



Salone del Mobile.Milano

# A Matter of Salone

## Press Kit

64<sup>th</sup> edition

Salone del Mobile.Milano

8<sup>th</sup> April 2026



Salone del Mobile.Milano

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Salone 2026: over  
1.900 exhibitors  
and two new  
initiatives, Salone  
Contract and  
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## Salone 2026: over 1,900 exhibitors and two new development initiatives, Salone Contract and Salone Raritas

*The 64<sup>th</sup> edition of the Salone del Mobile.Milano, at Rho Fiera Milano from 21<sup>st</sup> to 26<sup>th</sup> April, will bring together over 1,900 exhibitors from 32 countries, with 16 of the pavilions completely sold out. Alongside the annual events and the biennial EuroCucina / FTK – Technology For the Kitchen and the International Bathroom Exhibition, Salone Contract and Salone Raritas will be making their debut, as a strategic response to constantly evolving global demand.*

More than **1,900 exhibitors** (36.6% from abroad), **227 brands including new entrants and returning exhibitors**, and **over 169,000 square metres** of net exhibition space. The 64<sup>th</sup> edition of the **Salone del Mobile.Milano** (21<sup>st</sup>-26<sup>th</sup> April, Rho Fiera Milano) will be reprising its role as **a strategic driver** for the sector.

At the heart of the programme are **four annual events** shaping the future of living: **the Salone Internazionale del Mobile, the International Bathroom Furnishing Exhibition, Workplace3.0, and S.Project**, featuring a total of **915 brands (38.57% from abroad)**, including **139 first-timers or returnees**. Anticipation is building for the biennial **EuroCucina / FTK – Technology For the Kitchen**, featuring **106 brands from 17 countries**, and **the International Bathroom Exhibition**, with **163 brands from 14 countries**. Meanwhile, **SaloneSatellite** will once again shine a light on the most experimental frontiers of design, featuring **700 designers under 35 and 22 schools and universities from around the world**. These figures are confirmation of the scale and appeal of the event.

The common thread running through the 2026 edition is **an increasingly integrated architecture of content and exhibition itineraries**. The most significant development is **the expansion of the scope of the Salone**, consolidating its evolutionary path **from a product platform to a systemic infrastructure**, its vision increasingly focused on **the future of the sector's manufacturing and international markets**. The two new additions this year - **Salone Contract** and **Salone Raritas** - are steps in this direction.

**Salone Contract** was created to extend the Salone system to include **large-scale integrated projects**. The aim is **to strengthen the sector's presence in rapidly expanding sectors - hospitality, real estate, public spaces and the nautical sector** - fields that call for new skills and new ways of accessing and engaging with these spaces. At the heart of the 2026 spin-off will be **the International Forum, featuring a lecture by Rem Koolhaas**, and the public presentation of **the 2027 Masterplan**, developed in collaboration with **David Gianotten of OMA**. Alongside this, in the Rho Fiera Milano pavilions, there will be an initial **thematic itinerary** featuring exhibitors already active within the sector. Fostering networking, **a new matchmaking platform** will be dedicated **to international top players**.

**Salone Raritas. Curated icons, unique objects, and outsider pieces**, a new design focus in Pavilion 9, will train an 'architectural lantern' onto a parallel universe, focusing attention on unique collectable objects. With **28 exhibitors and an international line-up** including galleries such as **NILUFAR, Salviati x Draga & Aurel, Mouromtsev Design Editions, Mercado Moderno, PARASITE 2.0 X BIANCO67 and Brun Fine Art**, the new platform, curated by **Annalisa Rosso** with **exhibition design by Formafantasma**, will broaden the Salone's dialogue with architects, interior designers and hospitality professionals, establishing itself as **an authoritative point of reference** for the

**professional design market** in a segment in which **research and experimentation** are becoming increasingly significant.

**Maria Porro, President of the Salone del Mobile.Milano, had this to say:** *"The Salone del Mobile stemmed from a very clear idea - to put an event together, every year, an event in which the industry can recognise itself, engage with others and strengthen its ability to adapt to change. Today, this responsibility is even clearer. We are living at a time in which markets, supply chains, industrial priorities and the geography of demand are being redrawn. Against this backdrop, the Salone cannot limit itself to merely representing the sector: it must help it to interpret the present with clarity and to build its future positioning with far-sightedness. It is within this perspective that Salone Contract and Salone Raritas lie, two strategic choices that will broaden the scope of the event and respond to the transformations taking place in the markets, in design languages and in professional supply chains. It is in this spirit that, over the last twelve months, the Salone has travelled the world, from India to the Gulf region, from Japan to the United States, forging relationships, listening to stakeholders and engaging an increasingly specialised community of professionals, thanks to the ongoing support of the Ministry of Foreign Affairs and International Cooperation and the ICE/IITA Agency. The challenge we have set ourselves is for the Salone not merely to be a fixed point in an unstable context, but an ecosystem capable of supporting the sector's growth, strengthening its competitiveness and enabling it to anticipate and interpret a changing world".*

Under the spotlight at the Salone is a home furnishing industry that embodies manufacturing strength, vision and innovation, with **a range of products capable of influencing contemporary lifestyles**. It is within this context that **Aurea, an Architectural Fiction**, designed by the Parisian studio **Maison Numéro 20**, headed by the interior architect **Oscar Lucien Ono**, is being held: an imaginary hotel constructed as a series of narrative spaces, offering a reflection on **luxury as a measure, a sensitivity and an awareness**.

At **EuroCucina / FTK – Technology For the Kitchen**, the focus will be on kitchens and large appliances as a place where technology, sustainability, smart systems, artificial intelligence, biophilic design and the personalisation of the user experience come together. The **International Bathroom Exhibition**, on the other hand, will focus on a space increasingly oriented towards the home spa, where wellbeing, efficiency, hygiene and durability redefine contemporary comfort. Central to this evolution is the theme of longevity, with solutions designed to accompany changing habits and needs over time.

**SaloneSatellite** remains one of the event's most discerning showcases. With **700 designers from 39 countries and 22 international design schools and universities**, the **27<sup>th</sup> edition** will be renewing its commitment to talent under 35. The chosen theme, **Skilled Craftsmanship + Innovation**, puts **craftsmanship** back at the centre **as the language of the future**: an intersection of manual heritage and technological vision, capable of giving shape to the imperatives of a new global generation of designers.

### **Culture as a design infrastructure**

Alongside the exhibition offering, the Salone is making an increasingly structured cultural investment. April will mark the fourth edition of the Public Programme, **Drafting Futures. Conversations about Next Perspectives**, curated by **Annalisa Rosso, Editorial and Cultural Director of Salone del Mobile.Milano**, in the arena designed by **Formafantasma**, furthering its role as a platform for discussion on the most pressing issues relating to innovation, sustainability and new market perspectives.

At the Salone del Mobile.Milano, design is also a tool for interpreting the times. It is from this standpoint that **ABITO, the exhibition promoted by the Ministry of Foreign Affairs and International Cooperation and curated by Palomba Serafini Associati**, is being held, linking fashion and design to illustrate, through objects and garments, how society and ways of living and inhabiting are changing. In its role as a platform for contemporary projects, the **Salone will also be hosting the Ministry of Culture with the exhibition MADE IN MiC**, the centrepiece of which will be the **Archetipi** section: a tribute to the applied arts and crafts and to proto-design between 1900 and 1945, when art entered interiors and transformed their language, architecture engaged with the objects and the domestic scale, and craftsmanship evolved towards more structured forms of production.

Complementing this, **The Chain of Wonders. Italian Excellence FederlegnoArredo, curated by Beppe Finessi, will trace the history of the wood-furnishing sector**, highlighting its central role in shaping Italy's manufacturing and cultural identity, starting with the commemorative stamp marking the federation's 80<sup>th</sup> anniversary.

### Milan, the City of the Salone

Once again this year, the Salone del Mobile will be engaging with Milan. For the sixth consecutive year, as is tradition, **the official opening night of the event will be celebrated at La Scala** with a concert by the Teatro alla Scala Orchestra conducted by **Michele Mariotti**, testament once again to the Salone's valued collaboration with the Teatro alla Scala Foundation.

**On 24<sup>th</sup> April, Common Archive – La Notte Bianca del Progetto** – an initiative organised **by the Salone del Mobile.Milano Observatory**, under the **patronage of the Lombardy Region and the Municipality of Milan** – will be a wide-ranging event. For **one evening, coming together for the first time**, Milan's **historic design and architecture archives** will open to the public with a programme of over **50 guided tours and talks**, highlighting a heritage of knowledge that belongs to the city but speaks to the world.

The **Design Kiosk** will be back in Piazza della Scala from 17<sup>th</sup> to 26<sup>th</sup> April, with a programme of talks devoted to **new independent publishing**, curated by **Reading Room**. Meanwhile, in **Piazza Sant'Eustorgio**, a dedicated Salone newsstand will serve **as the starting point for an urban itinerary put together by Bianca Felicori, founder of Forgotten Architecture**, which takes in five iconic 20<sup>th</sup>-century buildings. Finally, the **Salone is also Salone in the City**, is a new print and digital guide dedicated to Milan.

**The Mayor of Milan, Giuseppe Sala**, commented: *"The Salone del Mobile is undoubtedly the event that best reflects the drive for innovation, creativity, resourcefulness and the desire to find practical solutions to the challenges of the present that drive our city. It is also thanks to the Salone that Milan is an authoritative and established international benchmark for the design sector. Thanks to the quality of the proposals, projects and products showcased each year at the fair, alongside installations, events and opportunities for interaction across the city, the Salone is able to inspire and attract the enthusiastic participation of a curious, dynamic and proactive community made up of creatives, designers, architects, students and everyone working in the global design industry. We are confident that this year too, Milan will welcome and spread the enthusiasm that the 64<sup>th</sup> edition of the Salone del Mobile will bring to the city".*

*"One of the most eagerly awaited and well-attended events in our region is fast approaching,"* concluded **Attilio Fontana, President of the Lombardy Region**. *"The 2026 edition of the Salone del Mobile contains numerous innovations and strategic initiatives: from the integration of the contract sector to the packed cultural programme, and international connections. Milan and Lombardy*



*constitute an extraordinary showcase for our design tradition and for the spirit of ingenuity that emanates from our region. The emblem of Made in Italy, capable of evolving and anticipating trends, backed by a productive and creative fabric that is among the most brilliant in the world”.*

## Partners

Once again this year, **the Italian Trade Agency (ICE/ITA)** has provided huge support to the Salone del Mobile.Milano on its international missions. In April, ICE/ITA's commitment will be renewed, geared to bringing the largest number of **qualified international professionals from around the world** to Milan, who will be welcomed at the IBL – International Business Lounge.

For the 2026 edition, Salone is being supported by **Intesa Sanpaolo**, an institutional partner since 2017, which supports the Italian furniture and design sector by promoting the sustainable growth of businesses within the supply chain; **Panerai**, the Official Timekeeper, **K-WAY**, **Ca' del Bosco**, **S.Bernardo**, **illycaffè**, **Maserati**, **Sigma**, **Messika**, **Trenord**, **OVS**, Official Uniform Provider, **Radio DeeJay**, **Radio Capital e m2o**. **Frecciarossa** will be the official train for this edition.

# Numbers



Salone del Mobile.Milano

## Numbers

### Salone del Mobile.Milano 2026

#### Net surface area occupied

Over 169,000 sqm

#### Exhibitors

More than 1,900 (36,6% from abroad\*)

\*Exhibitors from SaloneSatellite are excluded from this percentage.

#### Countries

32

#### New entries and returnees

227 first-time exhibitors or returnees at the Salone del Mobile.Milano

of which

161 first-time exhibitors at the Salone del Mobile.Milano (60.9% from abroad)

66 returning exhibitors at the Salone del Mobile.Milano (37.9% from abroad)

### Salone Internazionale del Mobile

#### International Furnishing Accessories Exhibition

#### Workplace3.0, S.Project

#### Net surface area occupied

Over 125,000 sqm

#### Exhibitors

915 exhibitors (38.57% from abroad)

#### Countries

32

#### New Entries and Returnees

139 first-time exhibitors or returnees at the Annual Exhibitions

of which

93 first-time exhibitors at the Annual Exhibitions (72.04% from abroad)

46 returning exhibitors at the Annual Exhibitions (45.65% from abroad)

#### Exhibitor presences

4.75% Italian and foreign exhibitors present for more than 50 years at editions of the Annual Exhibitions

43.55% Italian and foreign exhibitors present at the last 10 editions of the Annual Exhibitions

### EuroCucina / FTK, Technology For the Kitchen

#### Net surface area occupied

23,000 sqm

#### Exhibitors

106 exhibitors from 17 different countries (38.60% from abroad)

## **New Entries and Returnees**

35 first-time or returning exhibitors at the EuroCucina / FTK, *Technology For the Kitchen* biennial of which

29 first-time exhibitors at the EuroCucina / FTK, *Technology For the Kitchen* biennial (5.17% from abroad)

6 returning exhibitors at the EuroCucina / FTK, *Technology For the Kitchen* biennial (33.33% from abroad)

## **Exhibitor presences**

17.14% Italian and foreign exhibitors present for more than 20 years at editions of the EuroCucina / FTK, *Technology For the Kitchen* biennial

53.33% Italian and foreign exhibitors present for the last 5 editions of the EuroCucina / FTK, *Technology For the Kitchen* biennial

## **International Bathroom Exhibition**

### **Net surface area occupied**

Over 16,000 sqm

### **Exhibitors**

163 exhibitors from 14 different countries (28.22% from abroad)

## **New Entries and Returnees**

53 first-time or returning exhibitors at the International Bathroom Exhibition biennial of which

39 first-time exhibitors at the International Bathroom Exhibition biennial (38.46% from abroad)

14 returning exhibitors at the International Bathroom Exhibition biennial (14.29% from abroad)

## **Exhibitor presences**

13.50% Italian and foreign exhibitors present for more than 20 years at editions of the International Bathroom Exhibition biennial

42.95% Italian and foreign exhibitors present for the last 5 editions of the International Bathroom Exhibition biennial

## **SaloneSatellite**

### **Net surface area occupied**

Over 5,000 sqm

### **Designers**

700 creatives under 35 from 39 countries

### **Design Schools and Universities**

22

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

# Exhibitions



Salone del Mobile.Milano

## 2026 Exhibitions

*At the heart of the 64<sup>th</sup> edition of Salone del Mobile.Milano lies an increasingly integrated offering, capable of interpreting the evolution of living, design languages and the transformations sweeping through industry, markets and contemporary lifestyles.*

### Annual Exhibitions

As always, there are four annual events: **the Salone Internazionale del Mobile, the International Furnishing Accessories Exhibition, Workplace3.0 and S.Project**, featuring a total of **915 brands (38.57% from abroad)**, including **139 first-timers or returnees**.

At the heart of the Salone's offering, **the annual events provide a broad vision of contemporary living**. Furniture, home accessories, workplaces and cross-cutting solutions intertwine in a design landscape in which **industrial quality, materials research, flexibility of use and sustainability are reworking the grammar of space**. A narrative that spans the home, the workplace and hybrid environments, linking **function, identity and design culture**.

The trade fair also features **Aurea, an Architectural Fiction**, an installation by the Parisian studio **Maison Numéro 20**, headed by the interior architect **Oscar Lucien Ono: an imaginary hotel, which will take shape as a series of narrative spaces inside Pavilions 13 and 15**. A space where light becomes matter – filtered, reflected, sculpted by the architecture – and every detail, from materials to furnishings, is approached **with sustainability in mind**, ensuring that luxury is not ostentation, but a conscious vision.

With **700 designers from 39 countries and 22 international design schools and universities**, **SaloneSatellite** will once again be showcasing talent under the age of 35. The theme of the 27<sup>th</sup> edition is **Skilled Craftsmanship + Innovation** – an invitation to rediscover **craftsmanship as the language of the future**, a bridge between manual heritage and technological vision. A collective call to rethink 'making by hand' as **a design, cultural and political act**, capable of giving shape to the pressing needs of a new global generation of designers. Against this backdrop, a **photographic exhibition** has been created that explores the **dialogue between craftsmanship and innovation** through **images that capture the gestures, materials and creative processes of the designers**. The protagonists, **hailing from all over the world**, showcase craftsmanship that blends **tradition and modernity, stressing techniques, culture and experimentation**.

### Biennial Exhibition. EuroCucina with FTK – Technology For the Kitchen

Following its success in 2024, anticipation is building for the return of **EuroCucina with FTK – Technology For the Kitchen**, featuring **106 exhibitors from 17 countries (38.60% from abroad)**, including **35 brands making their debut or returning**. The Biennale is set to be the **leading international platform for kitchen design**, thanks to **high-quality exhibition content** offering a clear overview of **progress within the sector**, driven by **technology, sustainability and innovation, smart systems, AI integration, biophilic design** and greater user control, enabling visitors to create bespoke atmospheres and environments.

Driving the evolution of the kitchen is an **integrated, multi-sensory vision**: open-plan kitchens that blend seamlessly with living areas, interactive surfaces, concealed induction hobs, integrated extractor hoods and tall fitted units that disappear at the touch of a button. Materials are becoming tactile and

eco-friendly: FSC-certified wood, antibacterial ceramics, regenerated laminates and recycled laminated glass. Colour is back centre stage, but in a softer key. Minimalism is evolving - no longer cold and rational, but emotional and natural, approaching the concept of wellbeing. Integrated home automation systems allow lighting, temperature, sound systems and even scent scenarios to be controlled, creating true bespoke microcosms. **Kitchens learn from their users, adapt, anticipate, and listens.** Yet their soul remains intact: **UNESCO has recently recognised Italian food as an Intangible Cultural Heritage of Humanity**, affirming the deep-seated value of **the kitchen as a place of memory, creativity and conviviality.** Italian companies are responding to this recognition with research and conscious design: **kitchens that express identity, yet speak the global language of innovation.**

Equally, the world of **large household appliances** is also **undergoing a transformation.** At **FTK – Technology For the Kitchen**, leading companies are focusing on devices that are increasingly silent, integrated and autonomous. Emerging trends include fridges capable of recognising food, suggesting recipes and organising shopping lists in the cloud; smart ovens that adjust cooking settings based on food type and user preference; and dishwashers that self-dispense detergent, clean themselves and alert their users when action is required. Energy efficiency, now a mandatory standard, is combined with sophisticated and customisable aesthetics. Appliances are becoming part of the décor, and voice interaction and touchless interfaces round off a user experience that is increasingly seamless, elegant and bespoke.

## **Biennial Exhibition. The International Bathroom Exhibition**

The **International Bathroom Exhibition** will once again take centre stage as the **sector's largest international showcase**, championing design and technology, with **163 exhibitors from 14 countries (28.22% from abroad).** Driving the evolution of this space is an increasingly 'home spa' oriented vision: fluid environments, dramatic walk-in showers, built-in niches, storage mirrors and layered lighting that sculpts the atmosphere. Minimalism takes on a warmer, tactile quality: matte finishes, brushed metals, mineral and earthy tones, continuous surfaces in large slabs, advanced ceramics and composites that cut down on joints and maintenance. The keyword is **wellbeing**, but with a **very practical** undertone: **water efficiency, hygiene, durability.** Another theme that is rewriting design priorities is **longevity.** Bathrooms, more than any other room, must withstand the passage of time and changing habits, without compromising on aesthetics or comfort. This is why **'easy' yet elegant solutions** are on the rise: floor-level access, textured non-slip surfaces, integrated seating and discreet supports that resemble design details, ergonomic handles, and heights and dimensions reimagined for less strenuous use. Lighting too becomes functional, with diffused, glare-free lighting and targeted spotlights for safety and precision. **The architecture of the fixtures becomes modular and repairable:** replaceable components, durable finishes, and scheduled spare parts, because sustainability also applies to the lengthy lifespan of the products. On the tech front, **bathrooms connect silently**, with digital showers with personalised profiles, smart sanitaryware and bidets that raise hygiene standards, sensor-activated taps with consumption monitoring, and smart valves that prevent leaks and damage. **The medium- to long-term outlook centres on 'services':** predictive maintenance, remote assistance, software upgrades, integration with home automation and AI to create bespoke scenarios (lighting, steam, sound, microclimate).

# Salone Contract



Salone del Mobile.Milano

## Salone Contract: Rem Koolhaas charts the course for the new event, which marks an upward shift in scale, from product to system.

*On 22<sup>nd</sup> April, the public presentation of the Masterplan devised by Rem Koolhaas and David Gianotten (OMA) will mark the start of the journey towards Salone Contract 2027. A project that signals a strategic turning point, and launches a new challenge: to tap into a high-potential segment.*

Not a traditional exhibition space design project, but a Masterplan encompassing the entire field of design, from contextual analysis to visitor experience. It is this trajectory that has informed **Salone Contract, the new strategic Salone del Mobile.Milano challenge**. A choice that marks **a further evolution of the Salone**: from product hub to **market-oriented infrastructure**.

**Devised by Rem Koolhaas and David Gianotten of OMA, the project is a long-term investment**, structured over time, crucial for analysing and getting to grips with the Contract sector, **estimated at around €68 billion globally** (source: Global Market Insight Inc.). This structural growth is characterised by an increasingly meaningful integration of product, technology and operational models, with direct effects on industrial organisation and manufacturing business models.

The **public presentation of the Masterplan** will be the highlight of the first edition of **the Salone Contract Forum**. The theoretical framework of the project will be introduced with the lecture **Current Preoccupations** by **Pritzker Prize-winner Rem Koolhaas**, founder of OMA: a masterclass reflecting an **evolving philosophy**, linking the studio's most recent projects with fifty years of practice spanning architecture, design and cultural research. Following this, **David Gianotten** (OMA) will outline the structure and vision of the Masterplan.

**Maria Porro, President of Salone del Mobile.Milano**, had this to say: *"On 22<sup>nd</sup> April, with the public presentation of the Masterplan designed by Rem Koolhaas and David Gianotten (OMA), Salone Contract 2027 is closer than ever. Koolhaas and OMA have delivered a project capable of anticipating the future, with a strong vision and a solid methodological approach. Contract is now one of the segments where the most significant transformations are taking place, from an industrial, operational and market point of view. Thanks to the path we have taken, Salone is now in a position to tackle this challenge with a structured project, capable of offering tools for analysis and guidance within a complex economic landscape. In contract design, it is not the one who showcases the most who wins, but the one who understands demand first - a shift that moves the paradigm from the product to the system. Our common objective with OMA is to guide the supply chain towards a solid and credible international positioning, in a segment where value increasingly depends on the ability to connect systems, skills, data and services, transforming complexity into competitive advantage and a new form of design"*.

**Rem Koolhaas, founder of OMA**, said: *"Since the 19<sup>th</sup> century, World Fairs have functioned as experimental grounds where industries project their ambitions, where cultural dialogues are reinvented, and where opportunities for collaboration materialise. Today, Salone Contract presents a contemporary iteration of that typology - an arena for examining its relevance and observing how it adapts within an increasingly unstable geopolitical landscape"*.

**David Gianotten, Managing Partner and architect at OMA**: *"Contract is a segment that relies less on individual products and more on an established ecosystem - one that aligns the design, production, and delivery of both furniture and architecture to create desirable built environments for the long term.*

*The growing global significance of the Contract segment presents opportunities for industry stakeholders to reinvent themselves, considering not only individual objects but integrated systems. OMA is excited to collaborate with the Salone del Mobile.Milano on developing an infrastructure that supports this transformation”.*

The **Salone Contract Forum 2026** one-day programme (22<sup>nd</sup> April) will also feature **two round-table discussions: Contract Sector Opportunities in a Transforming Industry'** a systemic analysis of the sector and its challenges, from sustainability to supply chain changes; and **Common Ground Among the Pillars of the Contract Ecosystem**, a forum for discussion with some of the sector's leading international operators.

**A thematic tour of the exhibitors is also planned** for the 2026 spin-off, in the Rho Fiera Milano pavilions: **it will provide a cross-cutting overview of the existing offering**, which will cover production models, design expertise and operational approaches already active in the sector. To underpin this initiative, the Salone has launched a **matchmaking platform** reserved for **the delegation of international professionals** invited to **Milan in collaboration with ICE/ITA**, geared to identifying qualified demand and testing new models of supply, demand and market interaction.

**As of September 2026, Salone Contract** will embark on an **international road tour of key locations for mega-projects**, featuring in-depth sessions on **global trends, emerging dynamics**, and current and future **investments**, with the aim of **gradually building an informed** and targeted **international audience** ahead of the inaugural edition of the event in 2027.

## Salone Contract Forum – 22<sup>nd</sup> April 2026

Organised by the Salone del Mobile.Milano in collaboration with OMA  
Rho Fiera Milano – Drafting Futures Arena, Pavilion 14

### Programme

11.00 am – Round table

#### **Contract Sector Opportunities in a Transforming Industry**

**Introduction by David Gianotten**

**OMA, ongoing observations on the Contract sector**

Moderated by

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

3.00 pm

**Introduction by Maria Porro, President Salone del Mobile and David Gianotten, Managing Partner – Architect of OMA**

3.05 pm – Masterclass

**Lecture by Rem Koolhaas: Current Preoccupations**



## **Conversation**

3.50 pm

**Dialogue on OMA's Salone Contract Masterplan by Maria Porro, President Salone del Mobile and David Gianotten, Managing Partner – Architect of OMA**

4.30 pm - Round table

**Common Ground Among the Pillars of the Contract Ecosystem**

Moderated by

**Christele Harrouk**, Editor-in-Chief, ArchDaily

# Salone Raritas



Salone del Mobile.Milano

## Salone Raritas. Curated icons, unique objects and outsider pieces

The 64<sup>th</sup> edition of the Salone del Mobile.Milano is set to debut **Salone Raritas. Curated icons, unique objects and outsider pieces**, a new exhibition ecosystem dedicated to **collectible design, one-off pieces, limited editions and antiques**. Curated by **Annalisa Rosso, Editorial & Cultural Director, Advisor to the Salone del Mobile.Milano**, with **exhibition design by Formafantasma**, in collaboration with Cleaf, the project will bring together an **international selection of galleries, designers and creators** to create a space where extraordinary objects find a **new context for engaging with the world of design**.

Not merely a section, but a **curatorial framework** bringing **two hitherto distant systems into dialogue** - **experimental research** and the **language of collectible design** on one hand, and the **operational and design-oriented dimension of the international market** on the other. In this space, objects are not merely displayed, but are **active bearers of vision, identity and cultural value**.

This atlas is composed of entities from **diverse geographical and design cultures**, called upon to build a **collective narration** of collectible design today. From **Italy to Europe**, and on to the **Middle East** and **South America**, **Salone Raritas** will bring together galleries and designers operating at the intersection of **research, craftsmanship and production**.

These will include **Botticelli Antichità & Alessandra Di Castro, NILUFAR, Brun Fine Art, SERAFINI, Paradisoterrestre, MASSIMO LUNARDON EDIZIONI, Studio Francesco Faccin with Fonderia Artistica Battaglia**, along with **PARASITE 2.0 X BIANCO67** and **Salviati x Draga & Aurel**, illustrate the **complexity of the Italian scene**, where tradition and experimentation coexist in different forms. Alongside them, international realities such as **Side Gallery, Mitterrand Gallery, Galerie Zippenfenig, Max Radford Gallery and 1882 Ltd.** map out a European scene attentive to formal research and the authorial dimension. The project also opens up to broader trajectories: **Mercado Moderno** with Brazilian modernism, **Matera** a new sensitivity towards stone material, while **ABI** and **Zaza Maizon by A1Architects** introduce perspectives linked to emerging cultural contexts. They are flanked by hybrid projects such as **Herzog & de Meuron x Marta Sala Editions** and **ZAHA HADID ARCHITECTS X NEUTRA**, in which architectural thinking translates into collector's items. The exhibition will be rounded off by authorial presences and special projects: **Studio Sabine Marcelis**, with a site-specific intervention, **Xavier Lust**, and the **Job Smeets collection for Mouromtsev Design Éditions**, together with realities such as **HERING BERLIN** and **13Desserts**, which further expand the field spanning design, art and manufacturing.

In this context, every participation becomes **a point of view**. The galleries and designers involved do not simply showcase works, but also **visions**, activating **connections** between **different eras, geographies and languages**.

**NILUFAR**, curated by **Nina Yashar**, weaves contemporary works and historical icons into a dialogue between eras, languages and geographies, illustrating a mindset of design as an open field between memory and experimentation. **Mitterrand Gallery** will present a **selection of the works of Claude and François-Xavier Lalanne**, in which sculpture and function blend to form poetic objects intersecting art and design. **Mercado Moderno** will bring a reading of Brazilian modernism, highlighting the relationship between form, craftsmanship and cultural identity through iconic pieces and expressive materials. **ABI** will introduce a dialogue between the Egyptian stone tradition and contemporary language, building a bridge between heritage and international design. With **Herzog & de Meuron x Marta Sala Éditions**, wood becomes a structure and design language, explored with architectural rigour and formal precision. **ZAHA HADID ARCHITECTS X NEUTRA** develops research on matter and

natural processes, translating geological phenomena into fluid, sculptural forms. With **Salviati x Draga & Aurel** will explore glass as a living material, in which light and transformation become an integral part of the design process. **MASSIMO LUNARDON EDIZIONI** will present works by **Andrea Branzi** that reflect on the relationship between nature, artifact and primitive memory. Among the new realities, **Matera** has come up with a collection of stone objects signed by international designers, where natural material and contemporary design meet in essential and durable forms. **Mouromtsev Design Editions** will present the **Soft Parade collection by Job Smeets**, a reflection on "softness" as a critical response to the tensions of the present. **Xavier Lust** will explore the transformation of matter through objects that oscillate between function and theatrical dimension. **SERAFINI** will set up a dialogue between stone traditions from different cultures, showing how the same material can generate different languages.

Within this context, the **special project PLUME** by **Studio Sabine Marcelis** is a **unique and autonomous gesture**. A **poured resin fountain, tall and monolithic**, in which a simple phenomenon – the **movement** of a **liquid**, the **rise** of **bubbles** – becomes a **perceptual experience**. The **translucency** of the **material** allows light to filter through, transforming the object into a **vibrant presence**, which changes according to how you look at it and invites you to linger. Next to it, a **series** of **wall works** translate the **same phenomenon** into **static form**, as if the movement were crystallized in space.

It is not an attempt at spectacular effect that drives the project, but the **ability to slow down the gaze**, to bring attention to something minimal and transform it into an experience. In this sense, rarity not only lies in the uniqueness of the object, but in the **quality of the perception it activates**: a moment of suspension, in which **matter** and **light redefine what we see**.

With **Salone Raritas**, the Salone del Mobile.Milano is throwing open a brand new space. **Not separate, but integrated**. A place where projects move between art and design, between production and research, expanding the field and redefining the possibilities of the contemporary.

## Galleries

### 13Desserts

Born of the creative collaboration between Clément Rougelot and Kevin Dolci, 13Desserts is a design house set up in Hyères-les-Palmiers in 2020. Driven by a deep-rooted sensitivity for materials, colours and technical innovation, the 13Desserts catalogue evidences a precise, carefully thought-out concept of contemporary design. All its products are made in Europe by professional craftsmen, with a strong focus on traditional know-how reinterpreted in a modern key. 13Desserts' range of products is hybrid and transdisciplinary, a mix of radical aesthetics and extremely high-level customisation.

### 1182 Ltd.

1882 Ltd. Is an English ceramics brand founded in Stoke-on-Trent in 2011 by Emily Johnson and her father Christopher, representing the 4<sup>th</sup> and 5<sup>th</sup> generation of the famous Johnson Brothers family of ceramists. The desire to combine contemporary design and traditional craftsmanship, promoting British ceramic heritage, lies at the heart of 1882 Ltd. Products include both everyday objects and more sophisticated pieces, distinguished by their high quality and attention to detail. Collaborating with international designers and creatives, the brand's collections evidence a strong identity based on the value of craftsmanship.

### ABI

ABI is a brand that works with stone from a contemporary angle: it draws inspiration from the aesthetics of ancient Egypt which it translates into minimalist design that resonates with European tastes. It

reinterprets traditional forms and references in a modern key, focusing on solid materials designed to last. The result is a distinctive style that speaks to an international audience while never losing touch with its roots. Collaborations with international designers bring fresh perspectives, reinterpreting local craftsmanship and experimenting with different uses of stone and marble. Each contribution adds a unique viewpoint, building a varied yet cohesive collection.

### **Botticelli Antichità & Alessandra Di Castro**

Botticelli Antichità is an historic Florentine gallery run by Bruno and Eleonora Botticelli. Founded in 1959 by their father Franco, the gallery's range has expanded over the years, whilst maintaining a steadfast commitment to excellence and specialisation in the field of ancient sculpture. In Rome, the Di Castro family has been active in the antiques trade for five generations. The Alessandra Di Castro Gallery opened in 2009, focusing primarily on Italian art, ranging from painting to sculpture and the decorative arts to drawing, from the sixteenth to the nineteenth century. Its 'mission' is to discover, study and promote significant works from the history of Italian art.

### **Brun Fine Art**

Brun Fine Art is an international art gallery with offices in Milan and Florence, a leading name in high-profile collecting and a champion of the sort of art that spans the centuries with natural elegance. Founded and directed by Augusto and Marco Brun, it originates from a deep passion for art and the decorative arts, backed by over twenty years' experience on the international scene. Specialising in Italian and European sculpture from the 15<sup>th</sup> to the 19<sup>th</sup> century, ancient and modern art, period furniture, the decorative arts, and Asian art and design, the gallery deals in a curated selection of works chosen for their historical value, aesthetic quality and narrative power.

### **La Permanente Mobili Cantù Consortium**

The La Permanente Mobili Cantù Consortium was founded in 1893 on the initiative of a group of skilled craftsmen from Cantù. The aim was to join forces to showcase their products to the public in a single exhibition space, providing a comprehensive overview of furniture production in the Cantù area, boosting sales, and more besides. Throughout the 20<sup>th</sup> century, La Permanente Mobili di Cantù gave a voice to a generation of visionary designers, transforming ideas into icons. It is still an important gathering point, facilitating discussion and the exchange of experiences and knowledge.

### **Galerie Zippenfenig**

Founded in 2024 by Markus Zippenfenig, this emerging Austrian gallery focuses on 20<sup>th</sup> century and contemporary design with a particular emphasis on furniture, treading the fine line between art and functionality. As a nomadic gallery, it rejects the static concept of a single space, moving between different cities and cultural contexts. The gallery brings together visionary designers and discerning collectors on its itinerant journey, not merely exhibiting objects but throwing a light on the ideas, stories and poetic dimension that exist in their form and function.

### **HERING BERLIN**

Hering Berlin is a Berlin-based luxury design brand founded by the artist and ceramic designer Stefanie Hering, who draws on the tradition of handcrafted porcelain and takes it into the contemporary dimension. Today it is a point of reference for the table and for the home, with collections ranging from porcelain, glass, furnishing objects and lighting, always with an essential and extremely refined aesthetic. Hering Berlin has made its name through its sophisticated work, which combines refinement and functionality. Each piece is handmade from fine materials, always guaranteeing unmistakable quality.

## **Marta Sala Éditions**

Founded in Milan in 2015, Marta Sala Éditions moves between collectible design and production on an architectural scale. The studio creates furnishings designed with great design rigour, attention to materials and a strong vocation for durability, produced to create a distinctive presence, yet designed to work even in larger settings, where continuity and coherence are needed. Over the last decade, collaborations with architectural firms such as Herzog & de Meuron and Lazzarini & Pickering have made for a distinctive approach, in which architectural thinking is translated into editions of furniture designed both for interiors and for the realm of contemporary collecting.

## **MASSIMO LUNARDON EDIZIONI**

Massimo Lunardon is an artist and manufacturer of blown glass objects. He graduated in Industrial Design at the Domus Academy, and has collaborated with various companies such as Artemide, Triade, Flos, Memphis, Luxit, Metalarte, and Yamagiwa, creating prototypes and limited edition objects. He started curating in 2016, presenting a collection of mirrors and objects designed by Andrea Anastasio, Sam Baron, Formafantasma, Vittorio Venezia, Martino Gamper, and Martí Guixè at MiArt. Between 2000 and 2023, he created some unique and some limited edition pieces in his workshop in the province of Vicenza, designed by Andrea Branzi, transformed 'into glass' thanks to skilful technique and a strong artistic vocation.

## **Matera**

Founded in 2025 in Amsterdam, Matera is helmed by the couple Manuela Rotta and Stefan Scholten, combining Italian heritage with the purity and essentiality of Dutch design. Matera creates collectible design objects that imbue contemporary interiors with character and meaning. Each piece, carefully crafted from marble and other natural stones, blends traditional craftsmanship with a contemporary creative outlook. Produced in signed and numbered limited editions, Matera pieces are derived from carefully selected and responsibly managed quarries.

## **Max Radford Gallery**

Max Radford founded the eponymous Max Radford Gallery in 2020. Since then, the gallery has produced numerous successful exhibitions, including exhibitions in New York, Brussels, Barcelona and Venice, as well as running a recurring programme of exhibitions in London. The gallery has a focus on the United Kingdom and aims to foster practices straddling the line between design and visual arts, in all their forms.

## **Mercado Moderno**

Founded in 2001 in Rio de Janeiro, Mercado Moderno is one of Brazil's leading galleries specialising in modern and contemporary design. The gallery has played a pioneering role in the rediscovery and international recognition of mid-century Brazilian furniture, building an important collection through research and acquisitions. Today, Mercado Moderno works both with historic design pieces from the 40s to the 70s, and in collaboration with selected contemporary designers. The gallery continues to promote Brazilian design to collectors, architects and institutions around the world through exhibitions, publications and participation in international fairs.

## **Mitterrand Gallery**

Founded in Paris in 1988 by Jean-Gabriel Mitterrand and now headed by Edward Mitterrand, the gallery specialises in modern, post-war and contemporary art, with a focus on collectible design. For decades, the gallery has represented Claude and François-Xavier Lalanne, artists whose work spans sculpture, furniture and everyday objects. In addition to the Lalannes, the gallery has supported artists such as Niki de Saint-Phalle and Agustín Cárdenas, while also collaborating with international artists, including Allan McCollum, Tony Oursler, and Peter Kogler. The gallery presents works that combine sculpture, art and collectible design, promoting a dialogue between historical figures and contemporary artists.

## **Mouromtsev Design Editions**

Mouromtsev Design Editions is an international gallery that leverages collectible design as a tool for reading and interpreting the present. Founded by Efim Mouromtsev in 2025, the gallery builds collections around a contemporary theme, reflecting his vision and values. Each project involves international designers, who are invited to work with a guest curator. The result remains open to different interpretations, but always follows a precise curatorial direction. Over time, these collections build an evolving narrative about how we relate to the world today and face cultural, social and environmental challenges.

## **NEUTRA**

NEUTRA, founded in Brianza in 1880, specialises in the processing of marble and natural stones for furniture and stands out for its minimalist style and high technical and craftsmanship expertise. In 2022, the brand was acquired by Chicco Busnelli, embarking on a new path - a more essential and timeless elegance, accompanied by the creative direction of Migliore+Servetto. The company collaborates with international designers to create products harnessing advanced technologies and craftsmanship, using stone selected from Italian and international quarries. Each piece, worked from a single block and finished by hand, is unique and designed for customers who are attentive to quality, authenticity and design.

## **NILUFAR**

Set up by Nina Yashar in 1979, NILUFAR is a Milanese gallery known around the world for its ability to predict design trends, whilst also showcasing exceptional vintage works. Driven by its founder's vision, the gallery is a point of reference for collectors, institutions and design fans, dealing in past masters as well as looking to the future with young talents of today. "Discovering, crossing, creating" has always been its motto. Unique in the furnishing world, Nilufar Edition combines contemporary design with the high craftsmanship of the Renaissance workshops.

## **Officine Saffi Lab**

Officine Saffi Lab is a Milanese ceramic factory dedicated to research, where the material becomes a language and collaboration a process of shared knowledge. Leveraging both tradition and innovation, it combines Italian heritage with international and experimental techniques. The laboratory carries out continuous research on raw materials and glazes. Taking an interdisciplinary approach, it combines technical rigour and design vision, exploring new expressive possibilities of contemporary ceramics.

## **Paradisoterrestre**

Paradisoterrestre is a historic Italian design brand, set up during the 70s by Dino Gavina. It was relaunched with a catalogue of re-editions of iconic pieces and contemporary products, straddling art and design, in 2017.

## **PARASITE 2.0 x BIANCO67**

Parasite 2.0 is a Milan-based design and research agency. Founded in 2010 by Stefano Colombo, Eugenio Cosentino and Luca Marullo, it explores the state of human habitats, with a hybrid approach combining architecture, design and scenography. Bianco67 is an Italian stone atelier, with over 50 years' experience in marble processing. An evolution of the historic Bernardo family firm founded in the 60s, the company combines craftsmanship with cutting-edge technologies to create tailor-made works of exceptional quality.

## **Salviati x Draga & Aurel**

Draga & Aurel is a multidisciplinary studio based in Como, founded in 2007 by Draga Obradovic and Aurel K. Basedow. Working with art, collectibles and product design, it is distinguished by an original language

that combines an artistic approach and design method. After its initial collections, characterised by pioneering ventures into upcycling, in 2019 the studio honed its identity through the innovative use of resin and the theme of transparency. In addition to exhibitions and collaborations with international galleries and fairs, the studio also works with leading brands and carries out its own artistic research, maintaining a constant dialogue between art and design. Salviati has been exploring new languages in Murano glass since 1859, interpreting and updating its inexhaustible magic, in a continuous interplay of liquid and solid matter.

## **SERAFINI**

The Serafini space is where marble turns narrator. The collections on display mix marble, wood, metal and brass to produce unique design objects, capable of transcending time. Walking through the gallery is an immersive experience made up of material, light and natural surfaces. While the world continues to evolve with ever-changing cultures and visions, Serafini products remain close to those who live alongside them, their design to the fore at all times.

## **Side Gallery**

Side Gallery, founded in Barcelona in 2015, specialises in international 20<sup>th</sup> century designs and contemporary collectibles. The gallery specialises in modern Latin American design, with a particular sensitivity towards Spanish, Italian and rare pieces by important international architects. Over the last few years, it has expanded to include Japanese design. Side Gallery collaborates with designers, architects and artists from all over the world to reinterpret artisan traditions, promoting a dialogue between past and present through limited edition works.

## **Studio Francesco Faccin with Fonderia Artistica Battaglia**

Poised between industrial design, craftsmanship, self-production, social design, and limited editions for galleries, Francesco Faccin sees design as a powerful tool for understanding and altering reality, a pretext for combining different disciplinary fields and participating in the open debate on the pressing issues of today. Founded in Milan in 1913, Fonderia Artistica Battaglia is one of the oldest artistic foundries in Europe. With over a century's experience in lost-wax casting, it operates as a cultural bridge between tradition and contemporaneity, supporting emerging and established designers and artists with a residency programme.

## **Studio Sabine Marcelis**

Sabine Marcelis is an artist and designer practising in Rotterdam, in the Netherlands. Her work is characterised by pure forms that highlight the properties of their materials. Marcelis applies a well-defined aesthetic vision to her collaborations with specialists within the sector, an approach that enables her to intervene personally in the production processes. Challenging the limits of production and materials, she manages to achieve new and surprising visual effects through research and experimentation. Sabine sees her projects as true sensory experiences: the experience itself becomes function, with a refined and unique aesthetic.

## **Xavier Lust**

Xavier Lust set up his studio in Brussels in 1992. In 2000, the Le Banc prototype, presented at the Salone del Mobile, sparked long-lasting collaborations with leading Italian brands. In parallel with his industrial work, he creates limited edition pieces represented by renowned international galleries. His work is characterised by tension and fluid curves, achieved with innovative metalworking techniques. He has received numerous awards and has been the subject of major international exhibitions. In 2015, he turned a former printing house into his studio-gallery. He also designs buildings with the same precision and innovative approach that he applies to his design.



## **Zaza Maizon by A1Architects**

Zaza Maizon is a Saudi design house in which furniture is not only functional, but becomes art, an expression of individuality and a fundamental part of a sophisticated lifestyle. Each creation embodies elegance, exclusivity and a narrative that goes beyond the ordinary. The brand's philosophy, "the way of Zaza", is based on the idea that furniture should arouse emotions, stimulate the imagination and elevate the atmosphere of any environment. With a dedication to excellent craftsmanship and a strong passion for the coming together of Saudi culture and contemporary art, Zaza Maizon redefines luxury in interiors as a way of life, offering collectors not just furnishings, but a timeless experience.

# Aurea, an Architectural Fiction



Salone del Mobile.Milano

## Aurea, an Architectural Fiction

*An immersive and narrative installation at the heart of the Salone. An imaginary hotel that reinvents the codes of luxury and hospitality as a theatrical and sensory experience.*

**Aurea, an Architectural Fiction, in pavilions 13–15** of the **Salone del Mobile.Milano**, has been designed as space to be experienced slowly. Conceived by **Maison Numéro 20**, a Parisian studio founded by **Oscar Lucien Ono**, the project takes the form of an imaginary hotel, divided into a series of rooms.

Each **room** introduces a **subtle variation of light, matter and atmosphere**. Visitors move around freely, following a logic built on **perceptions** rather than functions. The spaces open up one after the other, like episodes, allowing an intimate and almost suspended dimension to emerge, in which design does not impose itself, but accompanies. More than a place, **Aurea is an architectural fiction**: a spatial story in which the **visitor** becomes **a traveller**. The name recalls the Latin **aureus**, "golden", and **the golden ratio**, the universal principle of harmony. Here, light, matter and composition intertwine in a continuous balance, in which **light becomes a design material**, capable of **shaping volumes, revealing surfaces and building a fully sensory experience**.

### A journey through rooms, visions and atmospheres

Aurea unfolds in the manner of a story that progresses in fragments. The **spaces emerge unhurriedly**, like **images in memory**, in a sequence in which **intimacy and wonder, material density and dissolving light** alternate. Each **space** is not just a place, but a **perceptual condition**: an invitation to slow down, observe, open oneself up to the experience.

**The entrance marks the way**. A **gallery** suspended between **reality and imagination**, lit by a **copper-coloured light** that envelops and protects. **Theatrical draperies, blended metal surfaces** and a **light** that points the way build a **sensitive** threshold, almost alive. Visitors do not simply enter: they are welcomed, held, transformed. From this first experience, **the space opens up into a constellation of environments**.

### 1000 Nights Suite

A **space** that unfolds like an **oriental story**. **Silken** drapes flow like moving narratives, **lacquered reflections** multiply the light, while a **monumental bed** anchors the room in quiet solemnity. The atmosphere is enveloping, sensual, suspended. Here the space is transformed into a continuous reverie, in which design, emotion and poetry are interlaced in a fragile, magnetic balance.

### Cosmic Cabinet

A **contemporary cabinet of curiosities** condenses the infinite into an intimate space. **Mother of pearl and deep surfaces** evoke faraway galaxies. **Every single object seems to contain a story**, every reflection opens up a possibility. Time slows down, thickens, and the visitor is invited to look not outside, but inside.

### Olfactorium

A **space in which air itself becomes a narrative material**. Perfume and music intertwine as if in an invisible score: fragrances develop like chords, notes are layered like memories. **Emerald green, deep black and gold** build a mysterious, almost ritualistic environment. Here the experience is synaesthetic: one listens with the sense of smell, one perceives it with the body, one experiences it with memory.

### Smoking Lounge

**Deep velvets, lacquered woods and Art Deco geometries** build a **space for conversation** and suspension. The **stylised palm trees, bas-reliefs and material details** evoke an unspoken exoticism. It is a place of proximity, in which luxury is manifested in the quality of shared time, in slow gestures, in the inhabited silence.

### Midnight Bar

**A nocturnal, golden and vibrant retreat.** The **corrugated recycled plastic surfaces** move like **liquid curtains**, capturing and returning light. **Metallic reflections, precious details and diffused lighting** generate a **dense and enveloping space**, in which light flows and stratifies, conveying depth and rhythm. Here luxury is redefined: **not accumulation, but transformation, recovered material** that becomes an aesthetic experience.

### Copper Garden

An **indoor garden**, where nature and imagination overlap. The **warm copper tones** change with the light, evoking a landscape in eternal twilight. Birds in flight swoop over the surfaces, while **light fragrances** and **soft textures** build a contemplative pause. It is a space in which to breathe, of suspended time, where the gaze becomes lost and thought is stilled.

### Salon de Bain & Glass Gallery

**A space that blends theatricality with intimacy.** Warm, diffused light caresses the surfaces, whilst mirrors and glass multiply the space to infinity. The **bathroom becomes a sanctuary**, a private and poetic space, in which everyday gestures are transformed into sensory experiences.

### An experience to remember

At Aurea, every space is designed to leave a lasting impression. Not mere stage sets, but experiences that linger in the memory, resurfacing as images, sensations and fragments. **Oscar Lucien Ono** had this to say: *"This collaboration with the Salone del Mobile offers me an opportunity to express a personal vision of hospitality, in which architecture and design give shape to intimate settings through a narrative composition and a sensitive dialogue between light and matter. Aurea blends different styles and worlds, reminding us of a simple truth: design exists to take us on a journey, fill us with wonder, protect us and make us dream".*

### Luxury as a conscious gesture

Aurea is also a **manifesto of sustainability**, in which **materials, processes and collaborations respond to a logic of circularity**. In dialogue with partners such as **Nagami Design**, the project integrates surfaces and furnishings made of **recycled plastic, transforming the recovered material into an aesthetic language**. Luxury is redefined, therefore, as **a conscious gesture: not ostentation, but attention, care, responsibility**.

# Drafting Futures



Salone del Mobile.Milano

## Drafting Futures. Conversations about Next Perspectives

As part of the Salone del Mobile.Milano cultural programme, **Drafting Futures. Conversations about Next Perspectives** is conceived as a platform for discussion in which design becomes a critical tool for **interpreting contemporary transformations**. Curated by **Annalisa Rosso, Editorial & Cultural Director, Advisor** of the **Salone del Mobile**, the series of talks brings together international speakers from the fields of architecture, design and research, fostering an open dialogue between **diverse practices, contexts and visions**. Held in the **Drafting Futures Arena** by **Formafantasma**, the programme spans a range of geographies, disciplines and languages, developing as a space for the **production of thought**, where different disciplines do not merely coexist but intertwine to challenge established models and open up new perspectives.

The programme will kick off on **23<sup>rd</sup> April** with a masterclass by **Tosin Oshinowo**, Principal Architect at Oshinowo Studio, in conversation with **Amanda Ferber**, founder of **Architecture Hunter**, an international platform devoted to promoting contemporary architecture. A Nigerian architect and designer, Oshinowo will draw on her **own experience** in situations where **resources are limited** to propose **a different** way of thinking about design. Her talk will address the issues of **African urban planning** and the **climatic** and **cultural conditions** of the twenty-first century, challenging models based on abundance and calling for **more conscious design** that takes the **climate, culture** and **actual conditions of a place** into account. A perspective with a more attentive, concrete approach to architecture at its heart, closely tied to the context in which it emerges.

In the afternoon, the round table **Arredo e Design Italiano. Il ruolo della finanza per mantenere l'eccellenza del settore a livello globale** (Italian Furniture and Design. The role of finance in maintaining the excellence of the sector at global level), curated by **Intesa Sanpaolo**, will examine **design** from a **financial angle**. The discussion will focus on **the production system** and **financial tools**, examining the ways in which Italian design can **consolidate its international competitiveness** and **support innovation processes**.

On **24<sup>th</sup> April**, a masterclass with **David Barragán**, co-founder of the **Al Borde** practice, in conversation with the design journalist and founder of **90+10** **Marcela Fibbiani**, will explore a **design approach** rooted in **territories** and in **communities**. Through case studies developed in **Ecuador** and other contexts, **Barragán** will explore the **value of vernacular knowledge, local materials** – such as earth, bamboo and wood – and **traditional building practices**. Architecture will thus be portrayed as a **collective process**, capable of **generating identity** and responding to **environmental challenges** through **alternative models** to the dominant ones.

On the same day, a **round table** on **the subject of collectible design** will extend the field of discussion to include **market dynamics and collectibles**, highlighting **new ways of producing, disseminating** and **using** objects straddling **art, design and research**.

The programme this year also includes **narrative forms and performances**. On **25<sup>th</sup> April**, the Italian author and radio host **Matteo Caccia's** performance **Home – Place – Feeling** will explore **the evolution of living as an intimate and universal** experience, intersecting with the **transformations of domestic space over time**. The home will be seen as a **place in constant change**, capable of **adapting** to **social** and **cultural** changes without losing its **symbolic value**.

## Thursday 23<sup>rd</sup> April

### Masterclass

11.00 am, in English

#### In conversation with Tosin Oshinowo, Oshinowo Studio

Moderator **Amanda Ferber**, CEO & Founder Architecture Hunter

### Round Table

3.00 pm, in Italian

#### ARREDO E DESIGN ITALIANO

#### Il ruolo della finanza per mantenere l'eccellenza del settore a livello globale

Curated by Intesa Sanpaolo

Speaker

**Anna Roscio**, Executive Director Sales & Marketing Imprese Intesa Sanpaolo

**Stefania Trenti**, Responsible Industry and Local Economies Research, Research Department Intesa Sanpaolo

### Round Table

4.30 pm, in English

#### Two Speeds of Design. Between Scale and Singularity

Moderator **Maria Cristina Didero**, Independent Design Curator and author

## Friday 24<sup>th</sup> April

### Masterclass

11.00 am, in English

#### In conversation with David Barragán, Al Borde

Moderator **Marcela Fibbiani**, Design Journalist, Founder 90+10

### Round Table

4.00 pm, in English

#### Raritas. Bringing Craft, Special Editions and Antiques to Salone del Mobile

Moderator **TF Chan**, Director Collect Art Fair

## Saturday 25<sup>th</sup> April

11.00 am, in Italian

### Home – Place – Feeling

Performance by Matteo Caccia, author and storyteller

Curated by Rivista Studio

# SaloneSatellite



Salone del Mobile.Milano

## SaloneSatellite.

### Craftsmanship + Innovation. Skilled Craftsmanship + Innovation

*Now in its 27<sup>th</sup> edition, SaloneSatellite is choosing to put the spotlight back on craftsmanship as a driver of design: from manual gesture to innovation, spanning experimentation, new techniques and responsible design.*

In 2026, **SaloneSatellite** will again be a buzzing hotbed of vision and anticipation, a forge of ideas and a strategic hub for seeing where global design is heading. As part of the Salone del Mobile.Milano platform, the most eagerly awaited event for scoping new talent under 35, **the 27<sup>th</sup> edition of SaloneSatellite** will be back in **Pavilions 5 and 7 at Rho Fiera Milano**, curated by **Marva Griffin Wilshire**, founder of the event in 1998, and godmother and mentor of generations of young designers.

#### Craftsmanship to the fore in the 2026 theme

**Craftsmanship + Innovation — Skilled Craftsmanship + Innovation** is the theme shaping the 2026 edition of SaloneSatellite. Not just a title, but a **very specific cultural and design stance**: one that recognises craftsmanship not as a nostalgic refuge of the past, but as a **creative device capable of redefining the future**. **Craftsmanship** is firmly back **in the spotlight**, at a time in history when new generations of designers – who have grown up among digital codes and artificial intelligence – are rediscovering the **tactile, human and poetic power** of "making by hand". SaloneSatellite captures this profound feeling, this **need for rootedness**, and turns it into a **platform for concrete experimentation**. Here, artisan "know-how" is no longer just a technique, but a **language, vision, and cultural value**, becoming **an ally of innovation** and giving shape to the urgencies, hopes and emerging needs of a new global generation of designers.

#### Designers under 35, Design Schools and Universities from 39 different countries

The proposals from the over **700 young designers under 35**, which also include **undergraduate designers** put forward by the **22 international Design Schools and Universities** from **39 countries** evidence a **different, hybrid** sort of **craftsmanship, capable of dialoguing with technology** and slotting into high-end production contexts, without losing its power of expression. The sort of craftsmanship that does not fear industry, but supports it as an **ally, bringing uniqueness and authenticity to standardised processes**, giving life to objects that carry with them the **memory of the hands that fashioned them** and a **breath of the future**.

The **selected projects** map out a **new geography of values**, combining **circular economy, creative autonomy, cultural identity and the affectivity of objects**. The "handmade" becomes a conscious practice that reintroduces **natural materials, local techniques, regenerated waste, slow productions**, i.e. care, dedication, emotion, intangible qualities, increasingly necessary today to reweave the bonds between objects and people.

**Six higher education institutions are making their debut at SaloneSatellite**. Among the Italian institutions are the **Academy of Fine Arts in Carrara – School of Design** and the **Free Academy of Fine Arts in Florence**. The international institutions include **Toronto Metropolitan University** from Canada and Japan's **Setsunan University**. The participation of the Saudi **Dar Al Uloom University** and **Prince Sultan University**, meanwhile, marks an unprecedented collaboration that will take **SaloneSatellite to Riyadh**.

## A dedicated exhibition

In this edition, the theme **Skilled Craftsmanship + Innovation** also plays out in a **photographic exhibition that tells stories of hands, materials and creativity**, in which every shot becomes a window onto a world of **skilled gestures and contemporary insights**. Each photograph will be accompanied by a description revealing the **secrets of the materials, the techniques employed and the designers' creative journeys**. The protagonists of this exhibition come from a selection of countries across five continents – **North America, Latin America, Europe, Africa, Asia and Oceania** – to present the most authentic and surprising expressions of craftsmanship, from the traditional to the most innovative, uniting memory, talent and the future.

## Themed exhibition design

The entire exhibition design for SaloneSatellite 2026, by **Ricardo Bello Dias** with **Hariadna Pinate** as always, expresses the theme through colours and materials. It also includes **12 specially commissioned panels featuring tiles designed by Domenico Orefice, Alessandro Corina and Paolo Stella, and CALE Gambioli & Partners**. Originally created as prototypes for the **designers' own respective debuts at the 2018, 2022 and 2023 editions**, the ceramics were taken up by three different companies (**Ceramiche Keope, Bosa, Ma.Vi. Ceramica**) and put into production, subsequently entering the **SaloneSatellite Permanent Collection** as **"dreams come true"**. Presented today as a backdrop to the event, they express the connection between **material, craftsmanship and design**. The **revisitation of Lombard terracotta** and the **Renaissance architectural styles of Orefice**, to **Corina's** exploration of **nature, myth and movement**, and the **geometries of CALE Gambioli & Partners**, inspired by the **architecture of the Ducal Palace in Urbino**, serve to fuel a dialogue between **tradition and innovation** capable of generating new expressive possibilities.

## A Cedar of Lebanon egg: a symbol of rebirth and design

To celebrate the **Reimagining Matters** spin-off of the Salone's communication campaign, visitors to SaloneSatellite will be welcomed by an imposing installation: an egg made of **Lebanese Cedar by the Artwood Academy**, 140 centimetres high and 90 centimetres wide. The three-dimensional work represents **the universal symbol of birth and renewal**, becoming a metaphor for the new generation of design. This particular project is the protagonist of the campaign conceived by **Motel409**, with set design by **Stilema Studio** and photographs by **Alecio Ferrari**.

## The SaloneSatellite Award: sensor of excellence and detector of the future

Now in its **15<sup>th</sup> edition**, the **SaloneSatellite Award** continues to stand out as one of the most forward-looking platforms on the international design scene. Over the years, **over 130 jurors have taken turns to affirm its authority, including curators, museum directors, designers, journalists and prominent entrepreneurs**. Different voices, heterogeneous cultural sensitivities, yet all united by an **extremely high level of critical competence** and the ability to **recognise potential** where it is still hidden in embryonic form.

As **Paola Antonelli, curator at MoMA and chair of the SaloneSatellite Award Jury since its very first edition**, reminds us, the award doesn't simply celebrate well thought-out objects, **it also captures a way of thinking, insight above market, research above industrial scale**. It is a form of **"collective imagination"** that reveals what will be **structural, not ephemeral**. Young designers do not come up with simple solutions, rather **radical and concrete visions**, addressing issues such as the **environment, equity, new economies** and the **relationships between people, industry and the planet**.

The winning projects for the 2026 edition will be announced **at 12.30 pm on Wednesday 22<sup>nd</sup> April 2026, during the Awards Ceremony** in the SaloneSatellite Arena (Pavilion 7). In addition to the three main prizes, **two Special Mentions** will also be allocated, in collaboration with Róng Design Library, supported this year by the **Beijing Contemporary Art Foundation**. The award includes a **one-month residency** at China's first library **dedicated to craftsmanship and traditional materials**, located in the Hangzhou district. Launched in 2019, this partnership has already enabled four young designers from SaloneSatellite to enjoy this experience.

### **Talks and meetings with designers**

Make a note in your diary of the two events being held in the **SaloneSatellite Arena on Thursday 23<sup>rd</sup> April. At 12.00pm, Where and How Does Good Design Come From** will see **Giampiero Bosoni**, Full Professor of Interior Architecture and Exhibition Design at the Politecnico di Milano School of Design and School of Architecture, and **Francesco Zurlo**, Dean of the Politecnico di Milano School of Design, in conversation, sparking reflection on what design is today and what it will be tomorrow. **At 3.00pm, Jean Blanchaert**, Director of the Blanchaert Gallery, **Alberto Cavalli**, General Director of the Fondazione Cologni dei Mestieri d'Arte in Milan and General Curator of Homo Faber. **Crafting a More Human Future** and **Alessandro Rametta**, Sculptor and Master of Art at La Fucina di Efesto, be in conversation with SaloneSatellite 2026 designers, exploring their interest in the subject of craftsmanship.

# Next Gen at Work



Salone del Mobile.Milano

## New skills and the supply chain: Next Gen at Work arrives at the Salone

*Training and generational renewal are becoming strategic levers for the competitiveness of the design and furniture sector. Within this framework, the Salone del Mobile.Milano is strengthening its position as a sectoral hub with the launch of Next Gen at Work. Stories of Work Told by Those Who Do It, an event dedicated to the younger generation.*

A **marathon of talks** organised into **three thematic sessions**, directly involving **industry professionals** to provide a first-hand account of **the professional diversity** that runs through and characterises the **design and furniture sector**. The event – promoted by **Green Design Days**, an **Assarredo (FederlegnoArredo)** project – is scheduled for **Friday 24<sup>th</sup> April 2026**, from **12.00 pm**, in **the SaloneSatellite Arena** (Pavilion 7, Rho Fiera Milano).

The project comes at a time of **growing demand for guidance**: over the last two years, the Salone has seen a **32.46% increase in student attendance**, a sign of **structural interest** in a sector that integrates manufacturing, technological innovation and design culture. **Next Gen at Work** aims to **bridge the gap with the labour market**, providing a **concrete picture** of **the skills** required **throughout the value chain**: from design to production, sustainability to the supply chain, right through to communication and digital innovation.

*“Investing in the younger generation means investing in the future competitiveness of the entire supply chain. With Next Gen at Work we want to offer practical tools to guide young people, highlight skills that are often overlooked, and strengthen the dialogue between education and business, at a time when human capital is a key factor in the innovation of the sector”* said **Maria Porro, President of the Salone del Mobile.Milano**.

The event, in **partnership** with **Will Media**, has been organised in close collaboration with **the Salone del Mobile.Milano Observatory**, which, with the support of the **Politecnico di Milano School of Design**, will delve further into the subject **of the evolution** of **skills** and the **role** of the **younger generations** within **the design system** in the third edition **of the Milan Design (Eco) System Annual Report** (December 2026).

**Green Design Days** – an Assarredo initiative – are a **festival spread** throughout the year and across various regions, featuring events such as **talks**, **company visits**, **cultural events** and **technical insights**, geared to discovering **new production methods** and **practices** that take into account **environmental** and **social** impacts, procurement policies and local networks. There are many and varied different formats for exploring this complex subject, with a multitude of guides - design companies, designers, researchers, schools and many other key players.

## Next Gen at Work

### Stories of work told by those who do it

Promoted by Assarredo - FederlegnoArredo

Curated by Green Design Days

In collaboration with Osservatorio Salone del Mobile.Milano and Scuola del Design del Politecnico di Milano

SaloneSatellite Arena

Fiera Milano, Rho - Pav. 7

**Friday 24 April**

11.00 am

**Maria Porro, guest on Actually. Live recording of the podcast, hosted by Riccardo Haupt and Riccardo Bassetto**

12.00 pm

### **Making and Designing**

Technical draughtspeople, prototypers, designers, makers, production workers: the segment dedicated to stories from the production departments of furniture companies.

**Alice Ballabio**, Creative Strategist Baleri

**Sonia Geminiani**, Head of Design Office Scavolini

**Paolo Zani**, Creative Director Warli

**Nicolò Fanzago**, Head of Product & Design Arper

1.30 pm

Book Presentation Green Jobs

Riccardo Bassetto interviews the author Tessa Gelisio

2.00 pm

### **Managing and Organising**

Managers, logistics experts, industrial engineers and legal specialists: the segment dedicated to stories about how company infrastructures work.

**Ivan Parise**, Infrastructure & Application Manager Lago

**Sara Selmin**, Sustainability Manager Giovanardi

**Anna Nardi**, CEO Nardi

3.30 pm

### **Communicating and Presenting**

Marketing, press office, sales, retail and customer experience: the segment dedicated to stories from those who work in areas facing end users.

**Tommaso Vincenzetti**, Chief Marketing Officer B&B

**Giulia Selmin**, Ufficio tecnico, Marketing e comunicazione Fratelli Stocco

**Silvia Valdemeri**, Responsabile Project Office Caimi

**Nicola Eduati**, Responsabile Assistenza Clienti Tubes

# ABITO



Salone del Mobile.Milano

## ABITO

Curated by Palomba Serafini Associati

Promoted by the Ministry for Foreign Affairs and Cooperazione Internazionale

At the **Salone del Mobile.Milano**, design also serves as a way of interpreting the times. It is within this context that **ABITO** – an exhibition organised by the **Ministry of Foreign Affairs and International Cooperation** and curated by **Palomba Serafini Associati** – is taking place, **interweaving fashion and design** to illustrate, through objects and garments, **how society is changing and, with it, the way we live and inhabit our spaces.**

Taking part in the Salone del Mobile.Milano forms part of an **ongoing dialogue between the Ministry of Foreign Affairs and the Salone**, a progression that looks beyond national borders and recognises this platform as a **hub for the dissemination of Italian design culture**. From this perspective, the exhibition does not end at the Milan fairgrounds, but marks the beginning of a **journey**: a route that will **take in Italy's diplomatic and cultural network – Embassies, Consulates and Italian Cultural Institutes** – taking the values, forms, gestures and visions of Italian design out into the world.

The title already contains a subtle tension: **'abito' meaning that which is worn, but also meaning a way of inhabiting the world**. This ambivalence gives rise to a **journey spanning the twentieth century** to the present day, finding **in the body and in space two surfaces upon which to tell a story**. At its heart lies **the evolution of the role of women**, who, through changing clothing, evidence a deeper **transformation**: the **conquest of movement, of public space, and of a new standing in the world**. In parallel, **domestic objects and environments are also transformed**, adapting to new gestures, new freedoms and new ways of life.

The exhibition is organised by historical period, creating an **ongoing dialogue between clothing and design objects**. The **garments**, drawn from the **Quinto Tinarelli Collection**, span over a century of history and bear the tangible marks of time; alongside them, **Made in Italy furnishing and objects still in production** demonstrate the **ability of design to endure and transcend eras without losing its meaning**. Linking these different layers, a **series of photographs** creates a **visual backdrop that amplifies the narrative** and makes the transition between the **different seasons of collective life** tangible.

The curators **Ludovica Serafini and Roberto Palomba** had this to say: *"Made in Italy design objects still in production that trace the evolutionary path of Italian design are contrasted with garments which, unlike design, follow the seasonality of fashion. This is precisely why the garments on display take on the value of precious testaments to a specific historical and cultural period. A way of preserving the collective memory of these objects, which remain important expressions of Italian culture and creativity"*.

This contrast fuels a fruitful tension: on one hand, **the permanence of design; on the other, the ephemeral nature of fashion**. It is precisely in **this distance** that the meaning of the exhibition lies - every **garment** becomes a **living trace** of a **specific time** and every **object** measures design's capacity to withstand the test of time, offering the visitor not merely a sequence of forms, but a **genuine experience of Italy's cultural transformation**.

# MADE IN MiC



Salone del Mobile.Milano

## MADE IN MiC

### The Ministry of Culture at the Salone del Mobile.Milano 2026

As part of its role as an international contemporary design platform, the **Salone del Mobile.Milano will be welcoming the Ministry of Culture**, opening its system to a trajectory forged by heritage and design, memory and production. Not an insertion, but an addition – a presence that will **expand the field of design and reconnect it with its cultural roots**, making explicit that which often remains implicit - **every single contemporary object is informed by a lengthy and stratified history**.

**There was a time when design had yet to be called design.** A time when objects took shape through the convergence of artistic expression, craftsmanship and a drive towards modernity. It was during this period, between the late nineteenth and early twentieth centuries, that the foundations of Italian design were laid. This is where **MADE IN MiC** begins, with the **Archetipi** (Archetypes) section at its heart - not merely a collection, but a **critical framework that interprets works of applied arts and proto-design from 1900 to 1945 as key milestones**. It was during this period that a **dialogue** was forged between previously separate **disciplines - art made its way into interiors** and transformed their language, **architecture** engaged with the **objects** and the **domestic scale**, and **craftsmanship** evolved towards **more structured forms of production**. Thus the first codes of modern design were defined, **poised between one-off pieces and mass production**, between concrete function and symbolic value.

The layout doesn't follow a linear chronology, but is divided into **thematic nuclei** that function as interpretative maps, making this complexity easier to read. The **Interni d'autore** (designer interiors) demonstrate the ways in which artists and designers redefined the domestic space; the **Souvenirs d'autore** (designer Souvenirs) narrate the conception of objects designed to transmit a cultural image of Italy, **Dal Museo** (from the Museum) highlights the role of collections as repertoires of shapes and motifs for design; **Domus** illustrates the evolution of daily life through everyday objects; **Trame** (Textures) puts textiles at the forefront as the area in which technique, decoration and identity come together. **Archetipi** (Archetypes) therefore conveys an understanding of how **Italian design was formed even before being defined as such, as a widespread, shared cultural practice**.

The second half of the exhibition builds on this historic foundation, exploring how cultural **heritage can become an active resource** for the **present**. The project involves a network of institutions that are translating their own collections into contemporary objects - the **Pinacoteca di Brera** with Grande Brera, integrating design, sustainability and inclusion; **VIVE** - Vittoriano and Palazzo Venezia, interpreting the tradition of craftsmanship; the **National Gallery of Modern and Contemporary Art** with GNAMC-Design; the **Museo Galileo** with EcoMuse Lab, geared to sustainability. They are complemented by the **Magna Grecia** and **Minerva in Action** initiatives, which build further connections between heritage and design.

Designers, architects and production companies – including **Mario Cucinella Architects, Artemide, BigBag, and Nuoveforme Firenze** – are helping **redefine museum merchandising**, turning it from souvenir objects into **designed everyday objects** that fit seamlessly into daily life whilst maintaining a connection with our heritage.

Rounding off the experience, a **programme of talks** will run through the exhibition space as an integral part of the project. The events will bring together institutions, designers, businesses and the research community, highlighting the role of heritage in shaping the contemporary world and sparking a shared reflection on the future of design as a cultural practice.

## SIDE EVENTS PROGRAMME PAVILION OF THE MINISTRY OF CULTURE

Curator: Gabriella Musto Architect, Ministry of Culture

### 21<sup>st</sup> April

#### Opening of the Ministry of Culture Pavilion "Made in MiC"

##### Welcome addresses (12:15 pm)

**Valentina Gemignani**, Chief of Staff, Ministry of Culture

**Alfonsina Russo**, Head of the Department for the Enhancement of Cultural Heritage

Reflections by the Directors General of Museums and leading figures from the cultural sector who contributed to the selection of the artworks and merchandising prototypes on display in the exhibition "Archetypes. Traditions, Creativity, Values".

#### Introduction and moderation: **Alfonsina Russo**

*Edith Gabrielli*, Director of VIVE - Vittoriano and Palazzo Venezia, and *Michele De Lucchi*, Architect, Designer and Artist (12:30-1:00 pm)

*Angelo Crespi*, Director General, Grande Brera (1:15-1:45 pm)

*Renata Mazzantini*, Director, National Gallery of Modern and Contemporary Art (2:00-2:30 pm)

*Roberto Ferrari*, Executive Director, Museo Galileo (2:45-3:15 pm)

*Maria Chiara Ghiretti*, heir of Alvino Bagni, and Gian Paolo Monti sales, NUOVEFORME s.r.l. (3:30-4:00 pm)

*Giuseppe Scaglione* and *Nicola Malagrino*, Architects and Designers (4:15-4:45 pm)

### 22<sup>nd</sup> April

#### Historical Narratives. Dialogues between Art and Design

Introduction and moderation: *Alessio De Cristofaro*, Director, Central Institute for Economic Enhancement and Promotion of Cultural Heritage (IC-VEPP)

*Matteo Fochessati*, Curator, Wolfsonian Museum, Genoa (10:00-10:30 am)

*The Wolfsonian and 20th-century Italian furniture*

*Oliva Rucellai*, Decorative Arts Historian and Head Curator at the Richard-Ginori Museum Archive Foundation (10:45-11:15 am)

*Gio Ponti and the invention of Made in Italy*

*Consuelo de Gara*, Head of Communications, Museo Ginori Foundation (11:30 am-12:00 pm)

*Museum and enterprise. Ginori, an Italian story*

*Alessio De Cristofaro*, Director, IC-VEPP (12:15-12:45 pm)

*At the origins of Made in Italy: from industrial art museums to E.N.A.P.I.*

#### Authorial Architectural Design for Museums and Construction Processes between Exhibition Design and Product Design

Introduction and moderation: *Gabriella Musto*, Architect - Ministry of Culture

*Massimiliano Tita*, Architect, Studio Abcplus (3:00-3:30 pm)

*Adaptive Museum Prototypes: Authorial Architecture, Digital Fabrication and Expansive Merchandising*

*Camillo Botticini*, Architect and Creative Director, Architecture DV Area (3:45–4:15 pm)  
*A section on the urban history of ancient Brescia*

*Margherita Guccione*, Scientific Director, Grande MAXXI (4:30–5:00 pm)  
*Towards the Great MAXXI\_new landscapes for the museum of the future*

## 24<sup>th</sup> April

### **Architecture and Design in the Contemporary Cultural Debate**

Introduction and moderation: *Gabriella Musto*, Architect – Ministry of Culture

*Giovanni Tortelli*, GTRF Tortelli Frassoni Architetti Associati (10:30–11:00 am)  
*Designing the museum: exhibition layouts with and for archaeology*

*Gianfranco Tuzzolino*, Professor of Architectural Design, University of Palermo, and President of the Committee for Contemporary Art and Architecture, Ministry of Culture (11:15–11:45 am)

*IN DIALOGUE WITH*

*Luciano Galimberti*, President, ADI Design Museum, Milan (12:00–12:30 pm)

### **The Birth of the Prototype: Idea / Design / Construction**

Introduction and moderation: *Gabriella Musto*, Architect – Ministry of Culture

*Silvia Masetti* - EcoMuse Lab / ISIA Florence Design, Designer, Lecturer and ISIA Florence staff

*Paolo Deganello* - EcoMuse Lab / ISIA Florence Design, Architect, Designer and Lecturer

*Andrea Magnani* - EcoMuse Lab / Academy of Fine Arts of Florence, Siliqoon Agency, Visual Artist  
Multidisciplinary Designer

*Cecilia Milazzo* - EcoMuse Lab, Designer, Artisan, Lecturer and PhD Candidate (3:00–4:15 pm)

*EcoMuseLab. Designing sustainable products and spaces for museum bookshops. The experience of Museo Galileo, Artex, Academy of Fine Arts of Florence, ISIA Florence Design and the University of Florence – SAGAS Department.*

## 25<sup>th</sup> April

### **Project Culture and Relationship with the Territory: the Ministry of Culture's Structures and Contemporary Enhancement Experiences within the Superintendencies**

Introduction and moderation: *Gabriella Musto*, Architect – Ministry of Culture

*Antonio Zunno*, Superintendent of Brindisi, Lecce and Taranto (12:00–12:30 pm)

*Designing with light and visual suggestions for the Forte a Mare in Brindisi*

*Elena Anna Boldetti*, Superintendent for the Metropolitan City of Cagliari and the Provinces of Oristano and South Sardinia (12:45–1:15 pm)

*Sardinia: from heritage to project. Regenerating through design*

*Chiara Delpino*, Superintendent for the Provinces of Chieti and Pescara (1:30–2:00 pm)

*From research to form: experiences of dialogue between archaeology and architecture*

Discussion



**26<sup>th</sup> April**

**Art / Culture / Process / Vision. New Creative Investigations on the International Scene**

Introduction and moderation: *Gabriella Musto*, Architect – Ministry of Culture

*Paolo Rosselli*, Photographer (11:00–11:30 am)

*The Italian Photographer's Perspective on Works from the Past: A Fortuitous Encounter and a Deliberate Detachment from the Objects Depicted*

*Marco Iuliano*, Professor and Director of Research, Centre for Architecture and Visual Arts, University of Liverpool – School of Architecture (11:45 am–12:15 pm)

*Design as a learning tool: the new architecture school in Liverpool*

*Paolo Tassinari*, TassinariVetta Studio, Designer (12:30–1:00 pm)

*The visual identity of VI-VE, Vittoriano and Palazzo Venezia*

# The Chain of Wonders



Salone del Mobile.Milano

## **THE CHAIN OF WONDERS makes its Salone del Mobile.Milano debut: an exhibition celebrating the history and identity of FederlegnoArredo**

*Feltrin: "Sharing the story of a sector that has been contributing to the affirmation of Made in Italy around the world for eighty years"*

FederlegnoArredo has chosen the 64<sup>th</sup> edition of the Salone del Mobile.Milano, to present the **exhibition THE CHAIN OF WONDERS** (LA FILIERA DELLE MERAVIGLIE), which opened last year at the Italian Ministry of Enterprises and Made in Italy to celebrate the 80<sup>th</sup> anniversary of the Federation. The visual and immersive exhibition staged in the **reception area of Pavilions 2-4** narrates the **80-year-old history of Italy's wood-furnishing chain**, a leading player in building the identity of Made in Italy design.

**Claudio Feltrin, President of FederlegnoArredo**, had this to say: *"Bringing this exhibition to Milan for the first time, following its opening in September 2025 at the Ministry of Enterprise and Made in Italy, means sharing with the international public at the Salone del Mobile the story of an industry that has been making a decisive contribution to the country's growth and to the global success of the Made in Italy brand for eighty years. It is a heritage made up of businesses, expertise and manufacturing skills that we intend to promote and to which we must pay tribute, including through cultural tools that are essential for defining a recognised and shared identity"*.

Curated by Beppe Finessi, with artwork by Mauro Bubbico and exhibition design by Massimo Curzi, the exhibition pays tribute not only to the design industry, but also to the people and the capacity for innovation that have made the sector a pillar of the Italian manufacturing system. The exhibition itinerary is structured around a series of artworks that symbolically interpret the production processes, materials and professional figures within the supply chain.

*"Over 80 years of activity, FederlegnoArredo has contributed significantly to the country's economic and social development, paving the way for the emergence and success of Italian design. With this initiative, FederlegnoArredo renews its commitment to showcasing and promoting a sector that represents one of the most recognised driving forces behind Made in Italy worldwide,"* said **Beppe Finessi, curator of the exhibition**.

Salone del Mobile week will also provide an opportunity to re-launch **the commemorative stamp dedicated to FederlegnoArredo**, issued by Poste Italiane as part of the thematic series **"Le Eccellenze del Sistema Produttivo e del Made in Italy"** (Excellence in Italian Manufacturing and Made in Italy). Designed by **Mauro Bubbico** in a minimalist figurative style, it depicts three of the sector's symbolic archetypes – an entrepreneur, a designer and a craftsman – embodying the sector's founding values: quality, passion and vision. Created in collaboration with **Sketchin and Nerdo Studio**, it follows in the footsteps of the great iconographic tradition of Italian craftsmanship.

# Salone in the City



Salone del Mobile.Milano

## The Salone in the city

Just as it does every year, the **Salone del Mobile.Milano** will also encompass the city, which becomes an active part of its narrative, from the opening evening at **La Scala** to the talks at the **Design Kiosk**, a wander through the manifesto buildings of **Architectures of Freedom** and the new **City Guide**, designed to be kept in your pocket even after the event.

### The opening evening at La Scala

For the sixth year running, the Salone is renewing its ties with the **Teatro alla Scala Foundation**. The opening evening will feature a concert by the Teatro alla Scala Orchestra, conducted by **Michele Mariotti**, with **Giuseppe Albanese** at the piano. The programme will range from **Mozart to Čajkovskij**, marking the launch of the week with an event bringing together musical excellence and contemporary culture and reaffirming the dialogue between design, music and cultural institutions.

### Design Kiosk: publishing, public discourse and community

The **Design Kiosk** will be back in Piazza della Scala as a **cultural hub and lively stopping place**. An open-air publishing-based space, where design is narrated through books, magazines and conversations, building a programme that covers every day of the week.

Curated by **Reading Room**, the programme includes a **series of meetings blending architecture, publishing and visual research**, held at **6.30 pm** from **17<sup>th</sup> to 26<sup>th</sup> April**. A conversation with **Bianca Felicori** will kick off the series, introducing the **Architectures of Freedom** project and **her urban itinerary**. This will be followed by conversations on the subject of **independent publishing** and its contemporary evolutions, featuring protagonists such as **Cose Journal** and **NONSENSE**, exploring new narrative languages and formats.

The narrative will continue with **international perspectives on living and on design**. **Ark Journal** will explore the relationship between space, sensitivity and narration, while **Holiday Interiors and Gardens** will put together an imaginary home that crosses different eras and geographies. With **C Magazine**, an iconic object such as the chair will become an editorial device, capable of generating a multiplicity of perspectives. The series will wrap up with **Never Too Small**, which will propose a reflection on contemporary living, in which quality, ingenuity and sustainability will serve to redefine domestic design.

### Architectures of Freedom: five locations, a fresh reading of Milan

In **Piazza Sant'Eustorgio**, one of the busiest locations in the city during the Salone, a **newsstand** entirely dedicated to the event will become the **starting point** for an **urban itinerary** put together by **Bianca Felicori**, founder of **Forgotten Architecture**. The project, developed for the Salone, will invite people to cross the city by touching **five emblematic buildings**, transformed into chapters of a contemporary story.

The route will take in the **Sormani Library** by **Arrigo Arrighetti**, the **Collegio di Milano** by **Marco Zanuso**, the **Casa a Tre Cilindri** by **Bruno Morassutti** and **Angelo Mangiarotti**, the **Church of San Giovanni Bono** by **Arrigo Arrighetti** and the building by **Luigi Moretti** in **Corso Italia**. **Key milestones in the history of Milanese design**, all **different in scale, language and context**.

At each stage, **installations created by K-WAY** featuring **light textiles** will be **implanted** onto the **architecture** as **temporary presences**, conveying **mass and lightness, permanence and the ephemeral**. What emerges will be a city that is not merely limited to being observed, but is criss-crossed and reinterpreted, where architecture becomes an experience and a narrative device.

## Salone in the City: a guide to reading Milan

Available in printed and digital format, **Salone in the City** is not just a guide to events, but a **tribute to Milan**, beyond the temporary dimension of the most international week of the year. It starts at Fiera Milano Rho, continuing into the city, inviting the reader to **experience beloved places, discoveries and urban rituals by visiting 150 locations gathered into a collective map informed by word of mouth**. Milan itself is entrusted with the task of narrating the areas and highlights worth visiting during Design Week. In a fresh passing of the baton with the latest edition of Art Week, the guide to major exhibitions – running from April until the summer – flags up an increasingly lively system of museums and foundations. There will be no shortage **of showrooms for Salone exhibitors**: actual urban showcases illustrating the future of living, 365 days a year. There will be a specific focus on **Common Archive – La Notte Bianca del Progetto**, which **on the evening of 24<sup>th</sup> April** will invite people to discover an **extensive and globally unique heritage**, transforming memory into a shared experience. **A Salone del Mobile.Milano Observatory event, supported by the Lombard Region and the Municipality of Milan.**

# Common Archive



Salone del Mobile.Milano

## COMMON ARCHIVE – La Notte Bianca del Progetto

*On 24<sup>th</sup> April, for one evening only, and together for the first time, Milan's historical design and architecture archives will open to the public. A Salone del Mobile Observatory initiative dedicated to a living heritage that belongs to the city but speaks to the world*

There are cities that tell their stories through monuments. Milan, more subtly, tells its story through its archives. Not the institutional archives of official memory, but those in which a design takes shape before becoming an object, a space, a shared image. Drawings, laid out or folded; models and maquettes, both perfect and imperfect; photographs, notes, variations, trials: everything that precedes a finished work and preserves its potential. A heritage that is unique in both value and richness.

As part of **Common Archive – La Notte Bianca del Progetto** – an initiative organised by the **Salone del Mobile.Milano Observatory**, supported by **the Lombardy Region and the Municipality of Milan**, in collaboration with the **School of Design at the Politecnico di Milano** – **these places are being made accessible, in a single programme of guided tours and free events. From 6.30 pm to 11.00 pm on 24<sup>th</sup> April**, during the most international week of the year, **Common Archive** will transform this network of knowledge into a **framework for interpreting and sharing a heritage**, which is also – and perhaps above all – a **method**, underscoring **archives as active spaces: critical infrastructures** in which design is deposited, organised and made accessible for renewed perusal.

For this first edition, through an open call, **Common Archive** has involved the main nodes of the city's archive system, which represents one of the highest concentrations of design memory at international level. From the **Cittadella degli Archivi**, with its almost industrial scale of conservation, to **CASVA – Centro Alti Studi sulle Arti Visive** in its new premises designed by **Piero Bottoni**, and on to institutions such as **Triennale Milano** with the **Centro Cuore** and **the Politecnico di Milano**, the itinerary also takes in **association and museum archives**, such as the **AIAP Centre for Graphic Design Documentation** and the **Compasso d'Oro Historical Collection at the ADI Design Museum**, the vast **Fondazione Fiera Milano Archive**, and culminates in the treasures held in **the Bertarelli Print Collection at the Sforzesco Castle**. These institutions conserve, study and make accessible over **150 collections and archives**.

The programme for the first La Notte Bianca del Progetto would not have been complete without the **studio-homes, archives and foundations** of the leading figures of the 20th century – from **Achille Castiglioni to Franco Albini, Vico Magistretti to Gae Aulenti, Giovanni Muzio, Gio Ponti, Giancarlo Illiprandi, Bruno Danese and Jacqueline Vodoz** – figures whose spaces reveal a more intimate dimension of design, in which practice intertwines with daily life and the narrative is sometimes entrusted to the younger generations of the family, through anecdotes that no printed monograph can convey.

**Maria Porro, President of Salone del Mobile.Milano**, had this to say: *“Common Archive shifts the focus beyond the object and the built environment. Towards what lies behind them. Towards the conditions that make design possible. With this initiative, Milan will present itself for one evening, not as a stage, but as a living memory, an essential legacy for research, education and the transmission of knowledge. My thanks go to all the organisations that have joined the initiative, and to Francesca Caruso, Councillor for Culture of the Lombard Region, and Tommaso Sacchi, Councillor for Culture of the Municipality of Milan, for the enthusiasm with which they have welcomed and sponsored it”*.

**La Notte Bianca del Progetto** stems from the **Salone del Mobile.Milano Observatory** research project, commissioned by the **Politecnico di Milano School of Design** to conduct a systemic analysis of the city's cultural design output in 2025, culminating in the **2025 Milan Design (Eco) System Annual Report**.

*"More than a presentation, Common Archive represents a threshold: the transition from mapping to a shared experience. La Notte Bianca del Progetto is not just a special free opening, but a mechanism that connects archives, people and knowledge with the international Salone Week public,"* said **Susanna Legrenzi, Curator of the initiative and Head of the Salone del Mobile.Milano Observatory**.

**Giampiero Bosoni**, Full Professor at the **Politecnico di Milano**, added: *"Without history, and therefore the archives that are its living (and not 'dead', as some would say) testament, there is no future. This is what our teachers have taught us, and however obvious this statement may seem, it needs to be constantly reiterated because it is often forgotten. Such a blunt and immediate statement may also strike many as a cliché that means everything and nothing, which is why there is a greater need than ever to save and preserve the archives. But beyond the essential act of safeguarding, we need above all to bring them back to life as a fundamental tool of knowledge capable of speaking to everyone through the various and ever-expanding, forms of dissemination available to us today"*.

Also on **24<sup>th</sup> April**, alongside the guided tours and talks, **Common Archive** will hold a **special evening opening** of the exhibition at the **Fabbrica del Vapore, INTERDEPENDENCE: past, present, future**, an exploration of design as a tool for interpreting the past through educational projects at the Politecnico di Milano and 50 international design schools, in dialogue with a selection of design pieces from the CASVA archive.

### **Common Archive – La Notte Bianca del Progetto**

24<sup>th</sup> April 2026, 6.30 pm – 11.00 pm

A Salone del Mobile.Milano Observatory initiative

Supported by the Lombard Region and the Municipality of Milan

Curated by Susanna Legrenzi (Salone del Mobile.Milano Observatory)

With Massimo Bianchini, Stefano Maffei, Francesco Zurlo (Politecnico di Milano)

#CommonArchive #SalonedelMobile2026

Free entry events with mandatory advance registration, subject to availability.

Registration link: [https://salone.it/common\\_archive](https://salone.it/common_archive)

### **Programme**

#### **ADI Design Museum – Collezione storica del Compasso d'Oro**

Piazza Compasso d'Oro, 1 – @adidesignmuseum

**Guided tour** 6:30 pm

The ADI Design Museum was created around the Historical Collection of projects related to the Compasso d'Oro award, created in 1954 by Gio Ponti to promote design culture. The museum hosts temporary exhibitions, meetings and initiatives to advance the awareness and dissemination of the award nationally and internationally. During the Notte Bianca del Progetto, it offers a guided tour to discover this heritage which spans over 70 years of Italian design, from 1954 to the present. A journey

through iconic objects and innovative projects that demonstrate the evolution of design and society, offering visitors an informed perspective on the role of design in everyday life.

## **AIAP – Centro di Documentazione sul Progetto Grafico**

Via Amilcare Ponchielli 3 – @aiap\_ita

**Talk** 6:30 pm – 9:00 pm

The AIAP – Italian Association of Visual Communication Design – Graphic Design Documentation Centre preserves materials and promotes initiatives related to the culture and history of graphic design and visual communication design. It currently holds more than 120 collections of varying sizes and types, dedicated to both well-known and lesser-known figures. During the Notte Bianca del Progetto, it offers two talks, each accompanied by viewings of original materials exhibited for the occasion (posters, printed materials, sketches). The talks will focus on political graphics (for April 25th) and Made in Italy (for the Salone Week).

## **Archivio Eugenio e Mario Quarti – Archivio Mazzucotelli**

### **Raccolta delle Stampe A. Bertarelli – Castello Sforzesco**

Piazza Castello – @grafiche\_castellosforzesco

**Guided Tour** 6:30 pm

The Eugenio and Mario Quarti Archive consists of thousands of drawings, photographs, and models relating to the two architects' work, documenting their furniture and interior design projects between the late 19th and early 20th centuries. The Mazzucotelli Archive is a collection of projects by Alessandro Mazzucotelli, a specialist in wrought iron art. It documents Art Nouveau production in Milan between the 19th and 20th centuries. The guided tour includes access to the archival spaces that are usually closed to the general public, and it offers the opportunity to view a representative selection of original materials: drawings, models, samples, and photographs for an immersive experience that provides a tangible insight into the architects' work and the historical context in which they operated.

## **Archivio Gae Aulenti**

Via Fiori Oscuri 3 – @archivio\_gae\_aulenti

**Guided Tours** 7:00 pm – 8:00 pm

The Gae Aulenti Archive is located in her home and studio in Brera, an extraordinary place where the traces and references to a life of inquiry, rich in collaborations, are collected and layered. With the home on one side and the studio on the other, a constant dialogue is generated between private and professional life, each drawing inspiration from the other. The guided tour of the archive is an invitation to discover all that she kept and lived with: documents, projects, drawings, correspondence, books, art, literary texts—in other words, everything that was Gae Aulenti. In design, in architecture, and more generally in design culture.

## **Archivio professionale Carla De Benedetti**

Via Procaccini, 4 – @casvamilano

**Free admission, until 10:00 pm**

The Carla De Benedetti Archive adds to the CASVA collections and supplements an important perspective on interior architecture and design in the mid-twentieth century, a period of exceptional development for these fields, enabling a comprehensive study of architectural design. The exhibition, held at the Fabbrica del Vapore, presents archival photographs in projections that bring the rooms to life-size, allowing viewers to experience the designer's interiors at a 1:1 scale. Work tools complement

the exhibition, to show the substance of the profession, which is made up of objects, relationships, and contacts. Contemporary documentation will accompany the visitor through these visionary interiors.

### **Archivio Muzio**

Via Barbavara, 7 – @archiviomuzio

**Lecture** 7:00 pm – 8:00 pm

The Muzio Archive preserves the graphic and photographic documentation relating to the professional activity of Giovanni Muzio (1920–1981) and Lorenzo Muzio (1960–1992). During the twentieth century, Giovanni Muzio designed over 50 works in Milan that profoundly impacted the city, shaping its fabric with a new vision. From the Università Cattolica, in the context of Bramante's courtyards, to the Palazzo della Triennale, all his buildings adhere to the principle that Muzio remained faithful to throughout his life: "There is no architecture without urban planning." Lorenzo Muzio, also an architect, designed numerous buildings, including the Turati Tower. A short lecture will introduce some of the archive's original materials, drawings, and photographs.

### **Politecnico di Milano – Archivi Storici**

Via Candiani 72, Building B1 – @polimi

**Guided Tours** 6:30 pm – 7:15 pm – 8:00 pm – 8:45 pm

The Historical Archives of the Politecnico di Milano preserve and make accessible materials from the University Historical Archive. It is the custodian of memories accumulated since Politecnico's foundation in 1863, as well as of approximately 60 archives of important architects, designers, graphic artists, and engineers – testaments to the university's scientific and humanistic culture. During the event, visitors will visit the Archi Passanti exhibition, featuring five archives—Steiner, Ghianda, De Carli, GPA Monti, and Crespi Grisotti. Visitors can browse the notebooks and sketches of graphic artists, designers, and architects, and see their projects for the Biennale and Triennale exhibitions, trade fairs, and associations such as ADI, as well as for companies such as La Rinascente, Bonacina, Kartell, and Fontana Arte.

### **Associazione Giancarlo Iliprandi**

Via Vallazze, 63 – @giancarlo.iliprandi

**Guided Tours** 6:30 pm – 7:00 pm – 7:30 pm – 8:00 pm – 8:30 pm

The Giancarlo Iliprandi Association was founded in 2019 to protect and share the praxis of the Milanese designer's extensive professional experience. It is located in the designer's studio, headquartered at Via Vallazze 63, in a historic building designed by Gio Ponti in 1957. The interior of the space has remained unchanged and offers an in-depth exploration of Iliprandi's graphic production. Through the extensive materials on display, visitors are guided toward the discovery of Giancarlo Iliprandi's complex history. His design research, in fact, not only encompasses the various areas of graphic design, but also continually intersects with adjacent fields, from photography to illustration, from set design to product design, from typography to travel design.

### **CASVA - Centre for Advanced Studies in the Visual Arts**

Via Isernia, 5 – @casvamilano

**Guided Tours** 7:00 pm – 8:00 pm – 9:00 pm

CASVA, the Cultural Institute of the City of Milan, is an "archive of architects' archives," becoming a centre for studies in architecture, design, graphics, figurative arts, visual arts, and design as a whole. It pays particular attention to the cultural phenomena that have progressively shaped our society in the twentieth century. Among the more than 40 archives preserved in the new headquarters at QT8

are those of Enzo Mari, Vittorio Gregotti, Roberto Sambonet, and numerous others. The guided tour of the exhibition De Pas, D'Urbino, Lomazzi. Fantasticamente effervescenti is an invitation to discover visionary forms of housing, such as pneumatic domes, residential hypercubes, and radically innovative holiday homes. As well as some icons that have shaped the history of design.

### **Cittadella degli Archivi**

Via Ferdinando Gregorovius, 15 – @cittadella.degli.archivi

**Guided Tours** 6:30 pm – 8:00 pm – 9:30 pm

The Cittadella degli Archivi is the archive hub of the City of Milan. It houses approximately 80 linear kilometres of documents, half of which are stored in a fully automated facility managed by a special archivist, Eustorgio, a state-of-the-art robot equipped with artificial intelligence, who contributes to making the Cittadella one of the largest automated archives in Europe. During the Notte Bianca del Progetto a guided tour is offered of Eustorgio's area of knowledge and work, including a tour of the mechanized facility. The visit will continue with a viewing of specially selected documents (plans, elevations, drawings, correspondence, etc.) by great architects who were also designers. Including works by Gio Ponti, Luigi Caccia Dominioni, Ettore Sottsass, and Achille and Pier Giacomo Castiglioni.

### **Fabbrica del Vapore – INTERDEPENDENCE: past, present, future**

Via Giulio Cesare Procaccini, 4 @interdependence.polimi

**Free admission until 11:00 pm**

On the occasion of the Notte Bianca del Progetto, Politecnico di Milano and CASVA invite you to a special evening opening of the exhibition INTERDEPENDENCE: past, present, future, an exploration of design as a tool for interpreting the past, addressing the present, and imagining possible futures, through projects created by students from the Politecnico di Milano and 50 international design schools, in dialogue with a selection of historical design pieces from the CASVA Institute archive.

### **Fondazione Achille Castiglioni**

Piazza Castello, 27 – @fondazioneachillecastiglioni

**Guided Tours** 6:30 pm – 7:30 pm – 8:30 pm

The Foundation was established in the studio where Achille Castiglioni worked for 40 years to promote his professional activity. Castiglioni's design journey is shared with the public through temporary exhibitions. Visits are a way to immerse visitors in the world of Castiglioni, accompanying them through the studio's rooms, making visitors feel at home, step by step, year after year.

### **Fondazione Jacqueline Vodoz e Bruno Danese**

Via Santa Maria Fulcorina, 17

**Guided Tours** 6:30 pm – 7:30 pm – 8:30 pm – 9:00 pm

The Foundation preserves a collection consisting of works, objects, photographs, and documents collected by Jacqueline Vodoz and Bruno Danese since 1957. The collection divides into two main sections: the Historical Design Archive (DEM Danese Meneguzzo Collection from 1955 to 1957 and the Danese Collection from 1957 to 1991) and the Art Collections. For the Notte Bianca del Progetto, the Foundation presents a small exhibition featuring some archival pieces on display for the occasion, as well as short video interviews produced by the Vodoz Danese Foundation, entitled Fare il design: le realtà produttive intorno alla Danese 1957 – 1991. This collection features documentation of the collaborations between DANESE and the companies, artisans, and professionals involved in the production process.

## **Fondazione Fiera Milano**

Largo Domodossola, 1 – @fondazione\_fiera

### **Guided Tours** 6:00 pm

The Historical Archive of Fondazione Fiera Milano preserves documents produced since 1920 – the year of the first “Fiera Campionaria”. Posters, photographs, catalogues, newspapers, books, films, and various archival paper collections all tell many other stories too – those of exhibiting companies, visitors, exhibitors, and workers. Through images from the photographic collection (over 500,000 shots) and other documents preserved in the archive, the curator of the Historical Archive will illustrate the role of the Fiera Milano as a privileged centre from which to observe the evolution of Italian design. The journey will also have a digital dimension, with access to heritage materials that have already been digitised and catalogued.

## **Fondazione Franco Albini**

Via Saffi, 27 • @fondazionefrancoalbini

### **Guided Tours** 7:00 pm – 8:00 pm – 9:00 pm – 10:00 pm

The Foundation was established in Milan in honour of the architect Franco Albini. It is dedicated to promoting Albini’s work and recognized as a historical heritage site. The aim is to explore the aspects of his work that are especially relevant today, drawing on a collection of archival documents, including approximately 22,000 drawings, over 6,000 photos, 2,500 slides, and other materials. The guided tour of the new headquarters of the Franco Albini Foundation—just a few meters from the historic studio on Via Telesio—is an opportunity to discover the work of a master of rationalism, including models and written documents, prototypes and objects, and design icons: from the 1951 Margherita armchair to the tubular handrail for the stations of Milan Metro Lines 1 and 2 which won the Compasso d’Oro Award in 1964.

## **Fondazione Studio Museo Vico Magistretti**

Via Vincenzo Bellini, 1 – @fondazionemagistretti

### **Guided Tours** 8:30 pm – 9:30 pm

The studio where Vico Magistretti worked throughout his life is now a studio-museum open to the public. Here, conservation, research, enhancement, dissemination, and promotion of the archive and his work as an architect and designer coexist and interact with original elements of the place where he worked for over sixty years. For the Notte Bianca del Progetto the Foundation is offering a guided tour of the exhibition Vico Magistretti e il Giappone with curator Davide Fornari. Organized in collaboration with ECAL/Ecole cantonale d’art de Lausanne, the exhibition explores the elective affinities, formal references, and conceptual connections between the work of the Milanese architect and designer and Japanese aesthetics.

## **Gio Ponti Archives**

Via Giuseppe Dezza, 49 – @giopontiofficial

### **Talk** 7:00 pm – 8:30 pm

The Gio Ponti Archives are located in spaces that were once part of Gio Ponti’s studio. Its purpose is to support studies on the life and work of Gio Ponti, the creation of publications, the organization of exhibitions, and the re-edition of works by him. It has a database consisting, together with Gio Ponti’s photographic archive, of images and materials produced or collected by Salvatore Licitra. For the Notte Bianca del Progetto, the archive presents Lavori in corso: a talk to illustrate the archive’s work, its

branches of activity and its commitments, with particular reference to recent initiatives and projects. It concludes with a brief commentary on Ponti's building, the headquarters of the Gio Ponti Archives.

## **Politecnico di Milano – Design Philology**

Via Durando, 10 – @polimi

**Guided Tours** 6:00 pm – 7:00 pm – 8:00 pm

Design Philology is a historical-philological research project that chronicles the evolution of design at the Politecnico di Milano through an interactive digital archive. Based on documents and statements, it is structured into explorable narrative paths, giving rise to publications and the Design Convivio exhibition, which brings together masters of design, highlighting memory, research, and innovation. Visitors can explore the digital archive with the support of the research team and visit the Design Convivio installation, which stages an imaginary conversation between eight masters of the Politecnico –Gio Ponti, Franco Albini, Carlo De Carli, Marco Zanuso, Achille Castiglioni, Vittoriano Viganò, Alberto Rosselli, and Raffaella Crespi—on the project's key themes.

## **Triennale Milano**

Viale Alemagna 6 – @triennalemilano

**Guided Tours** 6:30 pm - 7:30 pm

For over a century, Triennale Milano has promoted culture as a meeting place through design, architecture, and the visual and performing arts. Inside the Palazzo dell'Arte, home to the Triennale, in addition to the Museo del Design Italiano, there is Cuore – the study centre, archives, and research space – where the institution's archives and research centre are accessible. During the Notte Bianca del Progetto, guided tours will take place as a journey through the Palazzo dell'Arte and its exhibition spaces. The tour begins with a welcome and an introduction to the Palazzo and the Triennale International Exhibitions. The tour continues by exploring the various floors of the building, discovering architecture and works from the 1930s to the present. The tour concludes on the park level, with an overview of the installations in the Triennale Milano garden.

# Lost and Roll



Salone del Mobile.Milano

## Salone del Mobile.Milano is made into a film in “Lost and Roll”, throwing a light on the invisible threads making up the most international week of the year from both inside and outside the event

*The filmmaker Gianluca Vassallo documents the most human and unexpected side of Salone Week: designers, taxi drivers, Polaroid sellers and protagonists of the creative world make up the living mosaic of a city that becomes the centre of the design world in April every year.*

Every spring, Milan changes pace. The streets fill with different languages, diaries become packed, and neighbourhoods are transformed into open laboratories. It is Salone del Mobile.Milano week, when the city becomes ideas, encounters and visions, as over 300,000 professionals from 150 countries converge on the event.

**This tide of movement**, inside and outside the Salone pavilions, **is narrated in the documentary “Lost and Roll”, directed by Gianluca Vassallo** and produced by Maddalena Satta for White Box Studio. The film project, which began as a natural evolution of the Comunità Continua [Continuous Community] photographic research commissioned by the Salone del Mobile.Milano from Vassallo in 2024, which saw him working alongside a group of professionals including Francesco Mannironi (photography) and Daniele Guarnera (sound design), with a soundtrack by the English pianist Anne Lovette. The result is **a collective narrative that focuses on the dignity of the work**, closely observing the people who make the most intense international design week of the year possible. It takes an analytical and in-depth look at the cultural and social world that revolves around the Salone, which has demonstrated its ability to recognise and valorise the transformations undergone by the city of Milan and the unremitting creative efforts of the industry’s community as a whole over the years.

Harnessing a highly experimental approach, “Lost and Roll” has a narrative structure devoid of superstructures. **The protagonists of the documentary build the scene** with their faces, gestures, silences and words, telling their stories in an authentic way, without following a script, and leaving the viewer with food for thought on the complexity of the scenario in which they act, sometimes as authors, sometimes as spectators.

Among the characters who bring the story to life are some of the figures who first made the event possible: **Maria Porro, President of the Salone del Mobile.Milano**, custodian of a cultural and economic machine that redefines the relationship between industry, imagination and symbolic power year after year, and the **designers Piero Lissoni, Fabio Novembre, Elena Salmistraro, Gabriele Buratti, Luca Nichetto and Francesca Lanzavecchia**, who condense a whole year spent designing into a single week. But there is more to “Lost and Roll”, as it looks beyond the official design system and makes room for those who experience the week from a different perspective: a street photographer who sells Polaroids to tourists, a taxi driver who has been observing the city change through the conversations of his passengers over the years. A story that expands outwards from the heart of the Salone to the Milanese hinterland.

**The filmmaker Gianluca Vassallo describes** the genesis and evolution of his oeuvre as follows: *“After years spent photographing and filming the processes, products, protagonists and relationships of the design industry, I became convinced that a film about the ‘inner’ Salone was essential. In some cultures, the end of summer coincides with the beginning of the new year, with the portents and celebrations that accompany it. At a dinner that has become a ritual for me and other friends on the last night of the Salone each year, we usually exchange greetings and wishes, just as if it were our New Year’s Eve. This short film recounts the anticipation of that dinner, observing the mindsets of those who imagine, the*

*arms of those who build, the legs of those who walk, the glasses of those who drink, the eyes of those who question us, the Salone, the city and the international community that passes through it, in the week leading up to our new beginning.*

**Maria Porro, President of the Salone del Mobile.Milano**, had this to say: *“For several years now, Gianluca Vassallo's artistic career has been interwoven with the Salone del Mobile.Milano. A uniquely sensitive photographer and filmmaker, Gianluca previously paid tribute to the design community with his 2024 photographic project *Comunità Continua [Continuous Community]*, capturing its vital and relational essence. In *Lost and Roll*, he provides a further glimpse, an intimate and revealing journey into the beating heart of the event (and the city), a living mosaic of creative chaos, sustainable design and invisible work that nourishes industry and society. Through the eyes of visionary designers, tireless craftspeople and figures such as Munshi – the Polaroid seller on the pavement, a silent witness to 25 years of urban transformation – the film shines a light on the human tide behind the cultural and economic machine that is the Salone. Those faded Polaroids, signs of a Milan in perpetual motion and change, become a powerful metaphor: as ephemeral as a trade fair, as indelible as an iconic chair. We celebrate this narrative that combines permanence and transience, the dignity of making and the magic of designing, reminding us that the true luxury of design lies in the human stories that animate it.*

The **Italian premiere** of the documentary *Lost and Roll* will take place **at the Anteo Spazio Cinema in Milan at 9.15 pm on 16<sup>th</sup> April 2026.**

White Box Studio in association with NoClaps  
presents

## **Lost and Roll**

A film by GIANLUCA VASSALLO

Genre: Documentary

Nationality: Italian

Running time: 54

Written and directed by Gianluca Vassallo

Produced by Maddalena Satta for White Box Studio

Executive producer Gianluca Vassallo

Editing Annalaura Carolla and Gianluca Vassallo

Director of photography Francesco Mannironi

Sound designer Daniele Guarnera

Assistant director Mercedes Corveddu

Camera assistants and camera operators Roberto Verbena, Alex Kroke

Colour correction Francesco Mannironi

Sound design and final mix Daniele Guarnera at Percettiva

DCP mastering White Box Studio

Soundtrack by Anne Lovette and Gianluca Vassallo

with

Gabriele Buratti

Fulvio Calvi

Federico Cedrone

Kickie Chudikova



Artemio Croatto  
Nivanji Patel Davda  
Andrea Garruti  
Luca Giordano  
Marva Griffin  
Giulia Halabi  
Francesca Lanzavecchia  
Susanna Legrenzi  
Anne Lovette  
Piero Lissoni  
Luca Nichetto  
Fabio Novembre  
Anna Moldenhauer  
Maria Porro  
Max Rommel  
Pierre-Yves Rochon  
Elena Salmistraro  
Samuele Savio  
Carolina Sciomer  
Marilena Sobacchi  
Monica Spezia  
Angelo Stoli  
Isaac Toniutti  
Carlo Urbinati  
Rudy Von Wedel  
With the added participation of Munshi aka Romeo

# Sustainability



Salone del Mobile.Milano

## Salone del Mobile.Milano 2026: sustainability as a system

*A structured approach made up of certifications, processes, visitor experiences and social responsibility to generate lasting value for the sector and for the city.*

The Salone del Mobile.Milano 2026 is confirming and underscoring **its commitment to a sustainable development model**, integrating **environmental, social and financial responsibility** into every part of the trade fair. A **structured and measurable process** that translates into **design-related, organisational and cultural choices** capable of generating impact over time.

### Recognition and continuity: ISO 20121 certification

The **renewal of ISO 20121 certification for the three-year period 2026-2028** represents a fundamental step in building the Salone's credibility. Not the end point, but **the evolution of a rigorous system of monitoring and continuous improvement of impacts**. The updated **Sustainability Policy** further strengthens this commitment, defining the principles that guide every future decision with a view to environmental, social and economic responsibility.

### Ephemeral structures, permanent impacts: sustainable installation

The design of the spaces for 2026 is based on a **circular logic**, oriented towards **reuse and accessibility**. Not only **the Drafting Futures Arena** designed by **Formafantasma** and the **Bookshop** managed by **Corraini**, but also **Salone Raritas** – with exhibition design again by **Andrea Trimarchi and Simone Farresin** – and **SaloneSatellite** are adopting **modular structures** and **low-impact** solutions, while now-ingrained decisions – such as **the elimination of carpeting** and the use of pressed cardboard **signage** – contribute to **a significant reduction in waste**. For the **International Business Lounge**, **low-emission materials** have also been selected, including “TUTTOPioppo” panels produced by Invernizzi, which help improve indoor air quality while supporting reforestation and CO<sub>2</sub> absorption. Equally, the trade fair also promotes a sustainable operating model for its **exhibitors**, through **specific guidelines** that encourage the use of recycled or certified materials, the reuse of stands and responsible management of resources and waste.

### Visitor experience and route fluidity

Sustainability also applies to the **quality of the experience**. The extension of the "loop" **exhibition layout** and the **single level footprint help simplify routes and improve accessibility**. This is accompanied by a new **wayfinding system** developed by **Leftloft** to make the navigation of spaces more intuitive and cut travelling times by means of **clearer, more consistent and intuitive visual tools**. The project includes **three recurring graphic interfaces** which, inspired by the logic of **underground networks**, will allow information to **be easily found**. The system will be completed by a **pocket map**, also useful when closed, which will allow for immediate use of the content. In addition, **dedicated itineraries** have been devised **for the public on Saturdays and Sundays** – real thematic pathways – guiding visitors through **curated selections of exhibitors** organised by **lifestyle, trend and function**, making for a **simplified and engaging reading of the exhibition offering** and easy navigation even on **short or exploratory visits**. Projects that, by putting the **visitor at the centre**, strengthen the identity of the Salone as an evolved and inclusive ecosystem.

### Social sustainability and inclusivity

People lie at the heart of the trade fair. Our **collaboration with LEDHA** (League for the Rights of People with Disabilities) has enabled us to **strengthen our accessibility policies**, introducing tools such as the **Accessibility Pass** – which allows bearers to skip the queues at the tills at catering services and

have priority access to Salone Talks in the Drafting Futures Arena - and by ongoing monitoring of the **access ramps to the stand platforms**, ensuring that the Salone is a place that is open to everyone.

### **Integrated mobility and connection with the territory**

The Salone 2026 is strengthening its dialogue with the city with an **increasingly integrated and sustainable mobility system**. The agreements with **Trenitalia Frecciarossa, Trenord and the Municipality of Milan for the MaaS (Mobility as a Service) project** allow visitors to **access coordinated and low-impact travel solutions**. The **free shuttles to and from Milan Malpensa**, in collaboration with **BusForFun**, and the **collective taxi service** developed in tandem with **Fiera Milano**, remain in use. On **the hospitality front**, the collaboration with **MiCodmc** facilitates the identification of hotel solutions, while the **Mito Design Connection platform** extends the range of action to Turin, offering **logistical support and connections between Turin Porta Susa and Rho Fiera**.

### **Culture and thought: design as a collective process**

The **A Matter of Salone** campaign and the cultural programme **Drafting Futures. Conversations about Next Perspectives** tell the story of design as a shared process, capable of narrating visions, skills and disciplines. Through talks, masterclasses and discussion opportunities, **sustainability** emerges as one of the main drivers for interpreting the transformations of the sector and imagining new future scenarios. Completing this ecosystem, a network of **cultural partnerships** with institutions such as **Triennale Milano, ADI, ADI Museum, Teatro alla Scala, Teatro Piccolo di Milano and the AIRC Foundation** helps reinforce the ties between design, city and community.

# Cultural Programme



Salone del Mobile.Milano



## Cultural Programme Agenda

### Special Projects

#### **Aurea. an Architecture Fiction**

Curated by Oscar Lucien Ono, Maison Numéro 20

21 – 26 April

Fiera Milano, Rho – Pavs. 13-15

#### **ABITO**

Curated by Palomba Serafini Associati

Promoted by Ministry of Foreign Affairs and International Cooperation

21 – 26 April

Fiera Milano, Rho – South Gate, Service Center, Ground Level

#### **MADE IN MiC**

Promoted by Ministry of Culture

21 – 26 April

Fiera Milano, Rho – Reception Pavs. 22-24

#### **La filiera delle meraviglie. L'eccellenza italiana FederlegnoArredo**

(The Chain of Wonders. Italian Excellence by FederlegnoArredo)

Curated by Beppe Finessi

21 – 26 Aprile

Fiera Milano, Rho – Reception Pavs. 2-4

## Public Programme

### **Salone Contract Forum**

Curated by Salone del Mobile.Milano in collaboration with OMA

Drafting Futures Arena

Fiera Milano, Rho – Pav. 14

#### **Wednesday 22 April**

##### **Round Table**

11.00 am – 12.15 pm, in English

##### **Contract Sector Opportunities in a Transforming Industry**

Welcome by Maria Porro, President Salone del Mobile.Milano

Introduction by David Gianotten, OMA's ongoing observations on the Contract sector

## Speakers

**David Gianotten**, Managing Partner – Architect of OMA

**Luca Palermo**, CEO and Managing Director Federlegno Arredo Eventi

**Lorenza Baroncelli**, Director of Architecture, MAXXI Architecture and Contemporary Design Director

**Daniele Tamborini**, Adj. Prof. Manufacturing&Sustainable Design, LeNSlab PoliMi, Founder RD-29

**Gwenael Nicolas**, President and Design Director Curiosity

Moderated by **Ed Stocker**, Europe Editor at Large, Monocle

## Abstract

With its launch in 2027, the first edition of Salone Contract marks a new phase for the sector. Why has Contract become an urgent topic in today's global landscape? As economic pressures intensify, sustainability requirements evolve, and vulnerabilities in supply chains persist, Contract is emerging as a catalyst for change. This panel will examine the sector's systemic risks – economic, environmental, and operational – and explore why these pressures call for transformation today. Viewed through the lens of Contract, how can these challenges reveal latent possibilities for innovation, resilience, and new forms of value creation?

3.00 pm

**Introduction by Maria Porro, President Salone del Mobile and David Gianotten, Managing Partner – Architect of OMA**

## Masterclass

3.05 pm, in English

**Lecture by Rem Koolhaas: Current Preoccupations**

## Abstract

Since his early exhibition at Triennale Milano in 1985–86, Rem Koolhaas has operated across multiple roles – architect, curator, writer, designer – going beyond the boundaries that traditionally separate these disciplines. With the founding of the dedicated research arm AMO in the late 1990s alongside the architectural practice OMA, Koolhaas expanded the scope of an architecture office: engaging clients at vastly different speeds and scales, moving between the tangible and the ephemeral, the conceptual and the commercial. Over the decades, this dual practice has developed a sustained engagement with design in different forms – from catwalk scenography and homeware collections to furniture systems and exhibition pavilions. In this lecture, Koolhaas shares his current preoccupations – tracing the threads that connect his most recent work to the creations that have shaped his career.

## Conversation

3.50 pm, in English

**Dialogue on OMA's Salone Contract Masterplan by Maria Porro, President Salone del Mobile and David Gianotten, Managing Partner – Architect of OMA**

## Round Table

4.30 pm, in English

**Common Ground Among the Pillars of the Contract Ecosystem**

## Speakers

**Lorenza Luti**, Global Brand Director Kartell

**Giovanna Vitelli**, Chair of Azimut Benetti

**Nick Solomon**, Global Head of Design, Lifestyle Brands, Hilton

**Andreas Ludwigs**, Managing Director of Axel Springer Services & Immobilien

**Carlo Molteni**, CEO Unifor and Citterio

Moderated by **Christele Harrouk**, Editor-in-Chief, ArchDaily

## Abstract

The Contract sector operates within an ecosystem that brings together the ambitions of designers, manufacturers, and operators. When these players collaborate, they can combine expertise and resources to create furnishings, interiors, and architectures capable of sustaining high-quality built environments over the long term. What are the fundamental pillars that define the current and future landscape of Contract? What visions and competencies shape this ever-evolving field? This discussion focuses on the client, the manufacturer, the operator, and the emerging protagonist of the marine sector. It explores how the sector's founding pillars align across the entire project lifecycle – from initial strategic thinking through to realisation – and how these intersections can translate into concrete operational frameworks. The panel ultimately asks: How do these pillars integrate to form a resilient, future-oriented Contract ecosystem?

## Drafting Futures. Conversations about Next Perspectives

Curated by Annalisa Rosso

Drafting Futures Arena

Fiera Milano, Rho – Pav. 14

**Thursday 23 April**

## Masterclass

11.00 am, in English

**Tosin Oshinowo in conversation with Amanda Ferber**

**Tosin Oshinowo**, Architect and Curator, Oshinowo Studio

**Amanda Ferber**, Founder, CEO & Publisher Architecture Hunter

## Abstract

Oshinowo draws on her experience of architectural practice in Africa, alongside curatorial work on innovation under conditions of scarcity, to redefine architecture and urbanism from a global perspective and to design beyond abundance. By critically engaging with the architecture and urbanism of the continent, her lecture challenges conventional design paradigms, advocating for an approach that is attentive to the cultural and climatic imperatives of the twenty-first century.

**Followed by a Book Signing with Tosin Oshinowo at Corraini Mobile Bookshop**

*The Beauty of Impermanence*, Park Books, 2025

*Field Notes on Scarcity*, Park Books, 2023

## Round Table

2.00 pm, in English

### **Arab Design Now: Networks of Making, Networks of Meaning**

Introduction by **Abdulrahman al Muftah**, Designer, Program Coordinator Design Doha

#### Speakers

**Fahad Al Obaidly**, Director Design Doha

**Noura Al Sayeh**, Curator Arab Design Now 2026

**Said Berkane**, Senior Cultural Project Specialist, Qatar Museums

### **Followed by a Book Signing with Fahad Al Obaidly and Noura Al Sayeh at Corraini Mobile Bookshop**

*Arab Design Now, Volume I, SilvanaEditoriale, 2024*

## Talk

3.00 pm, in Italian

### **ITALIAN FURNITURE AND DESIGN. The role of finance in sustaining the sector's global excellence**

Curated by Intesa Sanpaolo

#### Presentation

### **Made in Italy Furniture Industry: challenges and opportunities in a changing market**

Curated by **Stefania Trenti**, Responsible Industry and Local Economies Research Intesa Sanpaolo

## Round Table

### **The value of Italian Design and the strength of supply chains facing new economic and geopolitical challenges**

#### Speakers

**Inge Buffolo**, Director Business Development Department EUIPO

**Daniele Lago**, President and Head of Design Lago

**Anna Roscio**, Executive Director Sales & Marketing Imprese Intesa Sanpaolo

**Andrea Tagliabue**, CEO TABU

Moderated by **Federica Galli**, Journalist TRC

## Abstract

The round table explores the challenges and opportunities that the international context presents to the furniture sector and its supply chains, with particular focus on the role of finance in supporting the global competitiveness of Italian manufacturing. At the heart of the discussion: investment strategies, pathways toward sustainability, and innovation as a driver of growth. Analysis from Intesa Sanpaolo's Research Department will be complemented by first-hand accounts from companies across the sector and by a reflection on the value of intellectual property as a strategic safeguard of Italian design's identity and excellence on the world stage - offering an integrated perspective that brings together macroeconomic data and entrepreneurial visions on the new trajectories of global markets.

## Round Table

4.00 pm, in English

### **Two Speeds of Design. Between Scale and Singularity**

## Speakers

**Job Smeets**, Co-Founder Job Studio

**Clément Rougelot**, Co-Founder 13Desserts

**Giovanni Lacerenza**, Director Brun Fine Art

**Roberto Palomba**, Architect and Designer, Co-Founder Palomba Serafini Associati

Moderated by **Maria Cristina Didero**, Independent design curator and Author

## Abstract

The talk *Two Speeds of Design* looks at authorial design and at a product in wide circulation as two forces that shape contemporary practice and related market. Serial design brings large reach, continuity, and broad application. Authorial design — unique pieces, limited editions, outsider creations — is a platform for freedom: a space where imagination, exploration, and risk can operate without constraint. Moving between these two worlds is, for the most forward-thinking figures in the field, a conscious choice and a source of strength. Limited editions and bespoke commissions function as sites of research — material, conceptual, and formal — while serial production translates and extends that research into form and distribution, subject to the disciplines of scale, numbers, and cost. The relationship between the two is dynamic rather than hierarchical, and their coexistence reflects a mature design ecosystem - one capable of addressing both cultural ambition and industrial reality.

## Friday 24 April

### Talk

11.00 am, in English

**David Barragán in conversation with Marcela Fibbiani**

**David Barragán**, Co-Founder Al Borde

**Modera Marcela Fibbiani**, Design Journalist, 90+10

## Abstract

The talk explores an architectural approach rooted in local reality and territory, proposing a design centred on the sustainability of life and cultural identity. The discussion focuses on experimenting with materials, vernacular knowledge, and the matter that anchors us to the site, seeking alternatives to steel and concrete that cause a loss of identity. It will highlight the value of constructive knowledge transmitted through oral tradition and artisanal craftsmanship. Architecture is presented as matter, context, and collective action. David Barragán of Al Borde studio will share case studies from Ecuador and abroad, demonstrating how project diversity can foster local development and social innovation. This approach involves adapting design to local conditions using materials like earth, bamboo, and wood, while reclaiming ancestral knowledge to face environmental crises.

**Followed by a Book Signing with David Barragán at Corraini Mobile Bookshop**

*Al Borde: Less Is All, Arquine, 2020*

## Round Table

12.00pm, in Italian

**Italian Cuisine as UNESCO Intangible Cultural Heritage. Opportunities and development of a crucial sector for Made in Italy**

## Speakers

**Silvia Sassoni**, Strategic communications and public relations professional

**Carlo Cracco**, Chef

**Edi Snaidero**, Designated Advisor, Kitchens Division – Assarredo, FederlegnoArredo

Conducted by **Maddalena Fossati**, Editor-in-Chief of La Cucina Italiana and President of the Steering Committee for the candidacy of Italian Cuisine for UNESCO Heritage status

## Abstract

This moment of exchange explores the implications of the growth and value of Italian savoir faire – from cuisine to design to furnishings – opening new opportunities for evolution among Made in Italy companies. The discussion will address how past, present and future can enter into dialogue to express identity, culture and lifestyle. Intangible heritage thus becomes a driver of industrial development, marketing and design. The question is: how can businesses transform cultural recognition into economic value?

## Round Table

4.00 pm, in English

### **Raritas. Bringing Craft, Special Editions and Antiques to Salone del Mobile**

Speakers

**Draga Obradovic**, Co-Founder Draga & Aurel

**Luca Marullo Viola**, Co-Founder Parasite 2.0

**Stephan Hamel**, International Design Consultant

**Francesco Faccin**, Founder Studio Francesco Faccin

Moderated by **TF Chan**, Director Collect Art Fair

## Abstract

With the introduction of Salone Raritas, contemporary craft, special-edition design and antiques enter Salone del Mobile not as peripheral categories, but as central pillars within a wider ecosystem. As architects, interior designers, developers and hospitality brands increasingly look to rare and characterful pieces to give distinction to residential, retail and public interiors, how are these disciplines being positioned within a fair historically defined by industrial production? What does it mean to present unique and limited-edition works at a trade event, and what new opportunities does this create for designers and gallerists working across collectible design, high craftsmanship and antiques? Featuring exhibitors working across collectible design, high craftsmanship and antiques, this panel will explore the growing appeal of collectible objects among professional audiences and consider how Salone Raritas aligns with Salone del Mobile's wider role as an international platform for design culture and business.

## Saturday 25 April

### Performance

11.00 am, in Italian

### Home – Place –Feeling

Performance by Matteo Caccia

Introduction by Valentina Ardia e Davide Coppo

Curated by Rivista Studio

**Matteo Caccia**, Author and Storyteller

**Valentina Ardia**, Editor-in-Chief Rivista Studio

**Daide Coppo**, Head of Special Projects Rivista Studio

## **Abstract**

What does the ideal home look like? It is a concept that changes over time, but not too much. For millennia, a house has been a house. And yet its form and functions adapt to the outside world. They open up, when the time is right, or close to protect like a shelter from the world outside, when that is the better choice. A monologue by Matteo Caccia will explore the evolution of the concept of home throughout human history and the history of design. Dimensions, function, divisions. A sentimental journey through the most important space of our entire lives.

## **Sunday 26 April**

### **Conversation**

11.00 am, in Italian

### **If La Pina goes to Salone**

**La Pina in conversation with Maria Porro, President Salone del Mobile.Milano**

**Curated by Radio DeeJay**

## **Abstract**

Sunday, April 26, marks the appointment with La Pina. A passionate design lover and daughter of the unforgettable architect Andrea Branzi. The iconic Radio DeeJay host will explore the Salone del Mobile stands with her sharp and curious eye. This lively walkthrough will culminate at the Drafting Futures Arena, where La Pina, in dialogue with the President of Salone, Maria Porro, will share her personal experience with the audience, leading to a vibrant debate on the world of design and its impact on our daily lives.

## Next Gen at Work

### Stories of work told by those who do it

Promoted by Assarredo - FederlegnoArredo

Curated by Green Design Days

In collaboration with Osservatorio Salone del Mobile.Milano and Scuola del Design del Politecnico di Milano

SaloneSatellite Arena

Fiera Milano, Rho - Pav. 7

**Friday 24 April**

11.00 am

**Maria Porro, guest on Actually. Live recording of the podcast, hosted by Riccardo Haupt and Riccardo Bassetto**

12.00 pm

### **Making and Designing**

Technical draughtspeople, prototypers, designers, makers, production workers: the segment dedicated to stories from the production departments of furniture companies.

**Alice Ballabio**, Creative Strategist Baleri

**Sonia Geminiani**, Head of Design Office Scavolini

**Paolo Zani**, Creative Director Warli

**Nicolò Fanzago**, Head of Product & Design Arper

1.30 pm

Book Presentation Green Jobs

Riccardo Bassetto interviews the author Tessa Gelisio

2.00 pm

### **Managing and Organising**

Managers, logistics experts, industrial engineers and legal specialists: the segment dedicated to stories about how company infrastructures work.

**Ivan Parise**, Infrastructure & Application Manager Lago

**Sara Selmin**, Sustainability Manager Giovanardi

**Anna Nardi**, CEO Nardi

3.30 pm

### **Communicating and Presenting**

Marketing, press office, sales, retail and customer experience: the segment dedicated to stories from those who work in areas facing end users.

**Tommaso Vincenzetti**, Chief Marketing Officer B&B  
**Giulia Selmin**, Ufficio tecnico, Marketing e comunicazione Fratelli Stocco  
**Silvia Valdemeri**, Responsabile Project Office Caimi  
**Nicola Eduati**, Responsabile Assistenza Clienti Tubes

## SaloneSatellite Cultural Programme

SaloneSatellite Arena  
Fiera Milano, Rho – Pav. 7

### Wednesday 22 April

12.30 pm

#### SaloneSatellite Award.

15<sup>th</sup> Edition

### Thursday 23 April

#### Talk

12.00noon, in English

#### Where and how does good design come about?

**Giampiero Bosoni**, Full Professor, Interior Architecture and Exhibit, School of Design and School of Architecture – Politecnico Milano

**Francesco Zurlo**, Dean, School of Design – Politecnico Milano

#### Talk

3.00 pm, in English

#### Skilled Craftsmanship + Innovation

A conversation with the designers of SaloneSatellite 2026 curated by

**Jean Blanchaert**, Director Gallery Blanchaert

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

**Alessandro Rametta**, Sculptor and Master of Art, La Fucina di Efesto

## IN THE CITY

### Design Kiosk

Editorial selection curated by Corraini Edizioni

Design by DWA-Design Studio

17 - 26 April (closed on 25 April)

10.00 am - 7.00 pm

Piazza della Scala

### Friday 17 April

6.30 pm, in Italian

#### **Architectures of Freedom: Bianca Felicori and the Forgotten Architecture of Milan**

**Bianca Felicori**, Researcher, Author and Founder of Forgotten Architecture

in conversation with **Francesca Spiller**, Founder and Owner Reading Room

#### **Abstract**

Architectures of Freedom brings Milan's modern architecture into dialogue with clothing as its most essential form. Through Bianca Felicori's Forgotten Architecture, the city is seen as an archive of both visible and overlooked structures. Within this framework, Weronica Wolinska's intervention and the K-Way imaginary transform the wall into a light, waterproof membrane. Permanence and temporality, mass and lightness come into dialogue, suggesting new possible forms of architecture.

### Saturday 18 April

6.30 pm, in Italian

#### **Cose Journal: Objects, Stories, and Independent Publishing**

**Giulia Nardi**, Founder & Creative Director Cose Journal

in conversation with **Francesca Spiller**, Founder and Owner Reading Room

#### **Abstract**

Through COSE Journal, Giulia Nardi reflects on independent publishing as a curatorial and research-based practice. The talk explores how a magazine can construct narratives from objects, images, and everyday environments, turning editorial work into a space for observation, storytelling, and dialogue across different disciplines and perspectives.

### Sunday 19 April

6.30 pm, in English

#### **NONSENSE: Experimenting with Editorial Form**

**Naomi Accardi-Talleyrand**, Editor-in-Chief NONSENSE

**Federico Paviani**, Associate Art Director NONSENSE

in conversation with **Francesca Spiller**, Founder and Owner Reading Room

## Abstract

This talk presents the creative process behind NONSENSE, highlighting an open and experimental approach to publishing. Naomi Accardi-Talleyrand and Federico Paviani discuss how editorial design and collaboration can redefine formats and languages, challenging the conventions of traditional magazines and visual narratives.

## Monday 20 April

6.00 pm, in English

### **Holiday Interiors and Gardens: Living as a Journey**

**Edouard Martin Rilhac**, Art Director Holiday Interiors and Gardens

in conversation with **Francesca Spiller**, Founder and Owner Reading Room

## Abstract

This talk introduces Holiday Interiors and Gardens, a first issue that expands Holiday's editorial universe into interiors and gardens. Edouard Martin Rilhac discusses how photography and writing construct narratives across eras, styles, and cultures, turning living into a journey and publishing into a tool for connecting places and imaginaries.

## Wednesday 22 April

6.30 pm, in English

### **Ark Journal: Space, Narrative, and Contemporary Sensibility**

**Mette Barfod**, Editor-in-Chief Ark Journal

in conversation with **Francesca Spiller**, Founder and Owner Reading Room

## Abstract

This talk introduces Ark Journal's editorial approach, where architecture, design, and visual arts are interwoven through a humanistic lens. Mette Barfod discusses how the magazine builds narratives from lived spaces, highlighting the relationship between materiality, light, and identity, and offering an intimate and contemporary perspective on living.

## Thursday 23 April

6.30 pm, in English

### **Magazine C: A Chair as a Magazine**

**Eunkyung Jeon**, Executive Director Magazine C

**Sunjin Kim**, Editor Magazine C

in conversation with **Francesca Spiller**, Founder and Owner Reading Room

## Abstract

This talk introduces the editorial concept behind C Magazine, where each issue revolves around a single chair. Through research, essays, and visual storytelling, the publication expands a design object into a broader cultural narrative, connecting history, culture, and contemporary practices across global and interdisciplinary contexts.

## Friday 24 April

6.30 pm, in English

### Never Too Small: Rethinking Compact Living

**Colin Chee**, Founder & Creative Director Never Too Small

in conversation with **Francesca Spiller**, Founder and Owner Reading Room

#### Abstract

In this talk, Colin Chee introduces Never Too Small and his perspective on contemporary living. From New York to Japan, he shares projects that transform compact spaces into thoughtful and functional homes. The talk also highlights designers, artists, and experimental practices that are reshaping urban living to be more creative, accessible, and human.

## Sunday 26 April

6.30 pm, in English

Speed, Culture, Identity: A Conversation with Klaus Busse

**Klaus Busse**, Head of Design Maserati

in conversation with **Leonardo Brini**, Outpump Creative Director

#### Abstract

The talk offers an overview of key themes in contemporary design: what it means today to design for a brand like Maserati, how to build a balance between heritage and innovation, and how contemporary culture, across digital, fashion, and new visual languages, is reshaping the automotive world. It provides a perspective on how design is evolving through speed, identity, and cultural change.

## Architectures of Freedom

In partnership with K-Way®

Curated by Bianca Felicori, Author and Founder of Forgotten Architecture

20 - 26 April

10.00 am - 7.00 pm

Piazza Sant'Eustorgio

## Common Archive - La Notte Bianca del Progetto

An initiative by the Osservatorio del Salone del Mobile.Milano

Under the patronage of Lombardy Region and the Municipality of Milano

Curated by Susanna Legrenzi (Osservatorio Salone del Mobile.Milano)

Massimo Bianchini, Stefano Maffei, Francesco Zurlo (Politecnico di Milano)

24 April

6.30 - 11.00 pm

Various locations

Free entrance, booking required, subject to availability

Book at the link [https://salone.it/common\\_archive](https://salone.it/common_archive)

# Partnerships and Collaborations



Salone del Mobile.Milano

## Partnerships and Collaborations

*Adding new partnerships and consolidating those already established, the Salone del Mobile.Milano 2026 promotes and upholds ideas and projects of shared value, capable of blending creativity and responsibility.*

The focus of the narrative for the 64<sup>th</sup> edition of the Salone del Mobile.Milano centres around the communication campaign A Matter of Salone, which is an invitation to consider design not just as a form but also as a responsibility. An invitation to look below the surface, to the origin of the materials, and ask ourselves about their impact and about the meaning of our endeavours. The sponsors and partnerships chosen for 2026 share this attitude towards research, creativity and responsibility, transforming design into an action of shared awareness.

Launched in 2017, the institutional partnership between **Intesa Sanpaolo** and the **Salone** continues to support the furniture and design sector, reinforcing the Group's commitment to working alongside businesses in the supply chain to promote sustainable growth, innovation, digitalisation and the circular economy, as well as expansion into international markets. This initiative forms part of the Bank's wider Supply Chain Development Programme, which involves over 240 Made in Italy supply chains, more than 32,000 employees and nearly 7,700 suppliers, with a turnover exceeding €32 billion, geared to underpinning an outstanding industrial heritage by facilitating access to credit, supporting digital and green transition processes, innovative research and international development.

**Panerai**, the historic luxury watch brand that combines Italian design and Swiss technology, has confirmed its role as the **Official Time Keeper** of the Salone del Mobile.Milano for the fourth year running. From 21<sup>st</sup> to 26<sup>th</sup> April 2026, Panerai will again throw open the doors of its pop-up store in the central Corso Italia, in the heart of Rho Fiera Milano, where it will give all visitors an opportunity to enjoy a new immersive experience in the Maison's world. In a temporary, approximately 100 m<sup>2</sup> space, Panerai will present a carefully-chosen selection of watches from its most iconic collections - Luminor, Submersible and Radiomir - as well as a new timepiece, unveiled the previous week at Watches & Wonders 2026, which will be available for the first time on the Italian market for the week of the Salone del Mobile.

This year, the iconic Parisian brand **K-Way®**, created in 1965, will be at the Salone del Mobile.Milano for the first time. The Salone del Mobile and K-Way share a strong connection built on values related to meaningful design and urban mobility. The partnership involves Bianca Felicori, researcher, author and founder of the Forgotten Architecture project, which selects the most iconic and significant buildings in Milan and puts together an itinerary to rediscover the vision of the great masters. For the Salone del Mobile, Felicori has selected five architectural examples that will dialogue with lightweight nylon structures created by K-Way: like kites, these installations will evoke concepts of movement and protection, celebrating the profound link between the brand, the urban environment and the spirit of exploration. The itinerary will be gathered into a free booklet, available at the two K-Way flagship stores in Milan and in an exclusive space - a newsstand in Piazza Sant'Eustorgio curated by the Salone in collaboration with the brand.

The collaboration with **Ca' del Bosco**, Italian wine excellence at international level, notches up its thirteenth year, with a corporate stand occupying 190 m<sup>2</sup>, again along the central axis of Corso Italia, A space echoing the unmistakable style of Ca' del Bosco, that takes inspiration - as regards materials, colours and modernity of style - from some of the winery's recently inaugurated new spaces. 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 can be rounded off with an opportunity to sample Ca' del Bosco wines teamed with gastronomic tasters of equally high quality.

The partnership between **S.Bernardo** and Salone del Mobile.Milano has been ongoing since 2019. S.Bernardo sees itself as the guardian of the water they bring to the table. The company works constantly to protect the environment surrounding the springs, protecting them from human intervention. It uses only the requisite amount of water, which is then reintroduced into nature, cutting waste as much as possible. The result of the path it has undertaken for over ten years, based on a concrete and real respect for the environment, is the achievement of a 100% reduction in and compensation for direct emissions. This goal is now imminent, the outcome of a structured and long-term strategy. The common vision is to implement thoughtful choices, capable of generating lasting environmental benefits over time.

Another stand-out partnership is with **illycaffè**, a global coffee company known for its sustainable quality, reprising its role as Official Coffee Partner of the event. The brand will have a presence in a number of different spaces, from the Caffè della Stampa to the Red and International Business Lounges, offering designers, buyers and journalists the opportunity to savour the exclusive illy 100% Arabica blend during breaks.

For the first time, **Maserati** takes part in Salone del Mobile.Milano as Sponsor and Main Mobility Partner, embodying the ongoing dialogue between automotive and interior design. Rooted in shared values such as masterful craftsmanship and the pursuit of unique experiences, this partnership enhances Maserati's cultural relevance and reinforces its role as a global ambassador of Italian luxury. Within the Rho Fiera exhibition grounds, the Trident – the brand's iconic symbol, celebrating its centenary this year – will be featured along Corso Italia, where the Maserati Lounge will take shape: a refined and welcoming space designed to host guests, stakeholders and media.

**Messika** has also decided to stand by the Salone: having celebrated its 20<sup>th</sup> anniversary last year, the brand continues to redefine modern jewelry and high jewelry through its iconic Move motif – diamonds in motion. From its high jewelry runway shows to its bold, contemporary creations, the Maison blends savoir-faire with a visionary approach to design. Founded by Valérie Messika, the House embodies a new expression of luxury, where light, movement and freedom shape a distinctive jewellery language.

"Approaching Salone" is the new digital campaign developed by **Sigma** in collaboration with Salone del Mobile.Milano and curated by Mr.Lawrence studio. The project explores the moments leading up to the Salone, shifting the focus from the fair itself to the days preceding its opening. The campaign takes the form of a photographic project involving ten ambassadors—international designers, architects and creatives—who were invited to interpret this phase through a series of images. Shot using the SIGMA BF camera and a 45mm prime lens, the photographs offer personal perspectives that come together in a collective narrative.

Travel to the Salone del Mobile is made sustainable thanks to the collaboration with **Trenord**. The fair can be easily reached by train, getting off at Rho Fiera Milano station. Those travelling from Milan can purchase a STIBM return ticket for €4.40, while visitors from across Lombardy can take advantage of the special "Salone del Mobile Day Pass" return ticket priced at €10. Rho Fiera Milano is served by suburban and regional train lines. Further information and timetables are available at [trenord.it](http://trenord.it) and via the Trenord app.



Renewed for the fifth 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.

**Frecciarossa** is set to be the official train for the Salone del Mobile.Milano 2026: Trenitalia's (FS Group) High-Speed train will allow all interior design enthusiasts to opt for a more sustainable mode of transport to reach the Event. And a Speciale Eventi offer for those who chose to travel by Freccie trains to Milan with up to 75% OFF the Basic ticket price, using the code "SALONEMOBILE" during your purchase.

Last but not least, [www.mitodesignconnections.it](http://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 Rho Fiera Milano (approximately 40 minutes).

# Biographies



Salone del Mobile.Milano

## Biographies

### Salone del Mobile.Milano

#### **Maria Porro**

##### **President Salone del Mobile.Milano**

Maria Porro, born in Como in 1983, has been President of Assarredo since being unanimously elected in September 2020, and is the first woman to take on this role. She joined the Board of Directors of Assarredo in 2017 and the General Council of FederlegnoArredo in 2019. She is Director of Marketing and Communication at Porro S.p.A., an old-established Italian design brand, set up by her greatgrandfather Giulio in 1925. She joined the company permanently in 2014, with responsibility for bolstering the company's international trade network and strengthening its communication strategies, before taking on her current role, with sustainable development very much to the forefront. She graduated cum laude in Set Design from the Brera Academy of Fine Arts, and worked in theatre, art and large events as a designer, coordinator and curator. She has always maintained strong ties to the family firm and the design world, collaborating with her father Lorenzo Porro and with the Lissoni Associati studio in particular, in the field of stylistic research and new product development, and personally overseeing the company's presentations at the Salone del Mobile. Starting from July 2021 she has become President of Salone del Mobile.Milano.

#### **Claudio Feltrin**

##### **President FederlegnoArredo**

Claudio Feltrin has been the President of FederlegnoArredo since October 2020 and Vice President of Federlegno Arredo Eventi S.p.A. since March 2021. In 2014, he joined the Board of Directors of Assarredo and became its President in 2017, a position he left upon his election to lead the Federation for the 2020-2024 quadrennium. In March 2023, he was reconfirmed in his position until 2026. Claudio Feltrin is also the President of Arper S.p.A., an Italian design company that creates seating, tables, and furniture accessories for public spaces, workplaces, and homes. The company was founded in 1989 by his father Luigi and his brother Mauro.

#### **Marco Sabetta**

##### **General Manager, Salone del Mobile.Milano**

He was born in Milan in 1958. He took his degree in Economics and Commerce from Milan's Bocconi University, specialising in industrial economics/marketing. His first job was for the Fininvest Group in 1984; he then went on to take up important positions at Publitalia working his way up to becoming General Manager of the Lombardy Trade Directorate. He became Sales Manager for the E.BISCOM Group in 2000, moving on the following year to become Press Sales Manager and head of the Internet Division of Publikompass, a Fiat Group subsidiary, later becoming Director of Events, Special Initiatives and Multimedia Projects. He became Marketing and Sales Consultant for the Italian arm of VRWAY COMMUNICATIONS, a Swiss communications and internet services company, in 2004. He was the Commercial Director of F.C. Internazionale di Milano from 2004 to 2007. In 2008 he was appointed General Manager of the Milan Salone del Mobile, which encapsulates 7 other exhibitions harnessing the entire home-furnishing system: EuroCucina (International Kitchen Furniture Exhibition) with FTK, Technology For the Kitchen, the International Bathroom Exhibition, Euroluce, Workplace3.0, S.Project, the International Furnishing Accessories Exhibition and SaloneSatellite.

## **Marva Griffin Wilshire**

### **Founder and Curator SaloneSatellite**

### **Ambassador of International Relations, Salone del Mobile.Milano**

Marva Griffin Wilshire was born in Venezuela and Milan became her adopted city when she started working in the design and furnishing sector. She is currently the International Relations Ambassador for the Salone del Mobile.Milano and a Visiting Professor at Tongji University, College of Design and Innovation (D&I), Shanghai, China. She founded SaloneSatellite in 1998, which netted the Golden Compass Lifetime Award XXIII in May 2014. She was awarded the Ambrogino d'Oro in 2017, an Honorary master's degree in design from Milan Polytechnic University in 2021 and, in 2024, an Honorary Doctorate in Fine Arts from the Rhode Island School of Design, Providence, USA. She has been a member of the Philip Johnson Architecture & Design Committee of the Museum of Modern Art (MoMA) in New York since 2001. She has been a global Italian Design Ambassador since 2016.

## **Salone Raritas**

### **Annalisa Rosso**

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

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

### **Formafantasma**

### **Design Studio**

Formafantasma (Andrea Trimarchi, Simone Farresin) is a research-based design studio investigating the ecological, historical, political and social forces shaping the discipline of design today. Whether designing for a client or developing self-initiated projects, the studio applies the same rigorous attention to context, processes and details. Formafantasma's analytical nature translates in meticulous visual outcomes, products and strategies.

## **Aurea, an Architectural Fiction**

### **Maison Numéro 20**

### **Interior architecture and design studio**

Maison Numéro 20 is a multi-award-winning Paris-based interior architecture and design studio renowned for its strong expertise in hospitality. With a team of over twenty professionals, the studio has designed more than thirty hotels in France and internationally. Its luxury approach blends originality, narrative depth, and exceptional craftsmanship, creating distinctive worlds where heritage and contemporary creativity meet.

## Oscar Lucien Ono

### Interior designer and Founder Maison Numéro 20

Oscar Lucien Ono is an interior architect and decorator, and the founder of Maison Numéro 20. Since 2014, based in Saint-Germain-des-Prés, he has been leading prestigious projects – private residences and luxury hotels in France and internationally – where contemporary boldness engages in dialogue with the heritage of the decorative arts. Each creation celebrates noble materials, artisanal excellence, and the harmony of textures, shaping interiors that are sophisticated, vibrant, and deeply distinctive.

## Salone Contract

### OMA

#### Architecture and urbanism studio

OMA is an international practice operating within the traditional boundaries of architecture and urbanism. AMO, a research and design studio, applies architectural thinking to domains beyond. OMA is led by seven partners – Rem Koolhaas, Reinier de Graaf, Shohei Shigematsu, Iyad Alsaka, Chris van Duijn, Jason Long, and Managing Partner – Architect David Gianotten – and maintains offices in Rotterdam, New York, Hong Kong and Australia. OMA-designed buildings currently under construction are the New Museum expansion in New York City, 730 Stanyan in San Francisco, The Perigon in Miami, Museo Egizio in Turin, Dhaka Tower in Bangladesh, Palais de Justice in Lille, Harajuku Quest in Tokyo, Hangzhou Prism, CMG Times Center in Shenzhen, and Bajes Kwartier in Amsterdam. OMA's completed projects include Simone Veil Bridge in Bordeaux (2024), the Gallery of the Kings at Museo Egizio (2024), Aviva Studios – Factory International in Manchester (2023), Apollolaan 171 in Amsterdam (2023), Buffalo AKG Art Museum in Buffalo (2023), Toranomon Hills Station Tower in Tokyo (2023), Taipei Performing Arts Center in Taipei (2022), Eagle + West in Brooklyn (2022), Tenjin Business Center in Fukuoka (2021), Axel Springer Campus in Berlin (2020), and Potato Head Studios in Bali (2020). Earlier buildings include Fondazione Prada in Milan (2018), Pierre Lassonde Pavilion in Quebec City (2016), Faena Forum in Miami (2016), De Rotterdam (2013), CCTV Headquarters in Beijing (2012), Milstein Hall at Cornell University (2011), Casa da Música in Porto (2005), the Seattle Central Library (2004), and the Netherlands Embassy in Berlin (2003).

### Rem Koolhaas

#### Founding Partner of OMA

Rem Koolhaas (Rotterdam, 1944) founded OMA in 1975 together with Elia and Zoe Zenghelis and Madelon Vriesendorp. He graduated from the Architectural Association in London and in 1978 published *Delirious New York: A Retroactive Manifesto for Manhattan*. In 1995, his book *S,M,L,XL* summarized the work of OMA in "a novel about architecture". He co-heads the work of both OMA and AMO, the research branch of OMA, operating in areas beyond the realm of architecture. His built work includes the Austrian House (2023), Taipei Performing Arts Center (2022), Axel Springer Campus in Berlin (2020), the Qatar National Library and the Qatar Foundation Headquarters (2018), Fondation Galeries Lafayette in Paris (2018), Fondazione Prada in Milan (2015/2018), Garage Museum of Contemporary Art in Moscow (2015), the headquarters for China Central Television (CCTV) in Beijing (2012), Casa da Musica in Porto (2005), Seattle Central Library (2004), and the Netherlands Embassy in Berlin (2003). Koolhaas directed the 2014 Venice Architecture Biennale, is a professor at Harvard University, and curated *Countryside: The Future* (2020), an exhibition about the non-urban areas around the globe that opened in February 2020 at the Guggenheim Museum in New York.

### David Gianotten

#### Managing Partner – Architect of OMA

David Gianotten is the Managing Partner – Architect of OMA, where he oversees the firm's organizational and financial management, business strategy, and global growth, alongside leading his

architectural portfolio. David currently leads projects worldwide, including the Museo Egizio 2024 in Turin; the Selman Stermasi Stadium in Tirana, Albania; Amsterdam's Bajes Kwartier, transforming a 1960s prison complex into a vibrant neighborhood of 1,350 apartments; the new Koepel District in Breda, converting a Panopticon and Judicial Compound into a mixed-use area; the Innovation Partnership Schools in Amsterdam; and the Metropolitan Village, a high-rise residential building in Taipei. Projects that David has delivered include the Gallery of the Kings at Museo Egizio (2024), Apollolaan 171, a high-end office building in Amsterdam (2023), the Taipei Performing Arts Center (2022), Bali's Potato Head Studios (2020), the WA Museum Boola Bardip in Perth (2020), and White Cube LIRCAEI in Lusanga (2018). David's leadership extends to curatorial projects, such as designing an opening exhibition for Powerhouse Parramatta in Australia and co-curating *N\*thing is Possible* at the Singapore Design Centre (2022). David joined OMA in 2008, launched its Hong Kong office in 2009, and became Partner in 2010, leading the Asia-Pacific portfolio for seven years. Since 2015, he has been based in the Netherlands, managing OMA globally.

## Cultural Programme

### Valentina Ardia

#### Editor in chief Rivista Studio

Following leadership roles at The Good Life Italia and Linkiesta ETC, she is now Editor-in-Chief of Rivista Studio and Head of Content at Most Media Group.

### David Barragán

#### Co-Founder Al Borde

Al Borde (2007), architecture firm based in Quito, Ecuador. Formed by David Barragán, Pascual Gangotena, Maríaluisa Borja and Esteban Benavides. It inhabits the territory of questioning, where certainties about what architecture should or should not be are under constant construction. Its ideas are developed in the making, and with greater precision and detail on site. It pursues an architecture whose aesthetics are conscious of the energy expended in its construction. It is seemingly effortless, where the way materials are joined together is clear and logical. An architecture that is open to the active participation of the users in the design and construction process. Where everyone can see the problem solved, without the pretense of meeting the project's requirements. The design centers the discussion on the sustainability of life (resources, co-responsibility, consumption, gender, and social inequality). It builds with the resources and techniques of the place, where the territory is always a particular and unique variable. The projects become an x-ray of the place, which speaks of the customs of the people, their history, their problems, and their needs. The willingness of the people to engage with ideas, to take risks, and to participate in decision-making is reflected in the diversity of the projects.

### Davide Coppo

#### Head of Special Projects Rivista Studio

Davide Coppo works as editor and Head of special projects at Rivista Studio. His first novel, *La parte sbagliata* (Edizioni E/O), has been translated or in progress in 10 countries.

### Matteo Caccia

#### Writer and storyteller

Matteo Caccia is an Italian storyteller, writer, and radio host, widely known for his ability to portray daily life in his stories. A graduate of Milan's Accademia dei Filodrammatici, he began his career in theatre, collaborating with directors like Antonio Sixty and Antonio Latella. In 2005, he wrote and performed in "La maglia nera", a show dedicated to cyclist Luigi Malabrocca. Alongside his theatre work, he has built a successful career in radio. After stints on Radio Popolare and Radio2, in 2008 he created "Amnèsia", a highly successful radio drama. He went on to host, for Radio 24, "Vendo tutto", "Io sono qui", and,

since 2019, “Matteo Caccia racconta” – a programme exploring everyday life through personal stories. With the rise of podcasting, he started creating high-impact projects like “La piena - Il meccanico dei Narcos” (Audible, 2018), based on the story of Gianfranco Franciosi, and “Orazio” (2024), a daily podcast for Il Post, in addition to “Oltre il confine” and “L'isola di Matteo”. He has also written books like “Amnesia” (2009), “Il silenzio coprì le sue tracce” (2017) and “Voci che sono la mia” (2020). He teaches storytelling and corporate communication at Turin's Scuola Holden. His ability to turn personal experiences into universal stories, leveraging radio, books, and podcasts to explore the depths of the human experience, make him one of Italy's most influential storytellers today.

## **TF Chan**

### **Director, Collect Art Fair (London)**

TF Chan is the director of Collect, an international art fair for museum-quality contemporary craft and design, organised by Crafts Council, the UK's national charity for craft, and held annually at Somerset House in London. He is also the author of Louis Poulsen: First House of Light, a 2024 monograph on Denmark's leading lighting company, published by Phaidon. TF is a frequent speaker and moderator, with appearances on BBC Radio London and Monocle on Design, and participation in talks in London, Milan, New York, Tokyo and Copenhagen. As a journalist, he has contributed to publications including The World of Interiors, Monocle, Ark Journal, Icon and STIRworld. He began his career at Wallpaper\*, where he led the print magazine from 2020 to 2023, and has since worked as a communications consultant to the Pritzker Prize-winning architect David Chipperfield, as well as a content strategist for emerging creative businesses.

## **Maria Cristina Didero**

### **Independent design curator and author**

Maria Cristina Didero is an independent design curator, consultant and author, who has collaborated with different magazines and contributed to many publications; she is currently covering the role of Milan editor for Wallpaper magazine. Didero has consulted for companies such as Vitra, Fritz Hansen, Lexus, Fendi, Louis Vuitton, Valextra among others. Based in Milan, MC works internationally, curating exhibitions for institutions: some of her recent projects include Nendo: The Space in Between and The Conversation Show at the Holon Design Museum, Israel; FUN HOUSE by Sharkitecture at National Building Museum, Washington D.C.; SuperDesign, a project about Italian radical design, NY; Vegan Design, or the Art of Reduction by Erez Nevi and The Fish and The Crowd by Carlo Massoud, Milan. She was in charge of the public program for Supersalone curated by Stefano Boeri in 2020; in 2022 she was appointed Curatorial Director of Design Miami/, she presented a project at MK&G, in Hamburg, titled Ask Me if I Believe in the Future and a solo show by Mathieu Lehanneur titled The Inventory of Life, at Triennale Milano. For Milan Design Week 2023 she co-curated with Richard Hutten Droog30 for the 30th anniversary of Droog Design, with Tony Chambers Future Impact for Singapore Design Council and A Future for the Past on entropy. She is currently working on Craft x Tech, a project on Japanese craftsmanship and design, due to open in May in Tokyo at the Kudan House.

## **Amanda Ferber**

### **Founder, CEO & Publisher | Architecture Hunter**

Curator and communicator Amanda Ferber is the Founder & CEO of Architecture Hunter, an independent and innovative architecture and design media platform with a global audience of over 3.5 million people. Originally launched on Instagram in 2013, the platform has since expanded into multiple formats – including videos, webinars, forums, awards, and events – with a focus on democratizing and elevating architectural discourse. Amanda was recognized by Forbes Under 30 (2019) and featured on the cover of the Italian magazine Beesness as “the architects' influencer.” She has also been named by Feedspot as the world's leading architecture influencer and, in 2024, spoke at TEDx Buenos Aires. She has served as a juror for international awards such as the Dezeen Awards and

Architizer A+Awards, and contributes editorially as a columnist for Bazaar Interiors and other publications, while also collaborating with global design brands.

## **Marcela Fibbiani**

### **Design Journalist**

Marcela Fibbiani is the co-founder and editor of 90+10, a leading Argentine design magazine that bridges Latin American creativity with the global design conversation. With a background in Set Design (UNA) and a specialization in Sociology of Design (FADU/UBA), she brings a unique lens that connects culture, industry and aesthetics. A seasoned design journalist, Marcela covers major international fairs including Ambiente Frankfurt and Salone del Mobile.Milano. She has served on the selection committee of Argentina's Good Design Seal since 2017 and has been a juror for the A' Design Awards and Chile Diseño. As a curator and mentor, she has shaped key design events and exhibitions in Buenos Aires, championing emerging talent and strengthening the region's design ecosystem. She is currently completing her degree in Design at Universidad de Palermo.

## **La Pina**

### **Conduttrice Radiofonica**

La Pina was born in Florence on the 20<sup>th</sup> of June 1970, but she moved to Milan in 1973. At the end of the 1980s she attended the independent rock scene of Milan and after high school she was in Bologna where she enrolled in Science of Education and discovered the Italian hip hop. Her radio experience began in 1994 at Radio DeeJay together with Albertino in the program "Friday Rappa" (later "One-Two One-Two") taking care of the listeners' mail. Here Pina gets to start developing her interest in language and the written, spoken, rapped word, a recurring element of all the programs that would follow. She is currently on the air on Radio DeeJay with Pinocchio, a "lightening program" in the drive time slot that she has been hosting since 2001, in the company of Diego Passoni and Valentina Ricci.

## **Tosin Oshinowo**

### **Architect and Curator**

Tosin Oshinowo is a Lagos-based Nigerian architect and the principal and founder of Oshinowo Studio, established in 2013. Her work is renowned for its socially responsive approach to architecture, design, and urbanism. In 2019, she co-curated the Lagos Biennial, and in 2023 she was curator of the Sharjah Architecture Triennial. Her research project, 'Alternative Urbanism: Self-organising Lagos Markets', received a special mention award at the 19th Venice Architecture Biennale. She is a 2025 Loeb Fellow at Harvard University's Graduate School of Design.

# Contacts



Salone del Mobile.Milano



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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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