017); Manifesta 12 (2018) and Triennale Milano (2019). Cassani has taught in a number of European universities, including the

Sandberg Instituut in Amsterdam, and Syracuse Architecture University in Florence. She currently teaches at the NABA in Milan and at the AA Architectural Association in London. Her work is held in the collections of various museums, including the Victoria and Albert Museum, the MAXXI and the Franz Hals Museum in Haarlem.

## **Luca Cipelletti**

### **Architect and Museographer**

Set up in Milan in 2000 by the architect Luca Cipelletti, the AR.CH.IT studio deals with museums, exhibitions, buildings and interior design for private clients. Recent projects include the redevelopment of the Leonardo da Vinci National Museum of Science and Technology in Milan, where it previously carried out the restoration of the Cavallerizze pavilions, the masterplan for the external areas and the design of the Scala dei Chiostrì, as well as new areas given over to exhibitions and education; the Palazzi dell'Arte Rimini, a new museum and sculpture garden dedicated to contemporary art in two medieval palaces; the Museo Archivio Bitossi Ceramiche in Montelupo Fiorentino (Florence); and the Shit Museum in Castelbosco (Piacenza). Luca Cipelletti has been Architectural Director of the Palazzo dell'Arte, home to Triennale Milano (1933, architect Giovanni Muzio) since 2019, where he is working on the renovation of the building as a whole, and on new exhibition and functional projects, such as CUORE, a recently opened archive and research centre, and the redevelopment of the park plan. He has been designing products and furnishing systems since 2018, represented by Galleria Giustini/Stagetti, Rome.

## **Margherita Palli**

### **Set Designer**

Born in Ticino, she studied scenography in Switzerland and Italy. She graduated in scenography from the Brera Academy of Fine Arts in 1976 and began working with the sculptor Alik Cavaliere, and later with Gae Aulenti in theatre and on the Gare D'Orsay project. In 1984 she opened her own studio in Milan and collaborated with many directors: Ronconi, Avogadro, Barzini, Binasco, Branciaroli, Brockhaus, Cavani, Lievi, Malosti, Martone, Muscato, Rifici, Shammah, Sokurov, with the choreographers Erzalow, Yang Jiang, and with The George Balanchine Trust. The Margherita Palli studio also deals with installation projects for art exhibitions and events. These projects include W. Women in Italian Design, Design Museum 9th edition at Triennale Milano; Corridoio Rosso (Red Corridor) at the 23rd Triennale di Milano; Il Meraviglioso Mondo della Natura (The Wonderful World of Nature) at Palazzo Reale; Opera: Il Palcoscenico della Società (The Stage of Society), at Palazzo del Governatore, as part of Parma Italian Capital of Culture 2021; Ulysses' Dream for the Carmignac Foundation; Storia della Notte e Destino delle Comete (History of Night and Destiny of the Comets) at the Italian Pavilion, 59th International Art Exhibition - Venice Biennale, and Fantasmagoria Callas at the Teatro alla Scala Museum. She has often collaborated with her husband the architect Italo Rota's studio. She has won many awards, including the UBU Prize, the Abbiati Prize, the Gassman Prize, the ETI Prize, the Olimpici del Teatro Prize, the Associazione Nazionale dei Critici di Teatro Prize, and the 2015 Swiss Theatre Award. In 2007 she was included in the Guinness World Records for the world's largest wall of screens. Since 1991 she has devoted herself to teaching: Advisor Leader of the three-year course in Scenography at the NABA Nuova Accademia di Belle Arti Milano NABA; Professor of Scenography at the Academy of Architecture at the Università della Svizzera Italiana in Mendrisio, Professor at the IUAV University of Venice and at the Politecnico di Milano; and has also been invited to give lectures as part of the museography course at the Catholic University in Milan. Since 2024 she has been a non-resident correspondent member of the Istituto Veneto di Scienze, Lettere ed Arti.



## **Cristina Kiran Piotti**

### **Journalist**

Indian-Italian freelance journalist and consultant, Cristina Kiran Piotti writes primarily about design, art, and current affairs for Italian and international publications such as AD and Vogue India, Wallpaper, D - Repubblica, Sole 24 Ore, HTSI, and Wired. After spending the last 15 years dividing her time between Milan and Mumbai, she wrote 'Indiamania' published by Rizzoli. She is an advocate for the recognition and dissemination of lesser-known Indian and Italian stories related to cultural legacy, as both countries have a diverse range of art and craft forms that have shaped their histories.

## **Annalisa Rosso**

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

Annalisa Rosso is Salone del Mobile.Milano's Editorial Director and Cultural Events Advisor, and Director of The EuroLuce International Lighting Forum. Among the projects conceived and developed for Salone, the exhibition "Interiors by David Lynch. A Thinking Room" in Milan, and the performative installation "The Orbit's Orbit" by Matilde Cassani in Shanghai. Rosso also curated talks with speakers such as Shigeru Ban, Francis Kéré, Hans Ulrich Obrist, and John Pawson. She co-founded Mr.Lawrence, a strategic design consultancy fostering meaningful connections and defining new market perspectives. Key collaborations include B&B Italia, Nemo Group, EMU, Ambientec, ETEL, Four Seasons Milano, DesignSingapore Council, Craft ACT Australia, IRTHI UAE. TEDx speaker and Design Ambassador for the Italian Design Day in Prague, Hong Kong and Copenhagen, she has served on juries and committees including The Design Prize in Milan, Design Parade in Hyères, Designblok in Prague, Collectible in Brussels, Madrid Design Festival, and The Advisory Hive of Società delle Api.

## Design Kiosk

### Piero Lissoni

#### Architect, Designer and Art Director

Piero Lissoni is architect, art director and designer and is recognized as one of the masters of contemporary design. He possesses an almost forty-year history in the development of projects the world over in the fields of architecture, landscape, interior, product and graphic design. He is also art director for Alpi, Boffi, Living Divani, Lualdi, Porro and Sanlorenzo. Some of the most important architecture and interior projects deserving of mention include the AP House Milan for Audemars Piguet (2024), the new headquarters of Banca Ifis in Rome (2024), the Dorothea Hotel Autograph Collection for Marriott International in Budapest (2023), the AKA hotels in New York and Alexandria, Virginia (2023), the design of The Haven, an exclusive area inside the NCL Norwegian Prima cruise ship (2022), the Shangri-La Shougang Park in Beijing (2021) realized for the 2022 winter Olympics, The Ritz-Carlton Residences in Miami Beach (2020), the Grand Park Hotel in Rovinj, Croatia (2019), the restyling of the historic Camparino in Galleria Bar in Milan (2019), The Middle House for the Swire Hotels Group in Shanghai (2018), the residential projects One Paraiso and Grand Paraiso in Miami (2018), The Oberoi Al Zorah Beach Resort Ajman in the UAE (2017), the interiors of a series of yachts for Sanlorenzo (2017-2020), the Conservatorium Hotel in Amsterdam (2012), the renovation of the historic Teatro Nazionale in Milan (2009), in addition to the corporate headquarters for companies such as Boffi, Glas Italia, Fantini, Living Divani and the shipyards of Sanlorenzo in La Spezia and Ameglia. Piero Lissoni has received a series of international awards, including the Compasso d'Oro Career Award, two Compasso d'Oro ADI, the Good Design Award and the Red Dot Award.

### Federica Biasi

#### Product Designer and Art Director

Federica Biasi, born in Milan in 1989, opened her studio in 2015 after spending two years in the Netherlands, where she deepened her understanding of Nordic design and developed her own distinctive style. Passionate about craftsmanship, photography, and travel, she combines tradition and manufacturing techniques from different cultures with industrial design, always seeking a refined aesthetic and a balance between forms and processes. The tactile aspect and research are always central to her creative journey. Her work ranges from furniture design to objects, surfaces, and exhibition design. Thanks to her 360-degree vision, over the years, she has also taken on roles as a consultant and artistic director for various brands in the industry. In 2018, she was awarded the Rising Talent prize at Maison & Objet, nominated by Andrea Branzi. In 2020, she presented the Lume collection for Nespresso, and in 2021, she won the EDIDA - ELLE DECOR INTERNATIONAL DESIGN AWARD as Young Talent of the Year. More recently, she received the IF Design Award in 2022 and the Kyoto Global Design Award in 2023, and in 2024, Architectural Digest included her among the 100 most influential names in the industry. Her work always places craftsmanship and research at the core, transforming them into the industrial sphere, which is the true essence of her work. This has allowed her to gain international recognition, particularly due to her ability and dedication in renewing traditional manufacturing techniques from around the world with a modern and sophisticated approach.

### Giulia Ricci

#### Deputy Editor, About: and Elledecor.it

Giulia is deputy editor of About: and Elledecor.it. She became a registered journalist after her training in architecture at IUAV University of Venice, the Milan Polytechnic and KU Leuven in Brussels. She was part of the editorial team of Domus from 2018 to 2024. Since 2022, she is part of the technical-scientific committee for Culture of the Foundation of the board of the Architects of Milan and its province. She is an advisor to the EUMiesAwards, the Italian Architecture Prize and the Gubbio Prize. She has been

active in research and curating, and has contributed as an author to several publications, from books to magazines. She is co-author of Dante Bini: Mechatronics (2016).

## **Alessandro Valenti**

### **Architect and Editor-in-Chief, Elledecor.it and About:**

Roman, architect, with a Master's degree from Barcelona and a PhD from Italy, he is the Managing Director of Elledecor.it and About. Professor of Interior Architecture at the University of Genoa, he is the author of essays for scientific magazines such as Agathon and GUD, and books such as *Case Disperatamente Contemporanee*, *Patricia Urquiola. Time to Make a Book* and *Nuovi Paesaggi Domestici. L'abitare ai tempi del Coronavirus rappresentato in 3 atti e 3 epiloghi*. He is also a guest professor at BUCT University in Beijing.

## **Aldo Cibic**

### **Founder, Cibicworkshop and Honorary Professor, Tongji University in Shanghai**

Aldo Cibic, founder of Cibicworkshop, was born in Vicenza, Italy, in 1955. In 1981, as a partner in Sottsass Associati, he was a founding member of Memphis. His projects, such as "Microrealities" (2004) and "Rethinking Happiness" (2010), have been presented at the Venice Architecture Biennale. His work is mainly related to researching and designing communities and places. Aldo Cibic is honorary professor at the Tongji University, Shanghai. In 2023 he was awarded the honor of Knight of the Order of Merit of the Italian Republic. Also, in 2023 he received the "Magnolia Silver Award" from the Shanghai municipality, in recognition of his contribution to the city's development and international exchanges. His design pieces and drawings are exhibited in the permanent collections of the Stedelijk Museum in Amsterdam, the Groninger Museum, the CCA (Canadian Center for Architecture) in Montreal, the Museum of Fine Arts in Boston, the Victoria and Albert Museum in London, the Triennale Museum of Italian Design in Milan and the Centre Pompidou in Paris.

## **Stephen Burks and Malika Leiper**

### **Principal & Design Director and Partner & Cultural Director, Stephen Burks Man Made**

As partners of the globally renowned industrial design studio Stephen Burks Man Made, Malika Leiper and Stephen Burks unite art, community, and industry through a hands-on, workshop-based creative practice. Their belief that everyone is capable of design has brought them around the world to collaborate with artisans to extend craft traditions into the future while unlocking economic transformation through design. Today, they are pursuing their artistic expressions through residencies and fellowships that bring their hands closer to the act of making.

## **Olimpia Zagnoli**

### **Illustrator and Multidisciplinary Artist**

Olimpia Zagnoli is an illustrator and multidisciplinary artist; her art has appeared internationally in a variety of printed formats, as well as in galleries and children's books, in branding campaigns and subway stops. Her illustrations have been featured, among others, in *The New York Times*, *The New Yorker* and *Vogue Italia*, and on book covers published by Penguin, Taschen and Feltrinelli. Her commercial clients include Elizabeth Arden, Barilla and Apple, and she has designed capsule collections and accessories for brands including Dior, Prada and Fendi. She is the co-founder of Clodomiro, a family-owned design line. Her most recent published books include *Caleidoscopica*, a retrospective marking the first decade of her career and *L'Omino di Niente*, an illustrated children's book written by Gianni Rodari. Alongside her two-dimensional work, Olimpia has experimented with kinetic sculptures, neon design, music video and ceramics; this work has been exhibited internationally at galleries in Milan, Los Angeles and Düsseldorf, as well as in institutions such as Chiostrì di San Pietro, in Reggio Emilia, and the Sejong Center in Seoul. She lives in Milan in an apartment with a silver bathroom.

## **Pietro Corraini**

### **Designer and Art Director, Corraini Edizioni**

Pietro Corraini is an Italian designer who lives and works in Milan. His work involves deconstructing and reconstructing visual communication and design projects. He holds workshops and seminars at bookstores, festivals, and museum spaces. He is the art director of Corraini Edizioni and the director of the magazine "Un Sedicesimo." He uses graphics, design, art, and everything around him to humorously explore definitions and boundaries. He has designed agendas that shoot, tanks that blow bubbles, colorful stars, and has used tubes, posters, books, confetti, and imagination. "Technology as Decoration" is his latest exhibition, ongoing until April 26 at the Tipografia Bonvini in Milan.

## **Serena Scarpello**

### **Journalist**

Serena is a journalist and is currently Head of Content at MoSt, the creative agency of Studio Editoriale. She is the Managing Editor of Urbano, Borio Mangiarotti's magazine on urban culture. She lectures on communication design at NABA in Milan and on brand journalism at the LUISS School of Government in Rome. She wrote the investigative essay *Communicating Less, Communicating Better* (published by Guerini Next). She was born in Pescara and has lived in Milan for 15 years. She has also lived in Rome, Madrid and Brussels.



## 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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