

# Salone Satellite

## PERMANENT COLLECTION

È iniziata quasi per caso. "Fin dalla prima edizione, al momento di smontare gli stand, capitava che i designer" - racconta Maria Griffin - "mi lasciassero i loro prototipi, in segno di omaggio o di buon auspicio". 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 "ornamento". 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 andato a buon fine ha trovato un luogo fisso 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 "Universe Satellite 25 anni di SaloneSatellite" in Triennale Milano, una selezione di prodotti è stata esposta all'Arts Pavilion di West Kowloon 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 Italia, in 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, quite simply, good luck," said Maria Griffin. Many of them actually went into production and were launched 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 finished 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. In this treasure trove of successful ideas finally found its physical home and became 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 see products conceived for the 21st century up close.

## Press Release

# The SaloneSatellite Permanent Collection debuts at Expo 2025 Osaka

4th September 2025



Salone del Mobile.Milano

## The SaloneSatellite Permanent Collection debuts on Sunday 7<sup>th</sup> September at Expo 2025 Osaka, as a special guest of the Italy Pavilion.

*International creativity, Italian production: at the Italy Pavilion, projects born at SaloneSatellite and created by young talents—now key figures in international design—take center stage. The exhibition will be inaugurated on the 7<sup>th</sup> September at 11:00 a.m., during the official opening ceremony of the Italian National Week. Institutional greetings will be delivered by Mario Vattani, Commissioner General for Italy at Expo 2025 Osaka, and Filippo Manara, Consul General of Italy in Osaka. The ribbon will be cut by Marva Griffin, Founder and Curator of SaloneSatellite.*

From 7<sup>th</sup> to 20<sup>th</sup> 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.

The opening ceremony for **the SaloneSatellite Permanent Collection 1998-2025** is scheduled for Sunday, on the **7<sup>th</sup> September at 11:00 a.m. (local time) at the Auditorium of the Italy Pavilion**, coinciding with the opening of the **Italian Week**, whose inauguration ceremony will begin with institutional greetings from **Mario Vattani, Commissioner General for Italy at Expo 2025 Osaka and Filippo Manara, Consul General of Italy in Osaka, Marva Griffin, Founder and Curator of SaloneSatellite**, and **architect Ricardo Bello Dias** will introduce the exhibition and lead the guided tour. In the afternoon, from **2:00 p.m. to 3:30 p.m.**, a **roundtable discussion will bring together several Japanese designers who have participated in previous editions of the event. The discussion will be moderated by Rossella Menegazzo, Responsible for Culture, Science and Education of the Italy Pavilion at Expo 2025 Osaka. The talk will feature designers who have played a key role in various editions of SaloneSatellite, invited to discuss the relationship between Italian manufacturing and international creativity, with a particular focus on Japan. The event will offer a reflection on design's ability to build cultural and productive bridges between Italy and Japan, reaffirming SaloneSatellite's role as a platform for dialogue and innovation.**

**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 20<sup>th</sup> 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 Italian 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

Italy Pavilion, Expo 2025 Osaka, 7<sup>th</sup>-20<sup>th</sup> 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, Bosa, 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.  
Images and preview images with captions and credits are available in the [Press and Media Area](#).

### **Marilena Sobacchi**

Head of Global Press Office

[marilena.sobacchi@salonemilano.it](mailto:marilena.sobacchi@salonemilano.it)

### **Vlatka Zanoletti**

International Press and Cultural Events Senior Support

[vlatka.zanoletti@salonemilano.it](mailto:vlatka.zanoletti@salonemilano.it)

---

### **Paola Cavaggioni**

Marketing & Communication Director

### **Susanna Legrenzi**

Press & Communication Strategy Advisor

### **Andrea Brega**

Head of Press Office Coordination

### **Patrizia Malfatti**

Press Office Senior Expert

### **Patrizia Ventura**

International Press Incoming and Media Buying Manager

### **Massimo Poggipollini**

Secretariat