

A close-up photograph of human skin, showing a cluster of freckles and a single mole. The skin is light-toned and the background is a soft, warm orange color.

**THOUGHT
FOR
HUMANS.**

Press Release

63rd edition

Salone del Mobile.Milano

26th March 2025



Salone del Mobile.Milano

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Salone del
Mobile.Milano:
the design
industry at the
centre of the
world



Salone del Mobile.Milano

63rd Salone del Mobile, the design industry at the centre of the world

From 8th April, with more than 2,100 exhibitors from 37 countries, the Salone will once again be the meeting point for a strategic supply chain, a key event for connecting with international markets, a hub that disseminates vital energy throughout the city, transforming Milan into the World Design Capital. The concluding highlight of a six-act Cultural Programme: Library of Light, by Es Devlin. In the year of EuroLuce, the famous British artist will light up the Pinacoteca di Brera with a spectacular installation dedicated to the value of knowledge.

From 8th to 13th April, in the more than 169,000 square metres of sold-out exhibition space, **the 63rd edition of the Salone del Mobile.Milano** will be primed to welcome more than **2,100 exhibitors**, including - confirming the dynamic nature of the event - **168 brands at the Salone for the first time and 91 returnees** with an increasingly consistent presence from abroad. The same trend applies to the **decision-makers, buyers, designers and investors** making their way to Fiera Milano, Rho from more than **150 countries**. A result made possible thanks to the Salone's commitment to coming up with **formats and experiences** that nurture creative processes, **strategic vision**, production and distribution models, in an **open dialogue between the design industry and the imagination of the protagonists of a leading Cultural Programme**, aimed at stimulating an increasingly broader, multidisciplinary, future-focused strategic vision.

With numbers that consolidate its success, in the pursuit of an ongoing path of evolution, the **63rd edition of the Salone del Mobile.Milano** promises to be, once again, the sector's **leading international** event in terms of **historical DNA, number of professionals, overall turnover** and the **quality of industrial manufacturing proposals** that, thanks to being under the spotlight of the Salone, connects with the world with **an unparalleled offer** in terms of **aesthetics, functional and technological innovation, materials research**, and aptitude for transforming the challenges of **sustainability into competitive advantage**.

Four Special Projects feature on the 2025 Cultural Programme, two in the city, two in the Salone Pavilions. The first to open to the public, on 6th April in an ideal bridge with Art Week, will be the installation **Robert Wilson. Mother**, at the **Museo della Pietà Rondanini – Castello Sforzesco**, a “total work” dedicated to **Michelangelo's masterpiece**, recognised, together with Leonardo's Last Supper, as one of the most iconic works of art in Milan. The last to be announced is **Library of Light** by British artist **Es Devlin**, a powerful performative experience taking place in the **Cortile d'Onore of the Pinacoteca di Brera**: a “**beacon of knowledge**” with **over 2,000 volumes selected and donated by Feltrinelli** to celebrate the value of knowledge. There will be two installations at the fair; in Pavilions 22-24, the visionary eye of Oscar-winning director **Paolo Sorrentino**, accompanied by the scenographer **Margherita Palli** and a soundtrack by **Max Casacci**, will pay tribute to a universal feeling: **waiting**, the most sincere moment in life, marked by the beating of a mysterious heart. While it is to **Pierre-Yves Rochon**, the absolute protagonist of the most exclusive international hotellerie, that the Salone has entrusted the task of giving shape to an interior concept that **reinterprets luxury in its timeless dimension: Villa Héritage** (Pavilions 13-15), a tribute to Luchino Visconti's Venice, to the music of Gustav Mahler, and to the talent for designing rooms that become worlds of their own in which heritage is not a constraint but an act of freedom.

Following the success of The City of Lights (2023), 2025 is once more the year of **EuroLuce - 306 exhibitors, among the best brands in the sector, 45% of them from abroad**. The Biennale will once again provide an **international focus on the evolution of light** in **indoor and outdoor** domestic spaces, as well as in the **urban landscape**. Expectations are high for the first edition of **The EuroLuce**

International Lighting Forum, a multi-voice debate on the key themes in lighting design: 2 packed days of masterclasses, round tables and workshops featuring **20 speakers from all over the world**, from solar designer **Marjan van Aubel** to **Stefano Mancuso**, the plant neurologist, to the great British anthropologist **Timothy Ingold**.

After celebrating its first 25 years in 2024, **SaloneSatellite** will be back stronger than ever with **700 designers from 36 countries** and **20 international design schools and universities**. The theme of the latest edition is **NUOVO ARTIGIANATO: UN MONDO NUOVO//NEW CRAFTSMANSHIP: A NEW WORLD**, an invitation to re-imagine the universe of the handmade. A reflection that not only fuels the imagination of talents under-35 but also contributes to rethinking the design perimeters of the entire design industry, which over the years at SaloneSatellite has scoped both an endless breeding ground of young talent and fresh stimuli to explore and better understand the urgencies and challenges of the new generations of designers.

Finally, there is a huge focus on **sustainability**. Thanks to a measurable path, the Salone has been **ISO 20121 certified** for sustainable event management since 2023, in parallel with its ongoing commitment to encouraging exhibiting companies to design and build stands following increasingly exacting **Green Guidelines**, which are becoming more and more challenging in line with the principles set out in the Salone's Sustainability Policy.

Maria Porro, President of the Salone del Mobile.Milano, had this to say: *"Since 1961, the Salone del Mobile has been an ecosystem that marries business, culture and networking, generating concrete value for industrial manufacturing in a dynamic dimension, which reflects the changes in design, in living, and in the business and design culture. Each edition is the starting point for new challenges, made possible thanks to the faith of a supply chain that recognises the Salone as a strategic partner for internationalisation. As of 8th April, the Salone will be up and running, with more than 2,100 exhibitors from 37 different countries, and EuroLuce, the global benchmark lighting event with 45% of exhibitors from abroad. The strong point of the Salone is its professional audience from 150 countries, which determines its success with an impact that resonates right along the value chain. This is why this year – against the backdrop of such a complex global scenario – we have put even greater effort into attracting professionals from established and emerging markets, stimulating fundamental competitive elements such as sustainability and providing a cultural offering that triggers new reflections on the future."* **Ms Porro** went on to say: *"Treats in store for us at the fairgrounds will include the results of Paolo Sorrentino's exceptional vision and Pierre-Yves Rochon's great talent, the Drafting Futures talks and round tables and the very first, much anticipated edition of The EuroLuce International Lighting Forum. The Salone will also extend into the city, with two exceptional projects – a tribute to knowledge, with Es Devlin. Library of Light at the Pinacoteca di Brera, and a dialogue with light in Robert Wilson's installation at the Museo della Pietà Rondanini – Castello Sforzesco. It is together with these voices that the 700 young SaloneSatellite talents, who add new meanings to the verb 'to design' each year, and its great design community, that the Salone will once again ignite the spark that transforms Milan into the World Capital of Design. This is our commitment, both tangible and intangible. But it is also our message: an invitation to design a world in which design is – as the 2025 communication campaign suggests – Thought for Humans. That means choosing, responsibly, individually and collectively, what the right trajectory for the future is."*

Claudio Feltrin, President of FederlegnoArredo, said: *"In a truly complex and uncertain international climate, the most demanding and challenging week for the Made in Italy design industry and the supply chain that drives it is fast approaching. Yet the history of our sector has shown us that in times of difficulty, our ability to innovate and turn crises into opportunities comes to the fore even more strongly. This is the message that will come through loud and clear from the pavilions of the Salone del*

Mobile.Milano, where the best of Italian design will once again confirm its world leadership status with products that are not just products, but visions for the future, with solutions that combine style, sustainability, research and innovation. We cannot, however, ignore the challenges that wood furnishing and design are up against: industry data remind us that exports, which have always driven our growth, are experiencing a slowdown that is impacting the main reference markets, Germany and France first and foremost, and the winds blowing from the US over Trump's tariffs are far from reassuring. Added to this, domestic demand is struggling to recover. The 63rd edition of the Salone del Mobile.Milano will therefore be even more of a powerful industrial policy tool and a trailblazer towards emerging markets. The Salone del Mobile and the companies that have rendered it unique over the years will once again be able to meet expectations and set the course as befits true leaders. The work that we at FederlegnoArredo do every day is also fundamental in this sense, thanks to the identification of industrial policies that enhance the sector, and effective measures for internationalisation."

Annual Events

Four annual events will be held at Fiera Milano, Rho: the **Salone Internazionale del Mobile**, the **International Furnishing Accessories Exhibition**, **Workplace3.0** and **S.Project**, for an increasingly integrated and crosscutting visitor experience that embraces the concept of design, an ever-evolving system in which furniture, accessories, fabrics and living solutions combine to meet the new demands of the **contract, home office and hospitality sectors**, proffering inspiration for creating increasingly **functional and flexible** environments, **versatile solutions** with the **outdoor** space taking on an increasingly **central** role, thanks to advanced research into textures, finishes and performance. This edition will provide a vision of sophisticated living, where **comfort merges with personal expression**. Shapes become softer, evoking **nature and the organic**, while precious materials such as leather, carved wood, decorated glass and tailored fabrics tell **stories of quality and research**. **Modularity is the protagonist**: each element is designed to adapt to the spaces and desires of those living in an environment, offering infinite compositional possibilities. Integrated lighting, bespoke finishes and functional details enhance the concept of **intelligent** and far from conventional **design**. The result is an aesthetic that balances **visual lightness, technological innovation and emotional warmth**, transforming the space into an intimate and dynamic narrative.

In Pavilions 13-15, mapping out further new visions, will be **Villa Héritage**, an interior design project by **Pierre-Yves Rochon**, the **French architect who has designed** some of the most exclusive addresses in international hospitality, not least the Waldorf Astoria in New York. An installation that brings together works of art, Flemish tapestries, one-off and mass-produced pieces around **a winter garden inspired by ancient Italian glasshouses (40 of the exhibiting brands are involved)** as a tribute to the manufacturing industry's ability to create **timeless objects**, which Salone 2025 has entitled: **A Luxury Way**, a path that introduces a **rereading of the contemporary classic**. At the entrance to Pavilions 22-24, visitors will be greeted by a powerfully emotionally impactful project - **La dolce attesa**, a site-specific installation by Oscar winner **Paolo Sorrentino** in collaboration with set designer **Margherita Palli** to a soundtrack by **Max Casacci**.

For the third year running, the **Formafantasma** Arena will host **Drafting Futures. Conversations about Next Perspectives** (Pavilion 14) curated by **Annalisa Rosso**, Editorial Director & Cultural Events Advisor. Five days of conversations that will feature thinkers, designers, and artists, such as the British Artist **Es Devlin (8th April)**, followed by **Valeria Segovia (9th April)**, Director and Design Director of Gensler in London, the world's largest architecture firm in terms of turnover and number of architects with clients in over 100 countries. The architect **Bjarke Ingels, (10th April)**, will invite us to reflect on how materiality, technology and human interaction can redefine the future of urban planning, **Lesley Lokko (11th April)**, Founder of the African Futures Institute and Curator of the 18. International Architecture Exhibition of the Venice Biennale and Oscar winner **Paolo Sorrentino (12th April)**. The protagonists of

the afternoon **Round Tables** will be international panels of industry experts, invited to share authoritative views on challenges and opportunities in the areas of the “Business of Design” and the “Business of Hospitality”.

Euroluce

Following the success of The City of Lights in 2023, expectations are running high for the return of **Euroluce with 306 exhibitors, 45 % of them from abroad**. The Biennial is once again the **international platform of reference for lighting design**, thanks to its high-quality exhibition content, ability to share a clear picture of the sector's progress, driven by **technology, sustainability and innovation, intelligent systems, AI integration, biophilic design and greater control by users**, who will be able to create ambiances and tailor-made environments. **The forms become sculptural, evocative and often nature-inspired**, as in lamps that recall botanical elements, water flows or celestial phenomena. **Light becomes a material to be shaped**: soft, directional, modulated via tactile controls, sensors or remote controls, right up to real dynamic systems. **Modularity is a key theme**, with modular or transformable light bodies, ideal for creating customised ambiances. Ample space is given to the use of **noble and recycled materials** - blown glass, handcrafted metals, regenerated thermoplastics - in a **marriage of craftsmanship and innovation**. **Portability and a lack of cables**, thanks to rechargeable batteries, make **lighting freer and more versatile**, suitable for both indoor and outdoor spaces. The result is **poetic, sensory, functional lighting** that embellishes rooms with character and personality.

In the year of **Euroluce, Robert Wilson. Mother** will be opening the Salone del Mobile.Milano at the **Museo della Pietà Rondanini – Castello Sforzesco**, where from **6th April**, in an ideal bridge with **Milano Art Week**, the famous American artist will dialogue with **Michelangelo's** unfinished last masterpiece, to music by **Arvo Pärt** (in collaboration with the Municipality of Milan | Culture, **until 18th May**). Then, from **7th April** it will be **Es Devlin's** turn: **Library of Light**, a metaphor for knowledge, is a **Salone project in collaboration with the Pinacoteca di Brera and with the contribution of Feltrinelli**. A journey through science, philosophy and spirituality to put light back at the centre of the narrative. An extraordinary gift to the city.

Another new departure for 2025 is the first edition of **The Euroluce International Lighting Forum** (10th-11th April, Pavilion 2): two days of masterclasses, round tables and workshops curated by **Annalisa Rosso**, Editorial Director & Cultural Events Advisor, in collaboration with APIL. Under the title **Light for Life. Light for Spaces** – they will feature more than **20 international speakers**, including lighting designers, architects, artists, set designers, scientists, biologists, anthropologists, astronomers and psychologists, invited to share visions, intuitions, research and design practices with the aim of sparking a **deeper understanding of the future of lighting through a multidisciplinary approach**. An exceptional space will be hosting the forum: the **Forest of Space** Arena designed by the Japanese architect **Sou Fujimoto**, one of the most successful architects of the last ten years, and creator of the Grand Ring, a wooden structure with a 2 km circumference that will surround the national pavilions of the countries present at Expo 2025 Osaka.

Carlo Urbinati, President of Assoluce of FederlegnoArredo, commented: *"With the 2025 edition of Euroluce, we are continuing the process of renewal that we successfully embarked upon in 2023, when we decided to put the visitor at the centre of our vision and created, amongst other things, a layout that would allow them to gain a broad overview whilst also being less scattered. This year's edition will be of the highest level, offering a complete picture of the entire sector to buyers and professionals from all over the world. For a sector such as lighting, which exports more than 80% of its output, the Salone del Mobile is an unparalleled business tool that proves even more strategic in a complex economic environment such as the one we are currently experiencing. At the Salone, companies will have the*

opportunity to present new products that are the result of research and innovation in the lighting sector, which often explores and establishes new expressive and technological frontiers. Furthermore, when it comes to sustainability, more than any other sector over the last 15 years, we have witnessed a paradigm shift, moving from electricity to electronics, enabling us to reduce potential consumption by up to 50% compared with previous technologies."

The Salone in the City

The Salone will extend from Fiera Milano, Rho out into the city with an international cultural programme. Two unmissable events: **Robert Wilson. Mother**, at the **Museo della Pietà Rondanini – Castello Sforzesco**, in collaboration with the **Municipality of Milan | Culture (from 6th April to 18th May)** and **Es Devlin. Library of Light** in the **Cortile d'Onore at the Pinacoteca di Brera (from 7th to 21st April**, open to 9 pm in the evening, and boasting a public programme consisting of 3 exclusive events).

For the fifth year running, the Salone is renewing its connection with the **Fondazione Teatro alla Scala**. **Robert Wilson** will be curating the opening night for the 63rd edition of the event at La Scala, with **The Night Before: Chairs, Objects, Opera** - a journey through some of the most famous pieces in the operatic repertoire that he has produced over the years. They will be performed by the Teatro alla Scala Orchestra, conducted by **Michele Spotti**, and featuring the soprano **Marina Rebeka**. On stage will be a selection of objects and chairs from Wilson's historic stagings.

Back, again in Piazza della Scala, the **Design Kiosk** (1st-13th April), the Salone del Mobile landmark entrusted to **Corraini Edizioni** (a project by DWA-Design Studio), will be a meeting point for a series of conversations again this year. The protagonists include **Piero Lissoni, Federica Biasi, Alessandro Valenti, Aldo Cibic, Stephen Burks e Olimpia Zagnoli**. In Via Dante, the photographic exhibition **Vernissage** (until 15th April) explores the central theme of **US photographer Bill Durgin's Salone 2025** communication campaign - the unbreakable relationship between man and product, **a bond that defines quality design and its impact on people's lives**. A **selection of artistic shots**, in the heart of the city, geared to stimulating reflection on the fundamental values of our time: the **centrality of human beings, the celebration of diversity and the contribution of design to improving the quality of life**.

There will also be **eight graphic interventions around the city of Milan**, near some of the leading design icons, aimed at **celebrating the role of design culture** 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**.

Last but not least, and to an even greater extent this year, the **Salone will be extending into the city** again: **more than 100 showrooms belonging to brands exhibiting at the annual events and Euroluce** will join in the great celebration of design in the Fuorisalone.it guide, flinging open their doors to **design lovers**. Lastly, the Salone will again be promoting the **Welcome Project**, in collaboration with the **Municipality of Milan, the Fondazione Fiera Milano, NABA, New Academy of Fine Arts, IED Istituto Europeo di Design, Politecnico di Milano – School of Design and Domus Academy**. More than **100 students** will be involved, providing the general public with information on the Salone and the main events in the city. They will be visible and recognisable, thanks to work jackets made in collaboration with **Ethicare**, **the first ethical Made in Italy supply chain**. The uniform is a statement of intent: **innovation, sustainability, ethics**. The values of this partnership are the same as those that are now mapping a new trajectory for design - a conscious future, built on the solid roots of Italian craft tradition, projected towards a fairer, more human tomorrow.

Giuseppe Sala, Mayor of Milan, had this to say: *“The Salone del Mobile is one of the events that best reflects our city's ability and desire to innovate, experiment and open up to the world. Thanks to the strategic showcase offered by the Salone, in Milan design feeds creativity, study and research into an interesting ecosystem capable of attracting important flows of people - starting with creative people, designers, architects and professionals, but also tourists and enthusiasts - and of generating value for the city, the region and the country as a whole. The high quality of the proposals presented during the week of the Salone and the programme of cultural initiatives and meetings into which it is structured are the fundamental elements of the success of an event that Milan has been proud to host, contributing to its growth, for 63 editions.”*

Attilio Fontana, President of the Lombard Region, commented: *“The Salone del Mobile is a platform for creativity and ideas, in the name of development. I particularly want to emphasise the extraordinary openness of this event and its ability to evolve, without ever betraying its essence as a driver of cultural, economic and social growth. This year's programme will only serve to confirm these characteristics. The Lombard Region will continue to support the event, convinced of the importance of promoting initiatives that favour the growth and development of the territory.”*

Partners

Once again this year, the **ITA - Italian Trade Agency** has provided important support to the Salone del Mobile.Milano in its international missions. In April, ITA will be renewing its commitment, geared to bringing the highest number ever of **qualified foreign professionals from 50 countries** to Milan. The IBL- International Business Lounge (Pavs. 13 and 15) will be set up to welcome them. The European delegations will include France, Germany, Spain and the United Kingdom, while professionals from the wider world are expected from **Saudi Arabia, Australia, Azerbaijan, Canada, Chile, China, South Korea, the United Arab Emirates, Japan, India, Mexico, Qatar, Singapore, the United States and South Africa.**

Matteo Zoppas, President of ITA - Italian Trade Agency, commented: *“The Salone del Mobile is an event recognised at global level, and its internationalisation activities have seen it become a real magnet abroad. The importance of intercepting professionals not only in Italy but also in other countries is a rewarding strategy today. The ITA - Italian Trade Agency is hard at work, promoting the trade fair, starting with some focus markets: the US, China, India and Saudi Arabia. The aim of the 2025 edition is to increasingly encourage target professionals to take part in the event. 350 incoming professionals are expected: around 190 key journalists from the main markets and over 160 foreign buyers selected from the leading architecture, interior design and real estate firms and developers from 50 countries on all continents. The wood-furnishing sector saw a period of consolidation in 2024, with exports – which represent 38% of the sector's total turnover – standing at 19.4 billion euros (-2.3% compared with 2023), with a few notable exceptions, such as the United States, up 3.5%, and excellent performance for example from the UAE, up by more than 20%. The ITA continues to support the sector with global promotional initiatives to stimulate its growth.”*

Also supporting the Salone for the 2025 edition will be: **Intesa Sanpaolo**, its institutional partner since 2017, which supports the Italian furniture and design sector, promoting the sustainable growth of companies within the supply chain; **Aesop**, Official Sensory Patron, **Panerai**, Official Time Keeper, **Piquadro**, **Ca' del Bosco**, **S.Bernardo**, **illycaffè**, **Frecciarossa**, **Radio DeeJay**, **Radio Capital** and **m2o**.

This year, under the banner of social responsibility, the **Salone del Mobile.Milano** is working with the **AIRC Foundation**, which is celebrating 60 years of commitment to supporting independent cancer research. At the heart of the initiative is a special edition of **Love Design®**, a project that brings the

world of design together with that of science, hope and treatment. **At 12.30 pm on 12 April**, an **international online auction** will be held in the Arena designed by Formafantasma. Up for grabs will be **objects that carry more than just a signature or a shape, fragments of stories**, visions of the people who conceived them, putting life squarely at the centre. Some of the most visionary and generous brands on the international design scene will be taking part - **Arper, Artemide, Bosa, Edra, Kartell, Magis, Martinelli Luce, Porro, Venini and Visionnaire** - keen to put the not insignificant value of their creations on the line for a cause that concerns us all. An amazing opportunity for all enthusiasts to try to secure one of the exclusive proposals made available by the leading brands in the sector that have chosen to support the AIRC Foundation and thus contribute to the growth and training of many young talents in cancer research. Because **design, real design, changes lives**.

Merchandising

After an absence of more than five years, the official Salone del Mobile.Milano merchandising is back with a **new capsule collection** designed to denote adherence to **a creative community** that meets every year at the **April event**. Clothing and accessories blend in a visual balance that combines the Salone's institutional identity and the 2025 photographic campaign, **creating pieces to wear or collect**. The **limited edition** collection will be available in a **pop-up store** set up at **Fiera Milano, Rho** and at the **Design Kiosk in Piazza della Scala**.

A Digital Salone

The Salone del Mobile.Milano is at the centre of international attention also thanks to a **renewed and interactive digital platform**. The new **website redesign** guarantees an intuitive, accessible and personalised experience, boosted by tools such as **interactive maps and exclusive content**. For exhibitors, **new digital and communication services** have been implemented to effectively promote their presence, along with **matchmaking tools and stand appointment booking**. For visitors, the website and APP provide **online ticketing, an interactive map and wayfinding**, an **overview of the events programme, appointment planning** and a **personalised showreel** with a summary of the stands visited, delivered by e-mail.

Mobility and Reception

In support of sustainable mobility, from 8th to 13th April 2025, and in cooperation with **BusForFun**, the Salone will once again be promoting the free shuttle service from/to Milan Malpensa. **Frecciarossa is the Official Salone del Mobile Train**, providing up to 24 daily connections to/from Rho Fiera directly to the heart of the fairgrounds. On the hospitality front, the Salone del Mobile.Milano has renewed its collaboration with **MiCodmc**, offering an exclusive service for choosing hotels to stay in during the Salone, from 8th to 13th April (bookings available via the Salone website). For the first year ever, the Salone, with **fuorisalone.it**, will be supporting the **Mito Design Connection** platform (mitodesignconnections.it), promoted by the **Unione Industriali Torino** (the Employers Association of Turin) and the **Turin Chamber of Commerce** to foster relations between companies in Turin and Milan and provide logistical and hospitality support for exhibitors and visitors. The platform offers hotel bookings and support in organising travel between Turin Porta Susa and Rho Fiera.

Maria Porro concluded: *'Now that the Salone is ready to welcome the world, I can only thank those who have accompanied us during these months. The ITA - Italian Trade Agency, which supports us in our promotional activities abroad, and the Ministry of Foreign Affairs and International Cooperation, which has always backed us. The Government and the Ministry of Enterprise and Made in Italy, which accompanied us in January to the signing of the Memorandum with Saudi Arabia. Plus the Municipality of Milan, with the Economic Development and Labour Policies Department and the Department of Culture, and the Lombard Region, with the Tourism, Territorial Marketing and Fashion Department, which, once again this year, have been at our side, not least in the research activities that have led to*



the first Annual Report of the Salone Observatory, which is already poised to analyse, next April's event and its impact on Milan, under the scientific supervision of the Politecnico di Milano. This magic is made possible thanks to the excellence of industrial manufacturing that knows how to play as a team, innovate, and build worlds, disseminating vital energy throughout the city. Thanks are also due to the Fondazione alla Scala, the Castello Sforzesco, the Pinacoteca di Brera – La Grande Brera, Feltrinelli and all the other institutions and organisations, public and private, that will once again contribute to the success of this edition of Salone del Mobile.”

Numbers



Salone del Mobile.Milano

Salone del Mobile.Milano in figures

Salone del Mobile.Milano 2025

Net single-storey occupied area

Over 169.000 m²

Exhibitors

2,103 - 38% from abroad *

* In the percentage, the exhibitors of SaloneSatellite are excluded

Countries

37

Area of provenance

73% degli espositori provengono da Paesi dell'Unione Europea

Top Ten Countries of provenance

Spain

Portugal

Belgium

Germany

Brazil

France

Romania

Turkey

Holland

Thailand

New entries and returnees

168 first-time Salone del Mobile.Milano exhibitors (68% from abroad)

91 returning Salone del Mobile.Milano exhibitors (55% from abroad)

Exhibitor Turnover Italy

9,925,095,938.99 euros total turnover

Equal to 34% of the total turnover of the Italian Furnishing Macrosystem

(27.5 billion euros, more than 21,000 companies - FederlegnoArredo Centro Studi)

Foreign Exhibitor Turnover

7,572,904,037.80 euros total turnover

Export Quotas for Italian and Foreign Exhibitors

52.9% share of exports of Italian companies on total turnover

54.5% share of exports of foreign companies on total turnover



Salone Internazionale del Mobile, International Furnishing Accessories Exhibition, Workplace 3.0, S.Project

Net single-storey area occupied

Around 130,000 m²

Exhibitors

1,097 exhibitors (37.5% from abroad)

Countries

33

New entries and returnees

126 first-time exhibitors at the Annual Exhibitions (75% from abroad)

52 returning exhibitors at the Annual Exhibitions (58% from abroad)

Exhibitor presences

5.8% Italian and foreign exhibitors present at editions of the Annual Exhibitions for over 50 years

59.4% Italian and foreign exhibitors present at the last 10 editions of the Annual Exhibitions

Euroluce

Net single-storey area occupied

32,390 m²

Exhibitors

306 exhibitors from 25 different countries (45% from abroad)

New entries and returnees

42 first-time exhibitors at the Euroluce Biennial (48% from abroad)

39 returning exhibitors at the Euroluce Biennial (51% from abroad)

Exhibitor presences

8.3% Italian and foreign exhibitors present at editions of the Euroluce Biennial for over 25 years

54.6% Italian and foreign exhibitors present at the last 5 editions of the Euroluce Biennial.

SaloneSatellite

Net single-storey area occupied

Over 7,000 m²

Designers and Design Schools and Universities

700 creatives under 35 from 36 countries, 20 Design Schools and Universities from 14 countries

Data sources: Salone del Mobile.Milano; exhibiting brands (application forms for participation in Salone del Mobile.Milano 2025); FederlegnoArredo Centro Studi).

Cultural Programme



Salone del Mobile.Milano



Cultural Programme

Special Projects

Robert Wilson. Mother

8th April– 18th May

Museo della Pietà Rondanini – Castello Sforzesco

Project curated by Franco Laera

Production Change Performing Arts

A Salone del Mobile.Milano event in collaboration with the Municipality of Milan | Culture

Admittance by reservation only at scheduled time

Tickets and reservations www.museicivicimilano.vivaticket.it

Free entry on 6th April to mark Milano Art Week

10 am – 5.30 pm (last entrance 5 pm). Mondays closed

Es Devlin. Library of Light

7th – 21st April

Pinacoteca di Brera – Cortile d'Onore

A project by Salone del Mobile in collaboration with Pinacoteca di Brera and La Grande Brera

With contribution of Feltrinelli

Free entrance – 9 am – 9 pm

Paolo Sorrentino. La dolce attesa

8th – 13th April

Fiera Milano, Rho – Pavs. 22-24

Admittance by reservation on www.salonemilano.it

Pierre-Yves Rochon. Villa Héritage

8th – 13th April

Fiera Milano, Rho – A Luxury Way – Pavs. 13-15

The Euroluce International Lighting Forum

Light for Life. Light for Spaces

10th – 11th April

The Forest of Space Arena by Sou Fujimoto

Directed by Annalisa Rosso, in collaboration with APIL

Fiera Milano, Rho – Euroluce, Pav. 2

10th April

Light for Life

Moderator **Ed Stocker**, Europe Editor at Large Monocle

WELCOME

10.15 am

Maria Porro, President Salone del Mobile.Milano

Carlo Urbinati, President Assoluce, FederlegnoArredo

MASTERCLASS

10.30 am, in English

Sunlighted

Marjan van Aubel, Solar Designer

11.15 am, in Italian (simultaneous translation to English provided)

Nutrirsi di luce (Nourish Oneself with Light)

Stefano Mancuso, Plant Neurobiologist, Director International Laboratory of Plant Neurobiology, University of Florence

12.15 pm, in English

Creativity and the Transformative Power of Design

Robert Wilson, Artist

Maria Porro, President Salone del Mobile.Milano

ROUND TABLE

2.00 pm, in English

Nicholas Belfield, Partner dpa lighting consultants

Piero Benvenuti, Professor Emeritus of Astrophysics at the University of Padua

Rogier van der Heide, Lighting Designer

Shelley James, Lighting Strategy Consultant, Director Age of Light Innovations

Manuel Spitschan, Research Group Leader, Max Planck Institute for Biological Cybernetics & Professor of Chronobiology & Health, Technical University of Munich

WORKSHOP

3.45 pm, in English (by invitation only)

Transparency, Flexibility and Sustainability

Adrien de Lassence, Associate Director Sou Fujimoto Atelier Paris

11th April

Light for Spaces

Moderator **Ed Stocker**, Europe Editor at Large Monocle

WELCOME

10.15 am

Maria Porro, President Salone del Mobile.Milano

Carlo Urbinati, President Assoluca, FederlegnoArredo

MASTERCLASS

10.30 am, in English

The Role of Light and Shadow in Architecture

Kaoru Mende, Lighting Designer

11.15 am, in French (simultaneous translation to English provided)

LIGHT. An Instrument of Life and Revelation

Patrick Rimoux, Light Sculptor

12.15 pm, in English

Uniting People through Light and Motion

Lonneke Gordijn, Artist, Co-Founder DRIFT

ROUND TABLE

2.00 pm, in English

Susanna Antico, Architect, Lighting Designer

Hervé Descottes, Lighting Designer, Founder L'Observatoire International

Mariel Fuentes, Lighting Designer, Co-Founder MMAS Lighting

Tim Ingold, Emeritus Professor of Social Anthropology, University of Aberdeen

Elisa Orlanski Ours, Chief Planning, Design Officer Corcoran Sunshine Marketing Group

Carla Wilkins, President-Elect IALD, Senior Partner Lichtvision design

WORKSHOP

3.45 pm, in English (by invitation only)

Temporary Light in Permanent Space: Creative Lighting Solutions for Museums and Exhibitions

A.J. Weissbard, Lighting Designer

Euroluce Exhibitors Workshops

Workshop Area – The Forest of Space Arena by Sou Fujimoto

Fiera Milano, Rho –Euroluce, Pav. 2

Tuesday 8th April

11.15 am, in English

Czech lighting brand introduces an innovative material using upcycled waste shards from their glassworks production

Václav Mlynář, Creative Director Bomma

Curated by Bomma

12.15 pm, in English

Light builds life

Mesura, Architect Studio

Till Armbrüster, Head of Product Design Licht Kunst Licht

Naiara Caballero, Lighting Designer and Head of Design LKL Design Hub Barcelona

Jaume Ramírez, Product Designer

Curated by Marset

2.30 pm, in English

Dare to Shine: unlock the potential of light in hospitality & private spaces

Alex Romero, Sales Manager Spain / Portugal

Curated by AQForm

3.30 pm, in English

Use of diffused light surfaces in modern architecture

Alessio Cavezzan, Sales Director Folio

Curated by Cifralluminio

Wednesday 9th April

10.15 am, in English

Designing for Longevity: Innovation, Precision, and Sustainability

James Bassant, Co-Founder and Chief Designer

Michael Mould, Head R&D

Introduced by **David Ribbons**, CCO Astro Lighting

Curated by Astro Lighting

11.15 am, in English

Lighting the way for sustainability - circular change in lighting industry

David Einsiedler, CEO Midgard

Stefan Diez, Designer

Curated by Midgard

12.15 pm, in English

Decorated of luminous surfaces in interior design

Alessio Cavezzan, Sales Director Folio

Curated by Folio

2.30 pm, in English

The Future of Acoustic Lighting: Luxxbox Innovations and Advancing Wellness in Public Spaces

Jason Bird, Managing and Creative Director Luxxbox

Curated by Panzeri

4.30 pm, in English

Light matters, but do we?

Andrea Hartranft, Past President IALD

Giorgia Brusemini, Ambassador Italia - Women in Lighting

Alvaro Coello de Portugal, President APDI

Akari-Lisa Ishii, Vicepresident ACE

Patrizia Stella De Masi, President AILD

Barbora Nacarova, Board Member APIL

Curated by APIL (Italian Lighting Designers Association)

Drafting Futures.

Conversations about Next Perspectives

Curated by Annalisa Rosso

Drafting Futures Arena by Formafantasma

Fiera Milano, Rho - Pav. 14

TALKS

Tuesday 8th April

2.30 pm, in English

Es Devlin, Artist

in conversation with **Sarah Douglas**, Consultant, Advisor and Design Agent

Wednesday 9th April

11 am, in English

Valeria Segovia, Principal, Design Director Gensler London

in conversation with **Massimo De Conti**, Architect, Journalist

Thursday 10th April

11 am, in English

Bjarke Ingels, Architect, Founder and Creative Partner Bjarke Ingels Group
in conversation with **Oliva Sartogo**, Co-Founder & Architect Lead VIV Arts

Friday 11th April

11 am, in English

Lesley Lokko, Founder, Chair African Futures Institute
in conversation with **Manuela Lucà-Dazio**, Executive Director The Pritzker Architecture Prize

Saturday 12th April

11 am, in Italian (simultaneous translation to English provided)

Paolo Sorrentino, Oscar Winner Filmmaker
in conversation with **Antonio Monda**, Journalist

ROUND TABLES

Wednesday 9th April

2.30 pm, in Italian

Manufacturing excellence and Italian Style around the world: comparing experiences for growth on international markets

Curated by Intesa Sanpaolo

Stefania Trenti, Head of Industry & Local Economies Research Intesa Sanpaolo

Fiorenzo Bandecchi, Partner and CEO Yachtline Arredomare 1618

Alexander M. Bellman, Architect

Maurizio Riva, Owner Riva1920

Anna Roscio, Executive Director Sales & Marketing Imprese Intesa Sanpaolo

Modera **Giusi Legrenzi**, Journalist RTL 102.5

Wednesday 9th April

4 pm, in English

The Business of Design: Global Perspectives on Trade, E-Commerce, and Distribution

Nivangi Davda, Head Interior Design JSW Realty

Dawei Wang, Founder and President David Wang Classic Living Group

Gilles Massé, Design Curator, WallpaperStore*, Frankbros, The Level Group

Mohammed Habbas Al Mutairi, Owner, General Manager Gallery Design

Claudio Spotti, Spotti Milano

Stephan Weishaupt, Founder Weishaupt Design Group

Moderator: **Anne-France Berthelon**, Journalist and Creative Consultant

Thursday 10th April

4 pm, in English

The Business of Hospitality: Where Design Meets Functionality

Pierre-Yves Rochon, Founder and Global Design Director, PYR

Elisa Orlanski Ours, Chief Planning, Design Officer Corcoran Sunshine Marketing Group

Andrea Obertello, General Manager Four Seasons Hotel Milano

Dino Michael, Senior Vice President & Global Head Hilton Luxury Brands

Moderator: **Christele Harrouk**, Editor in Chief Archdaily

SaloneSatellite

SaloneSatellite Arena
Fiera Milano, Rho Pavilion 7

AWARD CEREMONY

Wednesday 9th April

3 pm

SaloneSatellite Award – 14th edition

TALK

Thursday 10th April

3 pm

Robert Wilson visits and greets the young SaloneSatellite 2025 designers

Robert Wilson, Artist

Thursday 10th April

3.30 pm

Beauty: made by humans for humans

Alberto Cavalli, General Director, Cologni Foundation for the Métiers d'Art and General Curator,
"Homo Faber. Crafting a more human future"

Salone for Love Design®

Arena Drafting Futures by Formafantasma
Fiera Milano, Rho – Pav. 14

Saturday 12th April

12.30 pm

Presentation of the International Auction

In support of AIRC Foundation

With the generous participation of: Arper, Artemide, Bosa, Edra, Kartell, Magis, Martinelli Luce, Porro, Venini, Visionnaire.

In the City

Talks. Library of Light

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

Tuesday 8th 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 9th April

7 pm, in Italian

C'era una volta il corpo

Walter Siti, Writer, Literary Critic and Essayist

Curated by Feltrinelli

Thursday 17th 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

1st – 13th April

10 am – 7 pm

Piazza della Scala

Editorial selection curated by Corraini Edizioni

Design by DWA-Design Studio

Tuesday 1st April

6.30 pm, in Italian

Piero Lissoni in conversation with Serena Scarpello

Thursday 3rd April

6.00 pm, in Italian

Federica Biasi in conversation with Serena Scarpello

Saturday 5th April

6.30 pm, in Italian

Alessandro Valenti in conversation with Giulia Ricci

Monday 7th April

6.30 pm, in Italian

Aldo Cibic in conversation with Serena Scarpello

Thursday 10th April

6.30 pm, in English

Stephen Burks and Malika Leiper in conversation with Serena Scarpello

Friday 11th April

6.30 pm, in Italian

Olimpia Zagnoli in conversation with Pietro Corraini



Vernissage

Photographic exhibition

Via Dante

25th March – 15th April

Open 24 hours

In collaboration with FLA Plus, FederlegnoArredo

Pierre-Yves
Rochon.
Villa Héritage



Salone del Mobile.Milano

Pierre-Yves Rochon. Villa H ritage

The Venice of Luchino Visconti, the music of Gustav Mahler, a winter garden inspired by the majestic glasshouses of the 19th century. Villa H ritage is an interior concept that questions our value of beauty and time. Because "heritage" is not a constraint but a source of freedom.

Villa H ritage – which is part of the new exhibition itinerary **A Luxury Way** in Pavilions **13 and 15** – reflects on **design as a universal language** capable of connecting **tradition and innovation**, promoting **dialogue between past and future**. More than just a space, more than an installation, **Villa H ritage** is a refuge in the heart of the Salone, designed to invite reflection on the meaning of living and artistic creation. Why do some shapes and proportions continue to resonate over time? What makes an object a timeless icon? How do you design environments that can move and impress themselves on the collective memory? What is the relationship between art, design and materials? The answer takes shape in a multi-sensory setting, where light, colours, volumes and materials transform design into a perceptual code, a living trace that crosses time and shapes our experiences. **Villa H ritage is not just something to be observed: it is something to experience, breathe and listen to.**

Pierre-Yves Rochon had this to say: *"Heritage is not a constraint; it is a source of freedom. Understanding and mastering the legacy of our craft provides us with the tools to reinvent and push the boundaries of design. Villa H ritage celebrates this dynamic between history and contemporary creativity and involves all the senses, in an experience in which light, texture and sound combine to create emotion. Art is our eternal source of inspiration, elevating design to a timeless dialogue with humanity."*

Entrance

The entrance to Villa H ritage sets the tone for the entire exhibition itinerary: **a dialogue between architecture, materiality and contemporary viewpoint**. A contemporary sculpture of a woman marks the way, a silent yet eloquent presence, suggestive of **the central role played by human figures in built spaces**. A little further on, large **photographs by Massimo Listri** capture the spirit of **Italian palazzi**, in all their solemnity and symmetry, the subtle play of light and shadow, the poetry of the surfaces. The atmosphere is a balance between terracotta and **Pietra Serena, materiality and sophistication, tradition and modern interpretation**. This space is not just a point of access but a statement of intent: **how do spaces influence our perception, our movement and our emotions?**

Drawing Room (Red)

The **Drawing Room** explores the link between opera and design, placing **theatricality at the centre of the space**. The deep, omnipresent red evokes the scene, the curtains, the dramatic intensity typical of the great Italian opera houses. It is a space of restrained emotion, reminiscent of the architecture of the historic spaces and the silent tension that precedes the opening of the curtain. At the centre of the scene, an **iconic costume from La Traviata**, designed by **Luchino Visconti** and **worn by Maria Callas**, has been brought alive again under the expert hands of students at the Accademia della Scala. **A number of fabrics by Luigi Bevilacqua** from the **eighteenth century** and others **made today on the same looms** are testament to the **continuity of Venetian savoir-faire**. The Drawing Room epitomises a **sensitivity that transcends the ages**, with rigorously elegant contemporary furnishing dialoguing with museum pieces.

Dining Room (Blue)

In this room, design becomes the **language of hospitality**, a bridge between cultures and stories interwoven over time. The **dark blue envelops the space**, evoking the sea, movement and the elsewhere. It's a colour that conjures up a whiff of the trade routes, the influences of faraway lands such as Asia and India, reinterpreted over the centuries in European furnishings and the decorative arts. In

the middle of the room, a **17th century Flemish tapestry is the visual and narrative point of reference**. The lush decoration, inspired by an idealised nature, is echoed in the Chinoiserie and exotic motifs that embellish the furniture and objets d'art. Every detail tells the story of meetings, cross-pollinations and discoveries. Like a carnet de voyage, this room celebrates **an aesthetic that evolves through dialogue between different worlds**.

Library (Plum)

In the **plum-coloured library**, the focus is on **the transmission of knowledge and manual skills**. This room also contains a dress, designed by **Lila De Nobili** and worn by **Maria Callas** in *La Traviata* conducted by **Luchino Visconti**, and now reproduced by **the students of the Accademia del Teatro alla Scala**. The dress is an embodiment of living savoir-faire, in which the **costume becomes a vehicle for memory as well as for learning**. Around it, **original sketches, atelier photographs and textile elements document the creative process**, from design to dressmaking. Techniques evolve without betraying their original soul. **The Library, where books and textiles come together, is a tribute to knowledge that survives because it knows how to renew itself**.

Bathroom

A play of mirrors turns the bathroom into a place suspended between reality and perception. A **large wall of mirrors designed by Arte Veneziana fragments the space**, multiplying the viewpoints and modulating the light in a choreography of reflections. **The effect is almost dreamlike: a sense of infinity, a constantly changing dimension**. In the middle of the scene a **'30s-inspired bathtub** achieves a perfect balance of **functionality and sculpture, evoking timeless luxury**.

Bedroom (White)

Colour is the star of this room, becoming invisible architecture, shaping the space and the objects that inhabit it. **White** is revealed to be an **element that highlights**, rather than detracts. Far from being neutral and silent, it **dialogues with pieces from different eras, from the most opulent to the plainest**, allowing breathing space to each material and detail. At the windows, the Venice Lido is brought to life through images from **Luchino Visconti's Death in Venice**. The cinematic tale melds with the architecture. **Mahler's Adagio** envelops the space, adding a sound dimension that serves to broaden the experience. A **porcelain chandelier** captures and refracts the light, introducing an unexpected material touch.

Winter Garden

Inspired by the **majestic glasshouses of the 19th century** and a tribute to **Italian landscapes**, the **Winter Garden** has **reinvented its purpose**, turning the space into a place of **deep connection between architecture and nature**. Here, the trimmings applied to the walls as **structural decorations**, transforms the **materiality of the textiles into a language that defines the space**. In the centre, a **Murano glass chandelier** tells of plant worlds. **The classic sofas, reupholstered with fabric boasting contemporary motifs**, embody the **dialogue between tradition and current creation**. Every detail, every finish is testament to a savoir-faire that finds new expression here.

Music Room

In the heart of the exhibition itinerary, the **Music Room** opens out like a pause for breath, **a place where architecture, sound and matter enter into dialogue**. Here, music is not just listening, but a spatial experience, a vibration that takes shape within the environment. Dominating the ceiling, **the imposing dome of the Pantheon in Rome**, immortalised by the lens of **Massimo Listri**, plunges the space into an ambiance of architectural grandeur. Warm brown shades make their way down from above, enveloping the room in a muffled atmosphere, ideal for listening and contemplation. **Amy Thai's** works, dedicated to the connections between stone, nature and artistic expression, dialogue with the sound,

while music becomes an object through two symbolic instruments: **a harp, an emblem of tradition,** and an **Alpange piano, which redefines sound art through technological innovation.**

The Alpange piano in the middle of the **Music Room** is the star of a sound experience without precedent. Played by two talented young masters, Anne Lovett and Michael G. Jennings, it will regale visitors with a series of exclusive concerts during the period of the Salone. Chosen for its ability to marry technology with acoustic sensitivity, the **Alpange reproduces the harmonic richness and depth of a grand coda, thanks to an advanced digital system capable of reproducing every shade of sound with total precision. Its elegant, contemporary design** chimes perfectly with the philosophy behind **Villa Héritage, where past and future come together in a continuous dialogue. Its presence is not incidental – here, where architecture and sound meet,** the Alpange becomes a **symbol of art in constant evolution, a bridge between the piano tradition and the infinite possibilities of technology.**

Pierre-Yves Rochon. Villa Héritage

8th – 13th April

Fiera Milano, Rho – A Luxury Way – Pavs. 13-15

Exhibiting Brands at Villa Héritage

ANNIBALE COLOMBO | 13 | C02 C04

ARGENTERIA SCHIAVON | 15 | A30

ARTE VENEZIANA | 15 | B16

BAROVIER & TOSO | 06 | A23 B18

BAROVIER & TOSO ARTE

BELLOTTI EZIO | 15 | B35

BELTRAMI | 15 | A40

BIANCOPERLA | 15 | A55

CG CAPELLETTI | 13 | C32

CASAMILANO | 15 | A27

DEVON & DEVON

FRANCESCO MOLON | 15 | B21

MONZIO COMPAGNONI | 15 | A 57

G. MOSCATELLI | 04 | C32

GALLOTTI & RADICE | 09 | E11 F10

GHIDINI 1961 | 15 | A21 A25

GOLRAN | 22 | B27

IBIAGI | 15 | B45

IDOGI | 15 | A11

ILLULIAN | 24 | C28

JANSEN | 15 | A51

L'OPIFICIO | 13 | D51

LORIS ZANCA | 13 | C24

MEDEA | 13 | C19

MINOTTI | 11 | E15 E27 G12 G16 G22

MOSCATELLI | 04 | C32

ONIRO GROUP | 13 | C01 C03 C27 D03

POZZOLI | 15 | B24 C25

PINETTI | 15 | A19

ERCUIS & RAYNAUD | 13 | D37

RIVOLTA CARMIGNANI | 13 | D29

ROBERTO GIOVANNINI | 15 | B42



SAINT LOUIS CRISTAL | 10 | C25 D22

SALDA | 13 | C28

THG

VENINI | 04 | C19

VETRERIE DI EMPOLI | 15 | A16

VILLARI | 13 | C14

VISTA ALEGRE | 15 | A10

ZANABONI | 13 | D05 D09

Thanks are due to:

Alpange, Bianco Bianchi, Ceramiche Ceccarelli, Dedar, Galleria Frilli, Tessitoria Luigi Bevilacqua, Mario Consolo Antiques, Massimo Listri Fotografo, Papier de Paris, Rubelli, Sahrai, Samuel& Sons, Tassinari & Chatel Lelievre, Accademia Teatro alla Scala and Teatro alla Scala.

Paolo Sorrentino.

La dolce attesa



Salone del Mobile.Milano

Paolo Sorrentino. La dolce attesa

Supported by the scenographer Margherita Palli and the soundscape of Max Casacci, the Oscar-winning director pays tribute to a universal feeling: waiting. Not an interval but life's most serious time. Marked by the beating of a heart, hidden, mysterious.

La dolce attesa (Pavilions 22-24), the installation-project by the director **Paolo Sorrentino for the 2025 Salone**, is an experience that transforms the space into a **high-angled shot of suspended emotions, into a limbo of visual and sound suggestions**, playing on the borderline between two verbs. One of which is to wait, which doesn't mean standing still. Waiting means shifting one's gaze, tending towards. Pursuing, without running. Then there is the other, the hasty, peremptory one: **waiting**. Which makes us anxious. A foot tapping nervously, an eye on the clock, time that fails to pass. **Waiting is the state of mind of impatience. Waiting, on the other hand, is a dimension.** A place where things can happen. A time of transition. This is (perhaps) why the director describes it as **"sweet."** Because waiting is not passive. It is slow, but fertile. An incubator. It needs time. Time to transform chaos – the chaos outside and inside us when we wait in a clinic – into something recognisable. Not instantly. When the time is right. You have to know how to be in the emptiness of that room. **Which means that how that space is designed and created can make all the difference.**

As **Paolo Sorrentino** explains: *"In "La dolce attesa" we talk about waiting for a medical response. The kind of waiting that becomes suspended time. We remain suspended. Still, tense, nervous. And anguished. And the waiting room, as it has been conceived until now, only serves to amplify that anguish. Between white walls, uncomfortable chairs, monitors flashing up numbers, grumpy employees, you end up obsessively focusing on your smartphone. Perhaps, then, we should rethink waiting. Trick it. Travelling and getting lost in the journey as if in a vague sense of hypnosis. So, perhaps, waiting can become less painful. Because it becomes something else. Our waiting room aspires to be something else. It doesn't force you to sit still, but lets you go. A little trip, like when we were children, on reassuring rides. As adults, the rocking horses have become shell-like armchairs, like mothers' wombs. Disaffected office workers are replaced by men and women who reconcile you to an idea of tranquillity. They smile at you and know how to give you a fatherly pat. Your eye is drawn to a jumble of frosted glass that hides and distorts the only element that, assuming it continues to beat, can prolong our life. This is the heart. Hidden, mysterious, semi-invisible, but there nonetheless, reminding us that all is not yet over."*

In the era of speed and "we want it and we want it now," rediscovering the sense of waiting means dealing with it by seizing the opportunity to observe and listen to oneself. Waiting is like the moment before dawn. To fill this darkness, **Paolo Sorrentino** has chosen **Margherita Palli** – a set designer with a forty-year career behind her, studded with collaborations with directors such as Luca Ronconi, Liliana Cavani, Mario Martone, Alexander Sokurov and choreographers such as Yang Jiang, Daniel Ezralow, not to mention numerous awards, including six UBU Awards. Having had no idea what to expect from her first meeting with the director, she said: *"I'm a set designer, I work on opera, prose, exhibitions and events; with my collaborator Marco Cristini I awaited the arrival of Sorrentino; what did he want from me, what was I supposed to do, an anxious wait to find out what the theme would be. With just a few words but with a precise idea in mind, he told us about 'his' wait and asked us to think of a place that would make it gentler and of a kaleidoscope hiding a heart. When he left, I thought I should carry on as I usually do, creating the scenography for an opera; moving through an ephemeral structure with a sense of direction and attention to signs, symbols and meanings, respecting demands. A theatre is a large space, generally to be found in the middle of a city. Large theatres are called opera houses, while smaller theatres can be called 'La dolce attesa' (Sweet Expectation) and be found inside a pavilion at the Rho exhibition centre."*

If waiting is a suspended space, sound must be able to fill it while marking its rhythm. To this end, **Paolo Sorrentino** has entrusted **Max Casacci** with creating a sound fabric that would mark its flow. An underlying, pulsating beat accompanying the immersive experience of the installation without being overpowering, but penetrating the very breath of those experiencing it. A musician, producer and sound engineer, Casacci is known for being the founder and guitarist of **Subsonica**, one of the most influential bands on the Italian music scene. His sound research has led him beyond the boundaries of traditional music, experimenting with environmental sounds and transforming everyday life into compositions. He recently collaborated with Michelangelo Pistoletto, with whom he created **Watermemories**, a sound work harnessing the sounds of water in Biella. He was the director of the Traffic Torino Free Festival, one of Italy's most important rock festivals, and has been the recipient of numerous awards during his career, including the Italian Music Award and the MTV Europe Music Award for best Italian artist. The sound he has created for *La dolce attesa* is **a presence that vibrates, expands and contracts, just like time spent waiting**. Casacci has put together an acoustic landscape that envelops the visitor, evoking the tension and magic of waiting: *"Music without musical instruments that, using just the sounds and songs of the sea, the sounds of the forest, the breath of the wind and the transparency of crystal, immerses itself in the rhythm of waiting,"* says the musician.

Waiting is not silent, it is an inner rhythm that pulses below the surface. And in this hypnotic and dizzying journey, Casacci's sound becomes the **hidden beat of the passage of time**, teaching us to listen to waiting with fresh ears and a fresh heart.

Paolo Sorrentino. La dolce attesa

8th - 13th April

Fiera Milano, Rho - Pavs. 22-24

Admittance by reservation on www.salonemilano.it

Es Devlin. Library of Light



Salone del Mobile.Milano

Es Devlin. Library of Light

Library of Light is a Salone project in collaboration with the Pinacoteca di Brera and with the contribution of Milan based publishing house, Feltrinelli.

In the year of EuroLuce, the Salone del Mobile has commissioned a monumental kinetic installation by **Es Devlin, the British artist and designer, known as a 'poet of light'**. The work is being created within one of **Milan's most venerable landmarks: the Pinacoteca di Brera**. The installation reflects a phrase by Umberto Eco that came to the artist's mind as she climbed the tall shelves of the Braidense National Library: *"Books are the compass of the mind, they point to countless worlds yet to be explored."*

Devlin's luminous rotating sculpture is located in the centre of the 17th century Cortile d'Onore, which connects the **Pinacoteca di Brera, the Braidense National Library and the Academy of Fine Arts**. **It is an 18 meter diameter revolving cylindrical sculpture formed of illuminated book shelves containing over 2.000 volumes**. During the day, while the structure turns, the angled mirrored plane at the top of Devlin's cylindrical sculpture will reflect the sun's light into **the columns, the statues of the portico and parts of the building never previously penetrated by the rays of the sun**. At night, **its illuminated structure** creates shadow plays on the walls of the courtyard.

Es Devlin said: *"I have always experienced libraries as silently intensely vibrant places where minds and imaginations soar, while clutched like kites by their seated bodies. This kinetic sculpture reflects the synaptic connections being forged, the resonances and associations at play within the minds of a temporary community of readers. As Jorge Luis Borges said, "I am not sure that I exist, actually. I am all the writers that I have read, all the people that I have met, all that I have loved; all the cities I have visited."*

Es Devlin continued: *"I found amidst the Cortile's statues of celebrated seekers of knowledge and enlightenment only one female scholar: Maria Gaetana Agnesi. She became renowned across Europe for her study of natural resonant frequencies, including the behaviour of light, drawing a curve that became known as 'la versiera di Agnesi' (famously mistranslated as the "Witch of Agnesi,"). Later in life she wrote a guide to fusing spirituality with intellect through sustained attention and focus. I now find so much to learn from her life and practice, her navigation of her times with grace and courage, and yet, until I encountered her statue in the Cortile last year I had no knowledge of her existence. Library of Light seeks to bring her presence from the periphery to the centre of the Cortile"*.

Devlin's sense of the vitality of libraries is expressed through a series of collective readings including **The Order of Time**, by theoretical physicist **Carlo Rovelli**, read in the recorded voice of the British actor **Benedict Cumberbatch**. Devlin's own voice will contribute phrases from the writings of **Maria Gaetana Agnesi**. Their voices will be underscored by a composition by **British duo Polyphonia**, with solo violin drawn from **Beethoven's 1806 Violin Concerto in D major, Op. 61**.

Encompassing these voices is **a firmament of over 2,000 books selected and donated by Feltrinelli on the theme of Thought for Humans.**, chosen by the Salone del Mobile as the common thread running through the 2025 edition. Every day, at 8.00pm, visitors will be able to **listen to readings "recited" by the library itself** while following the text running horizontally across an LED display. Visitors **can browse the books and donate their own**, helping to expand this public archive during the days open to the general public, **books that will become part of the Milan Library System**, continuing their journey through the hands and minds of other readers. **A gift to the city, commissioned by the Salone del Mobile, with the contribution of Feltrinelli, in collaboration with the Pinacoteca di Brera and La Grande Brera.**

Alessandra Carra, CEO of the Feltrinelli Group, said: “*Library of Light is a celebration of knowledge understood in all its vitality, as a movement from one person to another, as a driver of development and growth, both individual and collective. Books are at the heart of our lives: they allow us to change, advance, build and connect with each other. For this installation we have chosen titles from poetry, non-fiction and fiction publishers belonging to the group: books necessary to understand the present and build the future. Es Devlin's installation, walkable and usable, throws out thoughts, stories and ideas; which is why, precisely in the year of the seventieth anniversary celebrations, it represents the essence of the vision with which Feltrinelli has always pursued its cultural mission.*”

During the two weeks the installation is open, Library of Light will be transformed into a stage for thought and dialogue, **hosting a series of meetings that will interweave art, literature, craftsmanship and reflections on our time**. Through the voices of **artists, writers, curators and innovators**, the library will become a place in which ideas take shape, become cross-pollinated and multiply, offering visitors a chance to immerse themselves in a constantly evolving cultural experience.

The first session will focus on **weaving as a means of cultural transmission**, an ancient practice which, through the warp and weft, preserves memory, tradition and identity. In this context, space will be given to **voices from India**, the country that recently hosted the Salone. Literature will be the protagonist of the evening **organised by Feltrinelli** on Wednesday **9 April (7.00 pm)**, with a lecture on *C'era una volta il corpo* [Once upon a time there was the body] by **Walter Siti**, one of Italy's most distinguished Italian writers and intellectuals. He edited the complete works of Pier Paolo Pasolini for Mondadori's Meridiani series and is the author of the podcast *Perchè Pasolini?* Siti has written novels that have left their mark on more than one generation, such as *Paradise Overload* (2006) and *Il Contagio* (2008). In 2013 he won the Strega prize for *Resistance is Futile*. His latest book is called *C'era Una Volta il Corpo*, published by Feltrinelli. Another key moment will be devoted to the concept of **Thought for Humans.**, which reflects on the responsibility of art and design towards humanity. An open discussion between the artist **Matilde Cassani**, the set designer **Margherita Palli**, and the architect **Luca Cipelletti**, moderated by **Annalisa Rosso**, will explore the ability of creativity to generate thought, imagine possible futures and redefine our relationship with space and matter.

Es Devlin. Library of Light

7th – 21st April

Pinacoteca di Brera – Cortile d'Onore

A project by Salone del Mobile in collaboration with Pinacoteca di Brera and La Grande Brera

With contribution of Feltrinelli

Free entrance – 9 am – 9 pm

TALK

Tuesday 8th April

7 pm, in English

Weaving Indian Art

Vinita Chaitanya, Interior Designer, Founder Prism

Urmila Chakraborty, Writer, Specialist of Patachitra Folk Art

Malika Verma, Founder Border&Fall

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

Motifs, tapestries, weaving, embroidery, interweaving. For a long time considered "just" a refined craftsmanship of excellence from the South of the world, but now increasingly recognised as an art form in its own right. In particular, in India, textiles are deeply intertwined with cultural expression, historical memory, gender emancipation and local identities. The world of design today takes on a

fundamental role in literally weaving new sensitivities and fresh looks at these both ancient and contemporary practices.

Wednesday 9th April

7 pm, in Italian

C'era una volta il corpo

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

Curated by Feltrinelli

Thursday 17th 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 e Cultural Events Advisor, Salone del Mobile.Milano

The theme of the 2025 Salone del Mobile.Milano communication campaign – Thought for Humans. – becomes an opportunity for a broad and multidisciplinary reflection on the role of the body in space. An exploration of the emotional and sensory aspects conveyed by direct physical experience, capable of opening new interpretative keys also for the world of design. Through different but profoundly connected practices – art, theatre, museography – a new way of thinking, inhabiting and questioning the centrality of the human being is investigated.

Robert Wilson. Mother



Salone del Mobile.Milano

Robert Wilson. Mother

Robert Wilson will be opening Salone 2025 at the Museo della Pietà Rondanini – Castello Sforzesco, dialoguing with Michelangelo's masterpiece and with music by Arvo Pärt. A homage to light, to art, to the city, in the name of the "unfinished."

An art, light and sound project of rare intensity, **Robert Wilson. Mother**, with music by Arvo Pärt, at the **Museo della Pietà Rondanini – Castello Sforzesco** in collaboration with the **Municipality of Milan | Cultura**, will be the first Salone del Mobile.Milano 2025 installation to open to the public (**6th April**), in an ideal bridge with **Milano Art Week**, and closing on **18th May**, allowing residents to book their visits outside the Design Week of Milan.

In the year of **EuroLuce**, the famous American artist has designed a "total work" dedicated to **Michelangelo's masterpiece** recognised, along with Leonardo's Last Supper, as one of the most iconic works of art in Milan. In keeping with the installation designed in the Spanish Hospital by Michele De Lucchi in 2015, **Wilson, an absolute master of the creative use of light**, has created an installation that measures itself against the power of the "**unfinished**", an energy suspended between matter and thought, in a dramaturgical dialogue with the **Stabat Mater**, a medieval prayer in the vocal and instrumental version by the Estonian composer Arvo Pärt. It contains a **profound reflection on the dimension of time and space. Mother** is not a scenography, but a breathing space, an openness, an invitation to contemplation. It is a **dialogue between light, shadow and sound, an experience that doesn't narrate but welcomes**, allowing the spectator to find their own inner space, their **own emotional resonance**. Wilson has chosen the music of **Arvo Pärt** for this extraordinary coming together of light and music, with whom he **shares a vision of time and space made up of structured silences and vibrant expectations. Mother** thus becomes an immersive experience in which **art becomes breath, music becomes the architecture of silence and light reveals the very essence of form.**

Robert Wilson had this to say: *"Light is what gives shape to space. Without light, space does not exist. Albert Einstein said that light is the measure of all things. For me it is always the starting point. If I have to set up an exhibition, I start with light. If I create a play or an opera, I start with light. Because light is not just a technical element, it is a living presence, an actual protagonist. Light is not a detail to be added later, it is the beginning of everything. When I first saw Michelangelo's Rondanini Pietà I sat there in front of it for more than an hour. I can't say exactly how long it was, but it was as if the world had stopped. Then I got up and started walking round it. I felt a powerful energy, an almost mystical presence. Perhaps the very fact that it is unfinished is what makes it so extraordinary. It is like an open window, a space suspended between the visible and the invisible. She asked me to listen, to imagine, to lose myself in her. She allowed me to exist in a different time, a different space in which to think, to dream. The emotion I felt was powerful. The idea of staging her affected me deeply. But after all, the Pietà doesn't really need a setting. It just needs a space, a breath, silence, so that those who observe her can lose themselves in their own thoughts and emotions. So that made me think of the music of Arvo Pärt. There is something in common between his music and this sculpture: a sense of time that expands, a space that opens out and welcomes. Together, art and music do not narrate, do not explain: they simply allow us to feel."*

Mother will take the form of a 30-minute sequence of music, lights and images, open to the public with pre-booked admission slots (Castello Sforzesco ticket office). The Stabat Mater will be played live – from 6th to 13th April – by the **Vox Clamantis** ensemble, conducted **Jaan-Eick Tulve**, and by **La Risonanza**, conducted by **Fabio Bonizzoni**.



Robert Wilson. Mother

8th April– 18th May

Museo della Pietà Rondanini – Castello Sforzesco

Project curated by Franco Laera. Production Change Performing Arts

A Salone del Mobile.Milano event in collaboration with the Municipality of Milan | Culture

Admittance by reservation only at scheduled time

Tickets and reservations www.museicivictimilano.vivaticket.it

Free entry on 6th April to mark Milano Art Week

10 am – 5.30 pm (last entrance 5 pm). Mondays closed

The Euroluce International Lighting Forum



Salone del Mobile.Milano

The Euroluce International Lighting Forum Light for Life. Light for Spaces

Central to Euroluce 2025 will be two days – Light for Life. Light for Spaces – with twenty international speakers, including Robert Wilson and Marjan van Aubel, reflecting on the impact of lighting design. Hosted in the architect Sou Fujimoto's The Forest of Space Arena.

Light will take on an increasingly **central role in the integrated and sustainable design of public and private spaces**, putting **the quality of life and the future of our planet at the centre**. From this standpoint, we set out to imagine the first edition of **The Euroluce International Lighting Forum**, a hub of knowledge and innovation for the future of lighting design, conscious that the trade fair must pay attention synergistically to both the commercial offering and to **the educational, informative and visionary demands and needs of professionals within the sector**. This new international event dedicated to **the culture of light** will champion **a broader reflection on the role of lighting in our daily lives and the spaces we inhabit** through a multidisciplinary approach.

Carlo Urbinati, President Assoluce of FederlegnoArredo, had this to say: *"Giving depth to spaces, characterising them, transmitting sensations, but also creating wellbeing and contributing to the liveability of spaces, both public and private. Telling the story of light from this perspective is the objective that we at Assoluce, part of FederlegnoArredo, have set ourselves together with the Salone del Mobile.Milano in organising The Euroluce International Lighting Forum, scheduled for 10th and 11th April at the Fiera Milano, Rho exhibition centre. This marks a real debut that, thanks to the input of experts within the sector, as well as those of biologists and anthropologists, will explore the meaning of light in a broad sense. Our hope is that by the end of the event, all participants will be more aware of the positive and negative effects that the use of this complex material can have on environments, people and even animals, and feel enriched and amazed by what they have heard, having embraced the idea that it is essential to move on from the sort of design that relegates the lighting project to the final phase, to the sort of design that puts light at the centre. We hope to attract a large audience of planners, architects and lighting designers, who are key players in building the future of the industry, creating direct relationships between exhibiting companies and decision makers, with a view to integrated and multidisciplinary design. Together, we want to build conscious design in which light creates added value, wellbeing and even safety, and is not just a simple commodity."*

Thus, the event marking the first edition of **The Euroluce International Lighting Forum – directed by Annalisa Rosso with the collaboration of APIL - Italian Lighting Designers Association** – will stimulate the exchange of ideas and **promoting innovation in the lighting world**. A two-day event (**April 10th and 11th**) split into **6 masterclasses, 2 round tables and 2 workshops**, hosted in **The Forest of Space Arena (Pav. 2)**, designed by the Japanese architect **Sou Fujimoto**, one of the most on-trend architects of the last decade, creator of the Grand Ring, a wooden structure with a 2km circumference that will surround the national pavilions of the countries attending the Expo 2025 Osaka. In the same way, **The Forest of Space Arena, a project curated by VIV Arts**, will be built at **Euroluce** using vertically arranged natural pine beams, drawing inspiration from the organic vitality of forests and transforming the space into a fluid, layered experience that will encompass those who enter it, like a forest. An example of the intersection of art and architecture, which, as **Oliva Sartogo**, Co-Founder of **VIV Arts**, has said, conveys a new way of experiencing public space that is fluid, organic and open to transformation. The Arena embraces the principles of **biophilic design**, integrating nature into architecture and promoting a modular and adaptable language capable of rethinking public spaces as more open, inclusive and participatory places.

Sou Fujimoto said: *"The forest is one of the oldest sources of inspiration for humankind. It is a primordial space of encounter, exploration and discovery. The Forest of Space reworks this age-old concept, transferring it to a contemporary exhibition context and inviting the audience to reflect on how we want to shape our future. It is conceived in the manner of a mobile amphitheatre, easily assembled and disassembled, allowing people to freely experience movement and interactions, whilst also creating a profound sense of space. My architectural approach comes from chaos and nature, combining artefact and natural environment. It is a transitional space, between inside and outside, between order and organicity."*

Under the heading **Light for Life. Light for Spaces**, there will be masterclasses, panel discussions and workshops, led by **twenty international speakers** including lighting designers, architects, artists, set designers, scientists, biologists, anthropologists, astronomers, and psychologists invited to share visions, insights, and research and design practices geared to stimulating a deeper understanding of the future of lighting. **Light will, thus, be addressed not only in terms of its technological potential, but also through anthropological and philosophical reflection to understand what will guide its design in tomorrow's inhabited space.**

The talks scheduled for **10th April** will be organised under the theme **Light for Life**. Starting from the assumption that humans are born to live outdoors, where natural light influences them both biologically and psychologically, but that artificial lighting can also shape biological rhythms, is there a simple, scientific way to design positive lighting for humans and their wellbeing? For their happiness and comfort? What do we mean when we talk about Human Centric Lighting? These and many other questions will be answered by the speakers on the first day. Kicking off with a **masterclass by** Solar Designer **Marjan van Aubel**, who has always observed sunlight and wondered how this form of democratic energy could be used widely, as addressed in the Sunne project; followed by **Stefano Mancuso**, a pioneer in plant neurobiology, who will explore how humans can be inspired by the strategies adopted by plants to capture light and transform it into a source of well-being; and **Robert Wilson**, a renowned American artist, who will discuss his approach to light. In the afternoon, there will be a **Round Table** featuring **Nicholas Belfield**, a partner in **dpa lighting consultants**, an international lighting design firm that has chalked up more than 7,500 completed projects in 80 countries, including The Constellation, The Founder's Memorial, Abu Dhabi; **Rogier van der Heide**, a lighting designer who has lit some of the most iconic collective spaces, from the Olympic Stadium in Beijing to the Rijksmuseum in Amsterdam; **Shelley James**, a lighting strategy consultant at **Age of Light Innovations** and an international expert on light and wellness; **Manuel Spitschan**, since 2022 a Research Group Leader at the Max Planck Institute for Biological Cybernetics who also serves as Professor of Chronobiology & Health at the **Technical University of Munich**; **Piero Benvenuti**, Professor Emeritus of Astrophysics at the **University of Padua**. Finally, the afternoon workshop with **Adrien de Lassence**, dedicated to a selected number of lighting designers, will offer a practical and concrete analysis, bringing together all the themes, concepts and perspectives addressed on this first day.

The talks scheduled for **11th April** will be organised under the theme **Light for Spaces**. There is no doubt that artificial lighting has a radical impact on the aesthetics, perception and functionality of architecture. What are the strategies for enhancing spaces inhabited by humans and generating emotion? Will lighting design focus on indoor replication of the infinite variations of natural light or on the design of the object itself? How to balance the need for energy sustainability with the ambition to create culturally meaningful light design? The talks on this second day will discuss innovative solutions, from responsible lighting to smart technologies showing how, in architecture, light can tell stories, speak about cultures, and add meaning and value to the projects we experience, kicking off with a **masterclass by Kaoru Mende**, the Japanese lighting designer – whose best-known projects include the lighting designs for the Tokyo Station Marunouchi Building and the Sendai Mediatheque – who will

explore the present and future of lighting design from three different perspectives: innovation, sustainability and wellbeing; followed by **Patrick Rimoux**, an artist and light sculptor famous for his interventions on urban monuments, collaborations with Wim Wenders, Akira Kurosawa and Bollywood and, most recently, for the new lighting of the Notre-Dame de Paris; and **Lonneke Gordijn**, Artist and Co-Founder of **DRIFT**, a studio specialising in lighting sculptures, installations and performances that underscore the parallels between artificial and natural structures. In the afternoon, there will be another **Round Table discussion**, featuring **Susanna Antico**, Architect and Lighting Designer, and a Member of APIL (Lighting Professionals Association – Italy); **Hervé Descottes**, Lighting Designer, Founder and Owner of **L'Observatoire International**, known for his innovative and artistic approach to light, with projects such as the Qatar National Museum in Doha and the Guggenheim in Abu Dhabi behind him; **Mariel Fuentes**, Lighting Designer and Co-Founder of **MMAS Lighting**, specialising in architectural lighting design, whose projects include Transicions; **Timothy Ingold**, Professor Emeritus of Social Anthropology at the **University of Aberdeen**; **Elisa Orlanski Ours**, Chief Planning and Design Officer of **Corcoran Sunshine Marketing Group**, a company that manages the marketing and sales of luxury real estate projects such as 56 Leonard and One High Line in New York; **Carla Wilkins**, President-Elect of IALD (International Association of Lighting Designers) and Senior Partner of **Lichtvision Design**, an international firm specialising in architectural lighting with projects such as Blue Cinema at Chur to its credit. Finally, the workshop with **A.J. Weissbard**, international lighting designer and artist, will offer to a selected number of lighting designers practical and functional insights, bringing together all the themes, concepts and visions covered over the course of the day.

The EuroLuce International Lighting Forum Light for Life. Light for Spaces

10th – 11th April

The Forest of Space Arena by Sou Fujimoto

Directed by Annalisa Rosso, in collaboration with APIL

EuroLuce, Pav. 2

Fiera Milano, Rho

10th April

Light for Life

Moderator: **Ed Stocker**, Europe Editor at Large Monocle

WELCOME

10.15 am

Maria Porro, President Salone del Mobile.Milano

Carlo Urbinati, President Assoluce, FederlegnoArredo

MASTERCLASS

10.30 am, in English

Sunlighted

Marjan van Aubel, Solar Designer

Solar design is more than a discipline, it's a new movement that revolves around designing with the sun. It shifts the narrative from solar being purely technical to a seamlessly integrated and beautiful part of our daily lives. It blends creativity, sustainability, and reverence for the sun and its abundant energy. As the conversation surrounding solar energy is shifting it's no longer solely technocratic, a matter discussed in terms of payback time and efficiency. It is the cheapest and most abundant energy source; solar energy has the potential to shape a post-fossil world. It is now time to use the power of design to integrate this more naturally and beautifully into our daily environment. Solar design, a term started by van Aubel herself, envisions a world where solar integration is essential, not just a technical aspect added later. Instead, it should be the starting point - the foundation of the design process. It is believed that in the future an object or building will be considered broken if it doesn't generate its own energy. How can we seamlessly integrate solar power into daily life while embracing aesthetics, interaction, and cultural values? How can we use this technology to create something beautiful that enriches our environment and the way we live together? Marjan van Aubel will give an historical overview of how we used to live and designed with the sun, what we can learn from this and how to design a post fossil future with the sun. Through example of her work, Sunne a self-powered solar light that mimics the sun, Ra a solar tapestry or the Solar pavilion, a solar mesh on an architectural scale, she will inspire and provoke the audience to see solar energy in a new light.

11.15 am, in Italian (simultaneous translation to English provided)

Nutrirsi di luce (Nourish Oneself with Light)

Stefano Mancuso, Plant Neurobiologist, Director International Laboratory of Plant Neurobiology, University of Florence

12.15 pm, in English

Creativity and the Transformative Power of Design

Robert Wilson, Artist

Maria Porro, President Salone del Mobile.Milano

Exploring the connections between art and design and redefining creative intersections, Robert Wilson and Maria Porro, President of Salone del Mobile.Milano, will engage in a thought-provoking dialogue on creativity and design's transformative power. Their discussion will explore Wilson's five-decade career, emphasizing the interplay between art and design. At its core, the installation "Mother" reimagines Michelangelo's unfinished Pietà Rondanini, blending music, light, and imagery – Wilson's signature elements – to create an immersive experience. This project exemplifies how design and art intertwine, shaping space and emotion in profound ways. More than an installation, "Mother" is a meditation on the evocative power of space, demonstrating how artistic interventions transform perception. Accompanied by Arvo Pärt's Stabat Mater, it embodies Wilson's collaborative ethos, where visual, spatial, and sonic elements merge seamlessly. This conversation will illuminate how design extends artistic vision, dissolving boundaries and reshaping our experience of the world.

ROUND TABLE

2.00 pm, in English

Nicholas Belfield, Partner dpa lighting consultants

Piero Benvenuti, Professor Emeritus of Astrophysics at the University of Padua

Rogier van der Heide, Lighting Designer

Shelley James, Lighting Strategy Consultant, Director Age of Light Innovations

Manuel Spitschan, Research Group Leader, Max Planck Institute for Biological Cybernetics & Professor of Chronobiology & Health, Technical University of Munich

Light for Life is a dynamic discussion between experts in the field, exploring the central role of light in our daily lives. From its influence on our physical and mental wellbeing to its ability to improve the quality of life in public and private environments, light is a key element in our equilibrium. The participants will explore the latest research on the effects of lighting on health and human perception, highlighting the link between science and practice in lighting design. Innovative strategies for sustainable lighting combining energy efficiency and visual quality, reducing environmental impact will also be discussed. Through a dialogue covering research, technology and design, the round table will offer a complete overview of the challenges and opportunities for responsible lighting, focused on sustainability and people's wellbeing.

WORKSHOP

3.45 pm, in English (by invitation only)

Transparency, Flexibility and Sustainability

Adrien de Lassence, Associate Director Sou Fujimoto Atelier Paris

The workshop explores sustainable lighting design that enhances energy efficiency and human-centric spaces. From the Forest of Light installation, which explores interaction and perspective through towering cones of light responding to visitors' movements, to the Learning Centre at the University of St. Gallen, where innovative architectural lighting enhances a future-oriented educational environment with high visual comfort—both designs integrate transparency and flexibility, complementing an architectural vision of openness and dialogue while upholding high sustainability standards. By using targeted lighting only where needed, the design enhances user experience while minimizing energy consumption, setting a benchmark for sustainable architectural practices. This

approach not only improves the ecological footprint but also fosters human-centric spaces that encourage collaboration and dynamic learning environments.

11th April

Light for Spaces

Moderation: **Ed Stocker**, Europe Editor at Large Monocle

WELCOME

10.15 am

Maria Porro, President Salone del Mobile.Milano

Carlo Urbinati, President Assoluce, FederlegnoArredo

MASTERCLASS

10.30 am, in English

The Role of Light and Shadow in Architecture

Kaoru Mende, Lighting Designer

The world's greatest architecture is always imbued with the exquisite interplay of light and shadow. A captivating visual environment and a comfortable atmosphere are indispensable elements of architecture. Light has been continuously innovated across areas such as light sources, lighting fixtures, and control technologies, with lighting design evolving alongside the times. This lecture explores the present and future of lighting design through three perspectives: Innovation, Sustainability, and Wellbeing. Innovation is fuelled by advancements in technology. Progress in light source technology, cutting-edge lighting fixtures, and sophisticated control systems has brought unprecedented flexibility and precision to lighting design. However, the future of lighting design extends beyond mere aesthetics. With the growing emphasis on sustainability, there is increasing demand for energy-efficient lighting solutions. These include lighting powered by renewable energy, designs that maximize the use of natural light, and strategies to reduce light pollution. Furthermore, lighting design is evolving to prioritize human health and comfort. Beyond visual beauty, it aims to create spaces that foster harmony and well-being. Proper lighting has been shown to significantly affect health, mood, and productivity. By carefully considering factors such as colour temperature, brightness, and circadian rhythms, lighting design can promote health and enhance quality of life. This lecture will explore how these elements shape architectural environments, enrich experiences, and deepen the connection between people and spaces.

11.15 am, in French (simultaneous translation to English provided)

LIGHT. An Instrument of Life and Revelation

Patrick Rimoux, Light Sculptor

An exclusive masterclass on innovative approach to architectural illumination. Starting from his latest lighting design, the Notre-Dame de Paris project, and expanding to other prominent works by this sculptor of light, this session will explore how dynamic illumination enhances the monumental structure, emphasizing spatial perception and emotional resonance. Rimoux's approach integrates light points and projectors, each individually controlled to create fluid transitions in intensity and colour temperature – from the warm glow of candlelight to crisp daylight tones. The audience will gain insights into how lighting can sculpt architectural elements, highlight focal points, and adapt to different functions, from contemplative atmospheres to grand concert settings. Through this lecture, which explores the fusion of technology and artistic vision in architectural lighting, Rimoux will reveal the process behind creating luminous compositions that transform and elevate historic spaces.

12.15 pm, in English

Uniting People through Light and Motion

Lonneke Gordijn, Artist, Co-Founder DRIFT

The presence or absence of light determines the atmosphere in a space. The presence or absence of motion determines the energy in a space. Throughout the last 18 years, artists and designers Ralph Nauta and Lonneke Gordijn, working under the name Studio Drift, have been developing room filling artworks and interactive installations using light and motion as the key factors with the aim to change the behaviour and emotions of people in the space. Working with architects, museums and private clients all over the world, we learned to understand how nature uses the same factors to align species and create strong ecosystems. As artists we actively search for this wisdom in nature and deliberately use these principles in our installations to tune people into the same frequency. Working on bringing people and environments together and uniting energies to create healthy and productive places. Through examples of different projects, Lonneke will elaborate on the creative and innovative processes that fuel their creations and their take on how healthy energetic people that are aligned can be the force to build a sustainable world. The power of communicating on an intuitive level through light and movement. And how technology can help to achieve living environments that activate peoples' brains.

ROUND TABLE

2.00 pm, in English

Susanna Antico, Architect, Lighting Designer

Hervé Descottes, Lighting Designer, Founder L'Observatoire International

Mariel Fuentes, Lighting Designer, Co-Founder MMAS Lighting

Tim Ingold, Emeritus Professor of Social Anthropology, University of Aberdeen

Elisa Orlanski Ours, Chief Planning, Design Officer Corcoran Sunshine Marketing Group

Carla Wilkins, President-Elect IALD, Senior Partner Lichtvision design

Light is not just a functional element, but an essential component of spatial design, capable of influencing perception, emotions and human behaviour. The Light for Spaces round table will explore lighting design through an interdisciplinary approach, analysing the interaction between architecture, anthropology and science for more conscious design. Technological innovation is redefining the expressive possibilities of light, offering new solutions that combine creativity and sustainability. Experts in the field will discuss the role of light in building the identity of spaces, exploring its impact on perception and sensory experience. Lastly, the topic of integrated design will be addressed, highlighting how light can become a key element in the definition of private and public environments, improving wellbeing and quality of life. An open dialogue for imagining the future of lighting design.

WORKSHOP

3.45 pm, in English (by invitation only)

Temporary Light in Permanent Space: Creative Lighting Solutions for Museums and Exhibitions

A.J. Weissbard, Lighting Designer

The workshop, led by A.J. Weissbard, aims to delve into the technical, aesthetic, and conceptual aspects, of creative lighting design for exhibition and museum spaces through a concrete case study: the lighting design and technical consultancy project created for the Armani/Silos. The teaching approach integrates the theoretical and the practical, offering participants insight into understanding the dynamics of light in different creative contexts, and the choices leading to the success of the project. The main objective is to provide a structured vision of lighting design as a transversal discipline, involving theater, dance, museums, architectural installations, multidisciplinary events, and fashion.

Introduced to and led through numerous examples of Weissbard's design work, participants have the opportunity to acquire a greater awareness of light as a narrative and expressive element, developing skills useful for design and technical consultancy in the artistic and scenographic fields. The workshop also aims to stimulate a critical and experimental approach, enhancing research and innovation in the field of lighting design. Finally, the importance of light in artistic education is emphasized, promoting an interdisciplinary dialogue between design, art and technology.

Architects registered with Italian CNAPPC (National Council of Architects, Planners, Landscapers and Conservationists) can earn 10 CFP by attending The Euroluce International Lighting Forum (5 CFP for Thursday, April 10th, and 5 CFP for Friday, April 11th). Access is free with a Salone del Mobile admission ticket. To ensure credit recognition, pre-registration is recommended on:

www.salonemilano.it/en/events

Drafting Futures. Conversations about Next Perspectives



Salone del Mobile.Milano

Drafting Futures. Conversations about Next Perspectives

Four days of conversations between project and visions; three round tables on the new business opportunities. Among the protagonists: Valeria Segovia, Bjarke Ingels, Lesley Lokko, Paolo Sorrentino.

Following last year's success, the **2025 edition of Talks and Round Tables** will be back with a packed cultural programme, again entitled **Drafting Futures. Conversations about Next Perspectives (Pavilion 14)**. Curated by **Annalisa Rosso, Editorial Director & Cultural Events Advisor** of the Salone, the programme will focus on the transmission of knowledge and experience, prompting reflection on the opportunities and responsibilities we have today towards a tomorrow that is already present.

As well as being the leading business occasion for the furniture industry, the Salone del Mobile.Milano is an **indispensable cultural point of reference**, testament to the fact that direct encounters and the exchange of points of view provide opportunities for growth with virtuous, crosscutting repercussions. The new programme, in the dual formats of **Talks (in the morning)** and **Round Tables (in the afternoon)**, will feature some of the most interesting personalities in international design, aimed at showing how **planning, design, art, direction, set design and writing** are able to decode the present and predict the future, triggering insight and imagination. To open the works will be the British Artist **Es Devlin (8th April)**, followed by **Valeria Segovia (9th April)**, Principal and Design Director of Gensler in London, the world's largest architecture firm in terms of revenue and number of architects with clients in more than 100 countries – recognised as a talented architect who has always been committed to reducing environmental impact and improving the wellbeing of the communities with which she works. After all, one of the protagonists, Architect **Bjarke Ingels (10th April)**, Founder and Creative Partner of Bjarke Ingels Group, will invite us to explore the ways in which materiality, technology and human interaction can redefine the future of urban planning. **Lesley Lokko (11th April)** – Architect, Curator of the 18th International Architecture Exhibition of Biennale di Venezia, Founder of the African Futures Institute – will teach us that at the heart of every project is a princely and decisive tool: imagination. **Paolo Sorrentino (12th April)**, Oscar Winner Filmmaker will conclude the Talks telling us about waiting, the theme of his installation project at the Salone, in dialogue with **Antonio Monda**, Journalist and Professor at New York University.

The afternoon **Round Table** events will be devoted to discussions between authoritative voices on crucial areas of design and architecture today, under the headings **The Business of Design: Global Perspectives on Trade, E-Commerce, and Distribution (10th April)** and **The Business of Hospitality: Where Design Meets Functionality (11th April)**.

The venue for this packed programme will be **the Drafting Futures Arena**, created by **Formafantasma**, recycling the seating from the last edition, which will host the **Salone Library** project for a second year: a selection of books suggested by the speakers themselves with light as their focus.

Drafting Futures.

Conversations about Next Perspectives

Curated by Annalisa Rosso

Drafting Futures Arena by Formafantasma

Fiera Milano, Rho – Pav. 14

TALKS

Tuesday 8th April

2.30 pm, in English

Es Devlin, Artist

in conversation with **Sarah Douglas**, Consultant, Advisor and Design Agent

Wednesday 9th April

11 am, in English

Valeria Segovia, Principal, Design Director Gensler London

in conversation with **Massimo De Conti**, Architect, Journalist

The future of buildings hinges on how we define great design. It's time to shift our perspective—not just valuing materials that come straight from the earth, but celebrating those that have lived past lives, transformed and repurposed for a new era. Reused and recycled materials carry an inherent beauty, rich with history, while biomaterials—literally alive with potential—offer groundbreaking opportunities for innovation in the construction industry. Every layer of a building's past deepens its story, creating spaces imbued with meaning and connection. In many ways, the “new” new build is made from old parts, reimagined for a future that embraces sustainability and creativity.

Thursday 10th April

11 am, in English

Bjarke Ingels, Architect, Founder and Creative Partner Bjarke Ingels Group

in conversation with **Oliva Sartogo**, Co-Founder & Architect Lead VIV Arts

As cities rapidly transform, Bjarke Ingels' architectural vision redefines the relationship between space, materiality, and interaction, echoing Merleau-Ponty's phenomenology. In *Phenomenology of Perception*, he posits that space is a lived experience, shaped through movement, matter, and sensory perception. We do not merely inhabit the world—we engage with it in an embodied, dynamic way. In Ingels' architecture, this idea manifests in urban spaces that transcend functionality, becoming environments that actively shape experience. Through material experimentation—from the structural solidity of brick to the fluidity of light—and the integration of technology, his work transforms built space into an immersive, interactive organism. Rather than static constructs, his spaces evolve as arenas of play, relationship, and perception. In conversation with Oliva Sartogo, Ingels will explore these themes at Salone del Mobile 2025, reflecting on how materiality, technology, and human interaction can redefine the future of urban design.

Friday 11th April

11 am, in English

Lesley Lokko, Founder, Chair African Futures Institute

in conversation with **Manuela Lucà-Dazio**, Executive Director The Pritzker Architecture Prize

Africa is the world's fastest-urbanising continent, yet it has the least number of schools of architecture and the least professional, conceptual and technical capacity to cope with this sudden and dramatic

change from a largely rural to an overwhelmingly urban existence. With the construction industry accounting for nearly 40% of carbon emissions, this is a gap that the world can ill afford. Africa has one resource that the rest of the world increasingly lacks: a youthful population. With an average age of just under 20 years-old, half that of Europe and the United States, this is a population brimming with creative energy and ambition, if only we knew how to harness it. Is it possible that some of the answers we seek about how to live more sustainably and equitably lie with the world's youngest – and poorest – people? It's not Africa's job to teach the rest of the world anything, least of all how to live a more balanced life, but it is possible that by listening more intelligently, seeing more perceptively and shifting perspective, the rest of the world may learn something from a place where they least expect to find solutions.

Saturday 12th April

11 am, in Italian (simultaneous translation to English provided)

Paolo Sorrentino, Oscar Winner Filmmaker

in conversation with **Antonio Monda**, Journalist

Waiting is a universal state of mind, a suspended time in which contrasting emotions are interwoven: hope and fear, impatience and reflection. In his installation *La dolce attesa*, Paolo Sorrentino explores this theme through the metaphor of a waiting room, in Pavilions 22-24. The space becomes the scene for an internal experience, a place that intensifies or lessens the tensions bound up with waiting. In a free and wide-ranging conversation with Antonio Monda, the meaning of waiting is questioned – is it an empty time or a space of possibility? What role does the context play in shaping our perceptions? Is waiting an exercise in faith in the future or a form of psychological imprisonment? These reflections trigger a dialogue that touches the existence of each one of us, revealing waiting as a profoundly human and irreducibly ambivalent experience.

ROUND TABLES

Wednesday 9th April

2.30 pm, in Italian

Manufacturing excellence and Italian Style around the world: comparing experiences for growth on international markets

Curated by Intesa Sanpaolo

Stefania Trenti, Head of Industry & Local Economies Research Intesa Sanpaolo

Fiorenzo Bandecchi, Partner and CEO Yachtline Arredomare 1618

Alexander M. Bellman, Architect

Maurizio Riva, Owner Riva1920

Anna Roscio, Executive Director Sales & Marketing Imprese Intesa Sanpaolo

Modera **Giusi Legrenzi**, Journalist RTL 102.5

Italian design, a reflection of Italian quality and beauty, creates connections with other Italian supply chains, promoting the spread of 'Made in Italy' products all over the world, while boosting both GDP and employment. This example of industrial and manufacturing integration, which has no equal anywhere in the world, has been a key factor in our country's growth at an international level.

Wednesday 9th April

4 pm, in English

The Business of Design: Global Perspectives on Trade, E-Commerce, and Distribution

Nivangi Davda, Head Interior Design JSW Realty
Dawei Wang, Founder and President David Wang Classic Living Group
Gilles Massé, Design Curator, WallpaperStore*, Frankbros, The Level Group
Mohammed Habbas Al Mutairi, Owner, General Manager Gallery Design
Claudio Spotti, Spotti Milano
Stephan Weishaupt, Founder Weishaupt Design Group
Moderator: **Anne-France Berthelon**, Journalist and Creative Consultant

In today's fast-evolving multi-cultural and technology-driven world, design extends far beyond aesthetics and function. It is a dynamic global ecosystem; a complex and highly competitive, interconnected business which fuses heritage and innovation culture and commerce, residential and contract, function and emotion, workplace and home, craft and industry, brick and mortar and digital, creation and curation. All that while navigating trade regulations and supply chain issues, not to mention new tools such as AI. To discuss the challenges and opportunities of this new era of the Business of Design, Salone del Mobile is honoured to host a round table and welcome an international multi-faceted panel of design experts who will openly share their respective views in an open conversation at the fair.

Thursday 10th April

4 pm, in English

The Business of Hospitality: Where Design Meets Functionality

Pierre-Yves Rochon, Founder and Global Design Director, PYR
Elisa Orlanski Ours, Chief Planning, Design Officer Corcoran Sunshine Marketing Group
Andrea Obertello, General Manager Four Seasons Hotel Milano
Dino Michael, Senior Vice President & Global Head Hilton Luxury Brands
Moderator: **Christele Harrouk**, Editor in Chief Archdaily

As luxury hospitality evolves, the need to balance aesthetics, functionality, and sustainability becomes increasingly important. "The Business of Hospitality: Where Design Meets Functionality" brings together industry leaders to explore the key forces shaping the future of luxury hospitality design. Examining how the definition of luxury has shifted in recent years, the discussion will identify key trends and transformations that have redefined guest experiences. From the influence of architecture and interior design on brand identity to the challenge of creating immersive, emotionally engaging spaces, the panel will address the evolving expectations of modern hospitality. Designing luxury spaces requires a careful balance between aesthetics, functionality, and a strong sense of place within a global identity. Sustainability has also become essential, showing that environmental responsibility and luxury can coexist. The conversation will further explore the challenges of creating spaces that are both harmonious and sustainable. Building on this, the roundtable will examine how spaces foster meaningful connections with guests, emphasizing the creation of unique narratives and the role of spatial psychology in shaping perception and experience. Finally, the panel will look ahead to the future of hospitality design, uncovering emerging trends, new hospitality environments, and expert insights into where the industry is headed in the coming years.

The Talks are recognised by the Italian National Order of Architects (CNAPPC – National Council of Architects, Planners, Landscape Architects and Conservators) as accredited educational initiatives, each one of which will therefore be worth 2 credits. To ensure credit recognition, pre-registration to the following forms is recommended: www.salonemilano.it/en/events

SaloneSatellite



Salone del Mobile.Milano

SaloneSatellite 2025

The value of craftsmanship and its relationship to the future of design

The Event questions how craftsmanship can evolve, innovate and be transmitted, inviting 700 young talents and 20 design schools and universities to reflect on how to preserve and reinvent timeless practices of inestimable value.

Within the framework of the Salone del Mobile.Milano, Pavilions **5 and 7** at Fiera Milano, Rho will play host to the **26th edition of SaloneSatellite**, set up in 1998 by **Marva Griffin Wilshire** and curated by her to give space and professional opportunities to designers under 35. This edition, **the exhibition layout of which has, as always, been designed by Ricardo Bello Dias in collaboration with Hariadna Pinate**, looks at both **the past and the future of design**, celebrating **the coming together of tradition and innovation, exploring the potential of craft processes and materials to interpret contemporary cultural, digital, ecological and social transformations.**

The theme proposed to the approximately 700 selected designers and the 20 participating design schools and universities is **NUOVO ARTIGIANATO: UN MONDO NUOVO//NEW CRAFTSMANSHIP: A NEW WORLD**, given that **activating a bridge between heritage and contemporary vision is fundamental for preserving and reinventing craft practices, ensuring their relevance in the modern world.**

The talented designers under 35 have responded in a number of different ways to the questions of how to evolve, innovate and pass on the knowledge associated with craftsmanship in **contemporary craftspeople** and how to **reinvent traditional crafts through the creation of contemporary furniture**. Gathering together all the contributions will enable **an ideal map of collective design visions to be drawn up**, which will provide **a glimpse of the challenges that the future holds in store for us and the possible ways in which these might be tackled by harnessing manual design practices.**

SaloneSatellite closely **follows the development of the careers of emerging talents** that it has picked out in the past. We will meet two of them at **Euroluce: Álvaro Catalán de Ocon** (Spain) and **David Pompa** (Mexico) taking part respectively with their brands **PET Lamp** – for the first time – and **davipompa** as entrepreneurs. Following in the footsteps of **Davide Groppi** and **A Lot of Brasil** (founded by the designer **Pedro Franco**) amongst others, established lighting and furnishing brands respectively.

The budding talents featuring in this edition were chosen by a **Selection Committee**, composed of leading figures from the worlds of design, architecture, media and education, whose task was to evaluate and select the participants, ensuring a representation of the best ideas and emerging projects. The members of the Selection Committee were **Hiroyuki Anzai**, opinion leader, Nikkei Comeno; **Felicia Arvid**, designer and former SaloneSatellite participant; **Ricardo Bello Dias**, architect; **Nicole Bottini**, journalist, director of Class TV Moda, **Marco Cassina**, Head of Marketing and Communication, MDF Italia; **Tomas Dalla Torre**, founding member of Il Fanale Group; **Beppe Finessi**, researcher and design critic; **Ferruccio Laviani**, architect; **Sergio Nava**, Director of Education and Global Scientific Director of Istituto Marangoni Milano - The School of Design; **Guglielmo Poletti**, designer and former SaloneSatellite participant; **Marco Romani** - editor-in-chief of DOOR and a collector, and **Marva Griffin Wilshire**, Founder and Curator of SaloneSatellite.

This year's theme is by no means new to SaloneSatellite, rather it renews **the commitment to the exploration of craftsmanship** already undertaken in 2013 and 2014, enriching the 2025 edition with a space dedicated to **Craftsmen's Workshops**. The 2025 theme heralds an unprecedented stage in this cultural and creative journey: **six entrepreneurial international activities**, expressions of **excellence in the creation and dissemination of craft skills**, will be the protagonists of a dedicated display in **Pavilion 5**. Through a selection of recent products made from materials of different geographical origins, they **will demonstrate how the oldest traditions can evolve to meet the needs of contemporary design**. From the textiles of **Latin America** (in the space curated by **Rodolfo Agrella** with **Legado**) to the furniture collections produced in Peru, the objects promoted by the Spanish **SACo (Sociedad Artesanía Contemporánea)** to the silk carpets and tapestries spun in Azilal, Morocco, with the joint venture of **Casa Amar** and **Taroni**, and the productions of **West Africa**, proposed by **Lani Adeoye**, to the Workshop dedicated to paper processing, in which demonstrations will be held on a daily basis by **Fabscarte**, renowned for its special wallpapers made in Milan. In addition, there will also be themed objects by former SaloneSatellite designers – **Álvaro Catalán de Ocon, Cristina Celestino, Sebastian Herkner, Nao Tamura** – who will ideally engage in a dialogue with creations by: **Mario Botta, Toshiyuki Kita, Hicham Lalhoul, Brodie Neill**.

Now in its 14th edition, the SaloneSatellite Award will once again reward the three most outstanding designers and studios, selected by the jury of experts chaired by **Paola Antonelli**, Senior Design Curator, Architecture & Design Director, Research and Development, at MoMA.

The collaboration with **FrankBros**, embarked upon last year, continues. This involves the international launch – by the curators of the same platform – of a selection of products presented at SaloneSatellite, allowing them permanent visibility and immediate commercial accessibility on personal pages created ad hoc.

SaloneSatellite Arena Pavilion 7

AWARD CEREMONY

Wednesday 9th April

3 pm

SaloneSatellite Award – 14th edition

TALKS

Thursday 10th April

3 pm

Robert Wilson visits and greets the young SaloneSatellite 2025 designers

Robert Wilson, Artist

Thursday 10th April

3.30 pm

Beauty: made by humans for humans

Alberto Cavalli, General Director, Cologni Foundation for the Métiers d'Art and General Curator,
"Homo Faber. Crafting a more human future"

SaloneSatellite

8th – 13th April, 9.30 am – 6.30 pm

Fiera Milano, Rho – Pavs. 5-7

Open to the public with free entry from Cargo 3

Also accessible from Pavs. 5-7 for holders of entry tickets to the Salone del Mobile.Milano

Thought for Humans.



Salone del Mobile.Milano

Thought for Humans. The new communication campaign

Design, Body, Sustainability: the Salone del Mobile.Milano's visual revolution in five shots by the renowned American photographer Bill Durgin.

The new communication campaign “Thought for Humans.”, devised by **Dentsu Creative Italy**, for the 63rd edition of the Salone del Mobile.Milano **goes back to the origins of design**, reminding us that its expression and principal dimension is having **been made by and for people**: every single design responds to the **needs, to the values and to the experiences of human beings**. In fact, what we can expect to encounter at the Salone is the sort of design that is rooted in everyday life and aims to **improve the quality of life**, sublimating **the relationship between body, matter and space**.

The involvement of a **photographer**, and specifically a visual artist such as **Bill Durgin**, known for his ability to **deconstruct and reinterpret the body**, represents an **innovative choice** for the Salone del Mobile.Milano, marking a turning point in the communication of the trade fair. Through Bill Durgin's shots, the campaign does not simply present design as an object or function, but **explores its deepest essence: its relationship with human beings**. Durgin shows how **light, wood, metal, fabric and bioplastic** blend with human **skin**, making the message of **sustainability, harmony and connection** tangible. The five shots show **how human and material intelligence can be integrated in a synergic dialogue and project**, reflecting the very essence of contemporary design.

Bill Durgin had this to say: “*First, we focused on a series of materials that could summarise the concept of design. We then explored shapes and geometries, analysing how they could interact harmoniously with the body, with particular attention to detail. And of course there was a good pinch of improvisation. It was essential to stimulate creativity on set. The photographic work for this project was put together with attention to detail, trying to capture the essence of the relationship between body, materials and light. After years of physical distance, the new campaign celebrates the return to touch, bringing attention back to the connection between the human body and design.*” The choice of materials used – **wood, metal, fabric and bioplastic** – is not accidental, but deeply linked to the values of the Salone del Mobile. These materials, symbols of **sustainability and innovation**, have been selected to convey this message clearly as well.

As a universal language, photography makes the campaign message instantly comprehensible to a global audience. By means of photographic images, the Salone is communicating values that overcome language and cultural barriers, ensuring that its vision is accessible and engaging to all. This new approach underscores the fact that the Salone continues to be a **cultural platform capable of innovating, connecting and looking to the future**.

Luca Adornato, Marketing and Communication Director of the Salone del Mobile.Milano commented: “*With this campaign we have chosen to take a further step forward in the communication process undertaken over the last few years. After last year's project with Artificial Intelligence, in which we explored and represented relationships with our community in the abstract, we have embraced photography this year. It is a universal, timeless language, capable of transmitting concreteness and making our message instantly comprehensible at global level. Through the photographic images, the Salone is communicating and illustrating the value of the connection between humans and matter, rendering it accessible and engaging for everyone. This latest choice underlines the fact that the Salone continues to be a platform capable of innovating, connecting and looking to the future. We wanted to celebrate the beauty of matter and its ability to meld with the human body, underscoring just how crucial*



it is for contemporary design to be sustainable and projected, responsibly, towards a future that is as ethical as possible."

Bill Durgin added: *"Thought for Humans. is precisely what great design should be. As human beings, we come across design every single day. Everything around us has been designed by someone for someone. Great design isn't just aesthetically pleasing, it brings joy to daily interaction, as we move across space, as we prepare breakfast, work or sit around a table with the family. By designing furniture, I learned how designers study the human body, our movements, our abilities, our postures, all to make life easier. Design is rooted in the human anatomy and is fed by its continuous interaction with it."*

"We are particularly proud of this campaign, because it quite literally embodies the values of the Italian creative excellence that we are delighted to be able to take around Italy and the world together with Salone.Milano" concluded **Riccardo Fregoso, CCO Italy and Chair Creative EMEA at Dentsu Creative.**

Digital Innovation



Salone del Mobile.Milano

Digital innovation at the service of exhibitors and visitors

A constantly evolving digital ecosystem to connect visitors, exhibitors and the global Salone del Mobile.Milano community effectively and engagingly.

Today, more than ever, innovation concerns the digital dimension. The Salone del Mobile.Milano, a global point of reference for the sector, has been able to leverage this transformation **by expanding its online platform**, a confirmed **essential pillar, an enabler of business and connections between exhibitors, professionals, journalists, students and design enthusiasts**. The **digital platform is constantly evolving** so as to provide a complete and engaging experience, strengthening the Salone's relationship with the community also through social media.

As proof of this commitment, the Salone has just released a **new website redesign**. Intended to ensure **an intuitive and immersive user experience**, the new portal features **a modern interface, clearly organised content** and **optimised access** to all **useful resources for exhibitors, visitors and the press**. The restyling of the site responds to the need to align with the highest digital standards, with a particular focus on **accessibility** (designed to be usable by all, with easy navigation and optimised for mobile and desktop devices), **personalisation** (thanks to data collection and analysis the site offers personalised content and suggestions to help visitors plan their trade fair experience) **interactivity** (the platform integrates tools such as interactive maps, exhibitor wayfinding and matchmaking services, to optimise time and connections during the event), **content enhancement** (the narrative section documents the world of design with articles, videos and exclusive interviews, enriching the cultural dialogue and promoting excellence within the sector).

The Salone is strengthening its cultural commitment with **new narrative projects** that explore the world of design through **contemporary languages**. With the involvement of authoritative voices from the sector, the Salone offers **an authentic narrative rich** in points of view and visions, consolidating its role as a promoter of culture and innovation. The content strategy focuses on **quality, diversification and multi-platform distribution** to reflect the complexity and richness of stories that characterise design. The communication plan will also include a section with a dedicated guide for optimising and planning visits to the fair, how to **keep up with the various cultural events and find out all the latest news and protagonists of the event: the exhibitors, their products and their history**. Italian and international collaborations will enrich the narrative before and during the fair, enhancing every aspect that makes it the sector's most important event, boosting the communication channels with their languages and steadily consolidating the community.

For the 2025 edition, the Salone del Mobile.Milano is **strengthening its dialogue with the digital world through new collaborations with some of the most relevant content creators**, enhancing the exhibition experience and the city. The partnership with **Marta Sierra, an internationally renowned lifestyle creator, with more than 1.4 million followers**, who previously enriched the narrative with dynamic and engaging content in 2024, has been renewed. To broaden the languages and reach an even wider audience, new voices from the digital scene have been added: **Diletta Begali, a versatile creator and presenter**, capable of combining entertainment and storytelling in several languages, and **the travel vlogging duo Fatti di Viaggi**, who will take a cultural and exploratory look at the event. The collaboration with **Francesca Crescentini, an expert on books and culture**, is also reconfirmed.

On the **visitor** side, particular attention will be devoted to providing **orientation tools and practical guides** for getting the most out of the trade fair experience, with **real-time updates and personalised suggestions**. The platform offers a wide range of digital services to facilitate their enjoyment of the event: from **online ticketing** to an **interactive map**, through to **wayfinding** for locating exhibitors quickly, and

with the possibility of scheduling appointments. Following the success of last year's edition, visitors will once have the chance to take up the **video showreel service**, born from the combination of technology and data analysis, which will allow them to receive a personalised video with a summary of the stands visited directly in their email inbox. This innovative service, made possible through integration with the matchmaking system, represents a step forward in the provision of tailor-made experiences.

For **exhibitors**, the exhibition is introducing **customised communication services and a catalogue of extra digital-related services that enrich existing and much appreciated tools such as matchmaking and stand booking**. These tools not only optimise time spent at the fair, but also ensure high-quality contacts in real time, making participation in the event more effective.

Once again this year, the strategic collaboration with **Fuorisalone** is a distinctive element of the Salone. Through the **fuorisalone.it map**, exhibitors will be able to benefit from amplified visibility, with their locations in the pavilions of the fair and related events in the city being featured. This integrated approach offers an immersive and widespread experience that encompasses not only the exhibition spaces, but also the urban context.

Partnerships and Collaborations



Salone del Mobile.Milano

Partnerships and collaborations

Consolidating already established collaborations and partnerships, the Salone del Mobile.Milano promotes and supports ideas and projects of shared value, capable of interweaving creativity, sustainability and savoir-faire.

If the 63rd edition of the Salone del Mobile.Milano presents itself as a place to reflect on the value of design as a project conceived for people, with the aim of promoting their wellbeing, this approach is also reflected in its choice of sponsors and partnerships, which share the same values as the Salone: the **centrality of human beings, quality of life and attention to the wellbeing of the planet.**

Launched in 2017, the institutional partnership **between Intesa Sanpaolo and the Salone** continues in the name of furniture and design. The largest Italian banking group, enhancing the country's entrepreneurial fabric and accompanying the companies of the entire supply chain along their path of sustainable growth, is thus renewing its support for the Italian furniture, furnishings and design sector, the jewels in Made in Italy's crown, with the aim of supporting a supply chain that is fundamental for the country's economy by incentivising the companies' processes of digitalisation, reduction of environmental impact and development of activities abroad with bespoke tools.

For a second consecutive year, **Aesop** returns as the Official **Sensory Patron** of Salone del Mobile. Established in Melbourne in 1987, the brand is distinguished for its skin, hair and body care formulations, as well as products for the home, all created with meticulous attention to detail, and with efficacy and sensory pleasure in mind. Within its spaces, Aesop fosters a reverence for well-considered and sustainable design, believing that thoughtfully crafted surroundings profoundly elevate the everyday. At Salone del Mobile 2025, Aesop will present a new architectural intervention—a contemplative invitation to pause, immerse, and engage the senses amidst the vibrant energy of Milan.

Official Time Keeper of the Salone del Mobile.Milano, **Panerai**, the historic luxury watch brand that combines Italian design and Swiss technology, will once again throw open the doors of its pop-up store, bang in the heart of the Rho fairgrounds, in a completely renovated space, where visitors will be treated to an immersive experience in the Panerai universe, combining tradition and innovation. For the occasion, an international preview of a new timepiece will be presented, an expression of the distinctive design, technical innovation and professional performance that characterise the Maison's DNA.

A decade-long collaboration with **Piquadro** will reaffirm the sharing of values bound up with the world of design and sustainability. The Italian tech-design brand of products for work, travel and leisure, founded in 1998 and with a presence in 50 countries, has carved out a well-defined position inspired by the values of design and performance. The tech-design travel&business accessory brand is back at the Salone with a lightweight, functional backpack tote bag made of 100% recycled technical fabric. Like last year, Piquadro will also be present at Rho Fiera with an installation on the ground floor of Pavilion 14-18. The Piquadro Lounge will once again be a space dedicated to travel where visitors will be able to familiarise themselves with the brand's philosophy: combining innovation, functionality, design and quality without compromise.

This year marks the twelfth of its collaboration with **Ca' del Bosco**, an acclaimed Italian winery on the international scene, located this year on the central axis of Corso Italia with a 190-square metre institutional stand, its materials, colours and modern style renewed and by some recently inaugurated cellar spaces. This is confirmation of the mutual esteem and values that bind Ca' del Bosco to the Salone: passion, style, inventiveness, genius and innovation that go hand in hand with craftsmanship

and tradition. For enthusiasts, the experience will be rounded off by a chance to sample Ca' del Bosco wines in combination with equally high quality gastronomic proposals.

In addition to their support and passion for design, **S.Bernardo** and the Salone del Mobile.Milano, in partnership since 2019, also share a commitment to ecological transition. With a pledge to become carbon-neutral by 2026, the company has already implemented concrete strategies, harnessing the clean energy of a wind farm to power more than half of the Garesio plant's activities. Furthermore, its promotion and use of ecological packaging, such as returnable glass bottles, and 100% recycled and recyclable RPET bottles – such as Ely, the helical bottle, inspired by the tortile present at the Salone together with the iconic Gocce bottle, designed by Giorgetto Giugiaro – and aluminium cans complete its sustainable approach.

Another long-standing partnership is with **illycaffè**, the global leader in high quality sustainable coffee, which will be present at various points inside the trade fair, from the Press Café to the Red and International Business Lounges, enabling designers, buyers and journalists to discover and sample the unique illy 100% Arabica blend during their breaks.

Frecciarossa is the Official Train of the Salone del Mobile. Up to 24 daily Frecciarossa connections are available to/from Rho Fiera, providing direct access to the heart of the fair.

Renewed for the fourth consecutive year, instead, is the collaboration with **Radio DeeJay, Radio Capital, and m2o**: music, entertainment, and information will alternate with the many voices of exhibitors, designers, architects, and visitors, who are engaged daily by the speakers of the GEDI Group's radio stations.

The Salone's **collaboration** with **Fuorisalone** has been confirmed again for this year, enhancing the visibility of exhibitors through a strategic presence on the Fuorisalone.it map. The map will not only highlight the exhibitors' events in the city, but will also provide directions to the pavilions, making it easier for visitors to locate and make their way to the exhibitors' stands directly at the fair, creating an effective bridge between city events and the trade fair experience.

Last but not least, www.mitodesignconnections.it platform, promoted by the **Unione Industriali Torino and the Turin Chamber of Commerce** and **supported by Salone del Mobile.Milano, has been set up**, geared to promoting relations between companies in Turin and Milan and providing logistical and hospitality support for exhibitors and visitors to the Salone del Mobile and Fuorisalone. Hotel bookings can be made via the platform, which also provides information on event locations and the organisation of travel between Torino Porta Susa and Fiera Milano Rho (approximately 40 minutes).

Info Press & Media



Salone del Mobile.Milano

Salone del Mobile.Milano 2025 Info Press & Media

Press & Media Accreditation

You can request your accreditation only online

> [Request your Accreditation](#)

Things to know

Salone del Mobile.Milano 2025

Fiera Milano, Rho – 8th-13th April

Opening time Press & Media

8.30 am – 6.30 pm

Must-Know link for attendees

> [Press Kit & Images](#)

> [Exhibitor List](#)

> [Exhibition Map](#)

> [Events](#)

How to book

> [Paolo Sorrentino. La dolce attesa](#)

> [Robert Wilson. Mother](#)

Press Area

As in past years, the Press Area is located upstairs (upper floor) at the Service & Congress Center. It provides a working space with free wi-fi and a café for press only. At the front desk you can pick up the Salone del Mobile.Milano 2025 Press Catalogue (with map and exhibitor list) and the new Piquadro tote bag.

Salone del Mobile.Milano APP

Download our APP to find your points of interest on the interactive map, learn more about product features via QRcode, and stay up-to-date on the events of the Cultural Programme.

> [APP Apple Store](#)

> [APP Google Play](#)

How to get there

The exhibition is easily reached by public transport from the city of Milan, by train, car and from the airports. The Circolare Fiera shuttle service is available throughout the event.

> [Info](#)

Accessibility

> [Mobility Aids – Disabled Parking](#)

Contacts





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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