



Press Release

The SaloneSatellite Permanent Collection debuts in Japan

24th July 2025



Salone del Mobile.Milano

The SaloneSatellite Permanent Collection debuts in Japan, a special guest of the Italy Pavilion at Expo 2025 Osaka.

International creativity, Italian production: the Italy Pavilion will showcase projects forged at SaloneSatellite, the Salone del Mobile.Milano hothouse for under-35s, signed by young talents now the protagonists of international design. A tribute to the alliance between the culture of design and excellent industry.

From 7th to 20th September 2025, the **SaloneSatellite Permanent Collection 1998-2025** will feature **at Expo 2025 Osaka**, boosting the **Italy Pavilion's** offering with an exhibition that is both narrative and vision, genealogy and manifesto. A selection of **47 products** – **presented as prototypes at SaloneSatellite, where they were chosen by companies to go into production** – testifying to the virtuous dialogue between **international creativity** and **Italian know-how**, a pairing that has always defined the nature of the exhibition that has been the creative hub of the Salone del Mobile.Milano for 26 editions. Each piece on display is a microcosm of shared values: innovation, production ethics, formal language and accessibility.

Maria Porro, President of the Salone del Mobile.Milano, had this to say: *"Osaka represents a strategic destination: it is the start of a new chapter in the international roadshow that takes the Salone del Mobile.Milano beyond national and European borders each year, in search of new audiences and new visions. Embarking in Japan, at Expo 2025 Osaka, with the SaloneSatellite Permanent Collection, is deeply significant: we are narrating the encounter between global creativity and Italian manufacturing, as well as the extraordinary dialogue between two design cultures that both believe in quality, respect for materials, and a balance between form and function. Japan is also an extraordinary creative interlocutor, with which Italy has built a solid bridge over time – as testified by giants such as Carlo Scarpa, one of the most important architects and designers of the 20th century, capable of translating and interpreting the poetics of Japanese aesthetics, and architects like Tadao Ando and Shigeru Ban, who have looked to Italy as a source of inspiration. Just as today, Oki Sato, Nao Tamura, Takahide Sano – to name just three of the hugely talented Japanese designers who have graced SaloneSatellite – are perpetuating this relationship, dialoguing with Italian companies in a design language that is at once intimate and universal. This SaloneSatellite homage to Osaka is the manifesto for the kind of design that brings together creatives, companies and territories to forge a living, inclusive and generative network for building bridges between cultures, create opportunities for exchange and vision, and forge new trajectories of collaboration and opportunities for dialogue in the international markets most sensitive to the value of design. Japan is important because – like Italy – it is a country in which design forms an integral part of everyday life. A universal added value."*

Maria Porro concluded: *"I would like to express my heartfelt thanks to the Italian Government, the Commissioner General for Italy at Expo 2025 Osaka, Ambassador Mario Vattani, and the entire Italy Pavilion for generously enabling the Salone del Mobile.Milano to be hosted in this major international showcase. A collaboration that honours us and confirms the strategic value of Italian design in promoting the dialogue between countries and visions through the culture of design."*

The Commissioner General for Italy at Expo 2025 Osaka, Ambassador Mario Vattani said *"Bringing the SaloneSatellite Permanent Collection 1998 – 2025 Exhibition to the Italy Pavilion at Expo 2025 Osaka allows us to showcase the best of Italian manufacturing excellence and international and industrial creativity to the Asian public in general, and to Japan in particular, which has always had a gift for*

anticipating tastes. Many Japanese designers are involved, including Nendo, Nao Tamura, Makoto Kawamoto and Yuri Himuro. The Expo will feature a vibrant selection from the SaloneSatellite Permanent Collection, which now comprises over 400 products."

SALONE DEL MOBILE.MILANO

Dedicated to talented young designers, SaloneSatellite is an event under the umbrella of the **Salone del Mobile.Milano, the most important design and furnishing trade fair at international level**. An incubator and accelerator of excellence, a dynamic and privileged ecosystem for business and relations between all the players in the sector – **from companies to designers and buyers to architects** – it represents a **space for observation and reflection on the role and evolution of design**. For insiders, it is a **global laboratory of experimentation, cross-pollution and critical thinking**, and an **essential destination – both physical and digital** – for the global design community, active 365 days a year, where the companies' creativity finds fertile ground for growth and translation into concrete, cultural and productive value.

SALONESATELLITE PERMANENT COLLECTION 1998-2025

Curated by **Marva Griffin Wilshire**, founder and curator of the event, the exhibition is a concrete tribute **to the fertile alliance between young talent and Italian companies** and perfectly interprets the theme of **Expo 2025 Osaka: Designing Future Societies for our Lives**.

"The choice of products for the SaloneSatellite Permanent Collection 1998-2025. Exhibition, in the Italy Pavilion at the Osaka Expo, focused on those made by Italian companies, to celebrate the enduringly fruitful marriage of international creativity and Italian industry that SaloneSatellite has promoted since its first edition in 1998. A dialogue that has allowed many young designers to find fertile ground for growth, to encounter Italian manufacturing excellence and to give shape to their visions. This exhibition wants to pay homage to that initial moment, when everything begins, whilst also highlighting the results achieved: objects that today tell not only the story of a talent that has emerged, but also that of a virtuous model of cultural and productive collaboration," said **Marva Griffin**.

Also on show are **three "special pieces,"** design cameos that are emblematic of the successful collaboration between designers who made their breakthrough at SaloneSatellite and Italian brands, and **two products by Italian designers** that have caught the eye of foreign companies - Raat (Dongmyung Lighting Co. Ltd) and the MoMA-Museum of Modern Art in New York, respectively - both of which are included in the Collection.

JAPANESE DESIGNERS ON SHOW

Projects by some of the most noteworthy **Japanese designers** to have emerged at SaloneSatellite lie at the heart of the exhibition, illustrating successful career paths, evolutions that have managed to blend cultural identity with contemporary vision. These include **Nendo's Chab** for **DePadova**, an essential and elegant coffee table, as well as his sculptural **Koeda** coat stand for **Cappellini**, which translates the encounter between nature and function into an essential sign. The **Seasons** serving ware, by **Nao Tamura** for **Covo**, interprets the natural cycle of the seasons with poetic sensitivity, **Giava** by **Makoto Kawamoto** for **Aliantedizioni**, is a fruit stand with sleek and harmonious lines, and the **Kumo** blown glass teapot by **Takahide Sano** for **Massimo Lunardon**, blends Italian craftsmanship and oriental imagery, while the **Cultivate Collection** by **Yuri Himuro** for **cc-tapis**, is a flatweave carpet created using a novel technique that transforms the act of cutting into story telling; and the **Water** pendant lamp by the **Aatismo** collective

for **Giorgetti** reinterprets the theme of water as a vital and formal principle, in a luminous key. Objects born of youthful visions that have now matured into solid authorial languages, confirming the cultural and productive value of the design bridge between Japan and Italy promoted by the event.

Testament to the key role played by Japan on the emerging design scene, several young Japanese designers have netted the **SaloneSatellite Award** over the years. In addition to the numerous Special Mentions, there were 42 award winners, including: **Nao Tamura (2010), Bouillon (2016), Yuri Himuro (2018), Kuli Kuli (2019), Baku Sakashita (2019), the Honoka collective (2023) and Super Rat (2025).** **Honoka's and Super Rat's projects** will be on display at the exhibition, bearing concrete witness to the creative vitality and ability of these young designers to come up with innovative design visions, consistent with the spirit of research, sustainability and cultural openness that characterises the SaloneSatellite.

The exhibition itinerary, designed by the architects **Ricardo Bello Dias**, who has always devised the SaloneSatellite layouts, and **Hariadna Pinate**, is part of the Italy Pavilion "**Hangar of Knowledge**" conceived by **MCA – Mario Cucinella Architects** as a place where ingenuity, manufacturing and imagination come together.

SALONESATELLITE PERMANENT COLLECTION

The **SaloneSatellite Permanent Collection**, which now contains more than **400 products** resulting from just as many successful encounters between designers and companies, is based at **the Artwood Academy in Lentate sul Seveso**, in the heart of Brianza. A school, an archive and a workshop that trains professional figures for the Italian wood-furniture supply chain, promoting the deep-rooted and integrated knowledge of design that is a necessary condition for turning ideas into objects, and objects into culture. After making its **first stop in Hong Kong in 2024, the Osaka exhibition marks a further step in the internationalisation of the Collection**, which has now begun to travel, responding to invitations from cultural institutions all over the world. A narration through objects, which continues to generate value for the design system, recognising and fostering the intelligence of relationships: the future of design is woven when talent and industry meet to imagine – and build – a better world.

As has been the case, for 26 years, at SaloneSatellite.

SaloneSatellite Permanent Collection 1998 - 2025 Exhibition

Italian Pavilion, Expo 2025 Osaka, 7th-20th September 2025

Curated by

Marva Griffin Wilshire, Founder and Curator, SaloneSatellite

Ricardo Bello Dias with Hariadna Pinate, Exhibition and Graphic Design

Porzia Bergamasco, Project Coordinator, Consultant

Chiara Ghilardi, Organising Secretariat

ITALIAN COMPANIES

Aliantedizioni, Billiani, Caimi, cc-tapis, Cappellini, Capsula Mundi, Covo, Giorgetti, Davide Groppi, De Padova, en&is design, De Castelli, Elite, Foscari, Flos, FontanaArte, Francolight, Lodes, Luceplan, Massimo Lunardon, Magis, MDF Italia, Martinelli Luce, Mogg, Moroso, OGTM Officine Meccaniche, Pedrali, Ritmonio, Riva1920, Rubelli, Seletti and Tacchini.



DESIGNERS

Aatismo, Adriano Design, Pierfrancesco Arnone, Felicia Arvid, AZ Design/Andrea Zanini, Enrico Azzimonti & Jordi Pigem, Alessandra Baldereschi, Big-Game, Cristina Celestino, Anna Citelli and Raoul Bretzel, Carlo Contin, Alessandro Corina and Paolo Stella, Cristophe de la Fontaine & Stefan Diez, en&is/Isabella Lovero and Enrico Bosa, Francesco Faccin, Francesco Forcellini, Francisco Gomez Paz, Davide Groppi, Himuro Design Studio, Zsuzsanna Horvath, Hsiang Han Design, Patrick Jouin, Makoto Kawamoto, Lanzavecchia + Wai, Alessandro Loschiavo, Xavier Lust, Francesco Librizzi, Marcantonio Raimondi Malerba, Benedetta Mori Ubaldini, Satyendra Pakhalé, Mikael Pedersen, Daniel Ribakken, Takahide Sano, Oki Sato/Nendo, Studio Truly Truly, Studioventotto, Studio-if, Nao Tamura, Carlo Tamborini, David Trubridge, Vittorio Venezia/Martinelli Venezia, Voon Wong & Benson Saw, Sebastian Wrong, and Zanellato Bortotto.



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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