

# Salone Satellite

## PERMANENT COLLECTION

È iniziata quasi per caso. "Fin dalla prima edizione, al momento di smontare gli stand, capitava che i designer" – racconta Marva Griffin – "mi lasciassero i loro prototipi. In segno di omaggio o di buon augurio". E molti sono davvero entrati in produzione e lanciati sul mercato. Per altri, l'incontro fortunato con l'imprenditore giusto, è arrivato anni dopo, e per questo i pezzi sono stati donati già in forma di prodotto finito, dagli stessi designer o dalle aziende.

Poi nel 2007, per il 10° anniversario, e nel 2017, per il 20°, due mostre sono state occasione di "censimento". E, anche in quei casi, tanti i prodotti rimasti al SaloneSatellite dopo le esposizioni. Nel 2017 è stato creato anche un nucleo speciale, "20° Anniversario", composto da prodotti inediti creati per l'evento dall'unione di designer e aziende. Nel 2018 tutto questo patrimonio di idee andate a buon fine ha trovato un luogo fisico dove essere esposto: l'Artwood Academy a Lentate sul Seveso. L'Istituto Tecnico Superiore, sostenuto dalla Fondazione Rosario Messina e da FederlegnoArredo, con l'obiettivo di formare i nuovi artigiani che potranno tradurre in forme compiute le idee su carta delle future generazioni di designer. Il luogo adatto per dare la possibilità agli studenti di studiare da vicino i prodotti immaginati per il XXI secolo.

Così tutto è stato catalogato e racchiuso nel nome "SaloneSatellite Collezione Permanente". Da allora il numero dei pezzi raccolti continua a crescere e la Collezione viene apprezzata e ammirata. Nel 2024, dopo la grande mostra "Universo Satellite 25 anni di SaloneSatellite" in Triennale Milano, una selezione di prodotti è stata esposta all'Arts Pavilion di WestK a Hong Kong e ora, nel 2025, presto volerà in Giappone. La selezione, questa volta, riguarderà esclusivamente arredi e oggetti disegnati da designer di tutto il mondo, prodotti da aziende italiane. Perché sarà ospite del Padiglione Italiano una mostra dedicata dal 7 al 20 settembre, nell'ambito di Expo 2025 Osaka.

It started almost by chance. "Right from the very first edition, when we were taking down the stands, some of the designers left me their prototypes. As a tribute or gesture of luck," said Marva Griffin. Many of them actually went into production and were on the market. In other cases, it took several years for the fortunate meeting with the entrepreneur to materialise, which is why the pieces were donated in the form of products, by the designers themselves or by the companies.

Then, marking the 10th anniversary in 2007, and the 20th in 2017, two exhibitions were an opportunity for a "census." Then too, many products remained at SaloneSatellite after the exhibitions. In 2017, the special 20th Anniversary core group was formed, composed of new products created for the event by collaborating designers and companies. This treasure trove of successful ideas finally found its physical home and showed up at the Artwood Academy in Lentate sul Seveso. The Higher Technical Institute, supported by the Rosario Messina Foundation and FederlegnoArredo, was set up with the aim of training new craftspeople capable of translating the ideas on paper of future generations of designers into finished forms. The ideal place to give students an opportunity to study products conceived for the 21st century up close.

Thus, everything was catalogued and gathered together under the name "SaloneSatellite Permanent Collection". Since then, the number of pieces in the collection has continued to grow and it is prized and admired. After the great "Universo Satellite. 25 anni di SaloneSatellite" at Triennale Milano in 2024, a selection of products was exposed at the Arts Pavilion in WestK a Hong Kong and now, in 2025, it is about to fly to Japan. This time, the selection will focus exclusively on furniture and objects designed by designers from all over the world, produced by Italian companies. Because it will be the guest of the Italian Pavilion at Expo 2025 Osaka, a show dedicated from September 7 to 20, within the framework of Expo 2025 Osaka.

# Comunicato Stampa

## SaloneSatellite Open Call 2026

19 giugno 2025



Salone del Mobile.Milano

## SaloneSatellite 2026. An invitation to the next generation of designers: applications open for young creative talents

Applications are now open for **SaloneSatellite 2026**, slated for **21<sup>st</sup> to 26<sup>th</sup> April at Fiera Milano, Rho**. This is an unmissable opportunity for young designers under 35 who have until **30<sup>th</sup> August 2025 to put forward three innovative prototypes**, conforming to the original mission of the event, the brainchild of **Marva Griffin Wilshire** that became a reality in 1998 and which she continues to curate: the idea was to make **SaloneSatellite an international hotbed of talent** to be brought to the attention of and made available to furniture companies all over the world.

Applying for SaloneSatellite means embarking on a highly stimulating process. Every year, **hundreds of proposals** arrive from all over the world, examined in the autumn by a **Selection Committee** made up of industry professionals, called upon to identify the most promising projects and the most original visions. It also includes former SaloneSatellite participants who have made a name for themselves on the international scene. The selected designers are offered a chance **to take part in up to three editions** (not necessarily consecutive), provided they are under the age limit of 35. **To apply, material relating to three projects already realised** (from 1 to 3 photos per project – 16:9, max 100MB – and a brief description in English, maximum 300 characters including spaces) must be submitted online. Full information is available at this [link](#).

The latest edition of SaloneSatellite, which featured **700 young people**, invited participants **to reinterpret ancient techniques in a contemporary and sustainable perspective**, ideally continuing the dialogue that took off in 2024 at Triennale Milano, where the 25<sup>th</sup> anniversary was celebrated with the event “**Universo Satellite**” and the celebratory volume “**Universo Satellite. 25 anni di / 25 years of SaloneSatellite**”, a collective narrative bringing together **emerging design, historical memory and future vision, tracing the connections between generations of designers, institutions and companies in search of new languages**.

The most noteworthy young people at SaloneSatellite include figures now central to the international contemporary design scene, such as Oki Sato, founder of the Japanese studio **Nendo**, **Sebastian Herkner**, recognised for his material and cultural sensitivity, **Matali Crasset**, the radical voice of French design, the poetic and sophisticated **Cristina Celestino**, **Lorenzo Damiani**, whose work stands out for its conceptual depth and formal coherence, and the **Swedish collective Front**, known for its experimental and narrative approach. Not to mention leading names on the Chinese scene: **PINWU Design Studio** - promoters of the RONG Residency, a month-long residency at their RONG Design Library, reserved for recipients of the SaloneSatellite Award Special Mention - **Benwu Studio** and **Frank Chou Design Studio**. The list goes on, with names such as Felicia Arvid (Compasso d'Oro for the Klipper sound-absorbing panel), **Zsuzsanna Horvath** (Compasso d'Oro for the ILLAN lamp), **Francesca Lanzavecchia**, **Ini Archibong**, **Daniel Rybakken** and **Zanellato/Bortotto**, all of whom have passed through the creative hub that Marva Griffin has transformed into a **privileged observatory on the future**. Guiding this vision is her conviction – shared by authoritative figures such as Paola Antonelli, President of the **SaloneSatellite Award** jury – that “the ability to make is essential for driving

innovation": a principle that continues to inspire generations of designers and to make the SaloneSatellite a fundamental intersection of **education, experimentation and enterprise**.

Testament to this, many of the designers discovered in the early days have now achieved huge **entrepreneurial success**. Two emblematic examples, **Álvaro Catalán de Ocón**, a Spanish designer who took part for the first time with his PET Lamp brand, and **David Pompa**, a Mexican entrepreneur and creative artist at the helm of the davidepompa brand, took part in Euroluce 2025. Both, now international protagonists, testify to **Satellite's ability to identify new languages and to foster their evolution**. A path similar to that taken by Davide Groppi, a consolidated point of reference in the lighting world, and by **A Lot of Brasil**, a Brazilian brand founded by the designer Pedro Franco, active in the hybridisation of design and popular culture.

**It is precisely through this process - from prototype to production and from concept to enterprise - that SaloneSatellite is able to interpret design not only as form, but as the voice of change.** After 26 editions, it has proved to be a vital outpost of creativity, a design platform in constant, ongoing dialogue between young minds, institutions and companies, and a catalyst for career paths that progress from dream to reality.

## Open Call SaloneSatellite 2026

**Deadline: 30<sup>th</sup> August 2025**

Online Applications: <https://satellite.salonemilano.it/login>

Further information: [salonesatellite@salonemilano.it](mailto:salonesatellite@salonemilano.it)





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