

Press Kit

Salone del Mobile.Milano continues its World Tour in the United States, with stops in New York and Chicago

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Salone del Mobile.Milano

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New York: Salone puts the future of contract design and lighting centre stage

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New York: a preliminary $1.23 billion plan for cultural venues. The Salone del Mobile.Milano puts the future of contract design and lighting centre stage.

The 2026–2027 Salone World Tour brought together OMA and Fisher Marantz Stone for a dialogue on architecture, contract design and lighting design at New York's New Museum. The focus was on Salone Contract, the return of Euroluce with its International Forum, and Salone Raritas 2027. The backdrop to the event is an US contract market with a potential value of 31–39 billion euros[3].

New York is looking to the future of its cultural spaces. The Salone del Mobile.Milano brought its vision, a mix of architecture, design and industry, to the heart of the city, **turning a discussion on design into a concrete opportunity for dialogue with one of Made in Italy's most strategic markets**. The **New Museum** provided the venue for the **sixth stop** on the **2026–2027 World Tour on 8th November — organised with the support of ITA - Italian Trade Agency and the Ministry of Foreign Affairs and International Cooperation** —, bringing together some of the leading figures on the international design scene to explore the role played by furniture, materials and light in the transformation of cultural venues. The event gave a foretaste of **two key elements of the 65th edition of the Salone del Mobile.Milano**, scheduled for 13th–18th April 2027 — the **development of Salone Contract and the return of Euroluce.**

The panel discussion **Culture as Experience. Designing the Contemporary Cultural Space** was structured around the evolution, not just of museums, but of spaces increasingly open to the city, capable of integrating culture, relationships and new forms of experience. Moderated by **Beatrice Galilee, Founder and Director of The World Around**, it featured **Lawrence Siu, Project Architect at OMA New York**, **Paula Martinez-Nobles, President of Fisher Marantz Stone**, **Luca Palermo, Chief Executive Officer and General Director of Federlegno Arredo Eventi**, and **Annalisa Rosso, Editorial & Cultural Director, Advisor at Salone del Mobile.Milano**. It was an opportunity for dialogue involving differing points of view and areas of expertise, which brought into focus the opportunities for Italian businesses and the Salone's new platforms — **from the debut of Salone Contract to the return of The Euroluce International Lighting Forum, right through to the announcement of Mathieu Lehanneur's participation in Salone Raritas 2027.**

Maria Porro, the President of Salone del Mobile.Milano, had this to say**:** *"The United States is a priority for the Salone and for our companies. The study carried out with PwC Italy estimates a potential contract market worth between 31 and 39 billion euros[3]. In New York, the Department of Cultural Affairs' preliminary investment plan allocates approximately 1.23 billion dollars for the financial years 2026–2030, earmarked for cultural infrastructure[4]. These figures highlight the importance of maintaining a continuous presence and a direct relationship with those who develop projects and shape their direction. Our strategy is to match companies' capabilities with this demand. With Salone Contract, the aim is to create new opportunities for engaging with architects, developers and clients, showcasing the expertise and services that complement the product. The return of Euroluce will strengthen the dialogue with the lighting design community around the contribution of light to the quality of environments. The discussion at the New Museum brought these themes together in relation to the design of cultural spaces. The support of the ITA Agency is essential for ensuring continuity in our work on the markets and for engaging new stakeholders in the upcoming edition, transforming the relationships built throughout the year into concrete opportunities for businesses."*

The United States: the leading non-EU market for Italian furniture

The United States has confirmed its role as **the leading non-EU market** and **the world's second-largest destination for Italian Furniture Macrosystem exports**, after France. In **2025**, it accounted for **1.62 billion euros**, equivalent **to 11.4 per cent of the sector's exports**; in the first seven months of **2026**, the figure stood at **888.3 million euros**, according to calculations by the FederlegnoArredo Research Centre based on Eurostat data[1]. These figures steered the Salone's decision to consolidate its relationship with the American professional community and with the key players who shape projects, investments and supplies.

The upward trend in the **lighting sector** was particularly marked. Between January and July 2026, **Italian exports to the United States** hit **93.8 million euros, up 14%** on the same period in 2025[1]. This result lent further significance to the New York lighting design event and the run-up to Euroluce 2027, linking the sector's commercial opportunities with the role of light in the quality of environments.

In 2025, **New York** reaffirmed its position as the **leading US import district in terms of the value of furniture and lighting imports from Italy, for a total of $547.6 million**[2]. The World Tour stopover also highlighted the presence of international design studios, cultural institutions, galleries and hospitality professionals in the city, geared to developing relationships capable of translating into new business opportunities for companies.

Marco Verna, Director of ITA - Italian Trade Agency in Miami had this to say: *"The Italian furniture and design industry represents one of the most widely recognized and highly regarded expressions of Italy's manufacturing excellence — a heritage built on creativity, innovation, quality craftsmanship, and the ability to interpret and shape international trends. Within this landscape, the US market plays a strategic role. In terms of its size, potential, and appreciation for Italian design, it represents a key partner in supporting the growth and international expansion of Italian companies. The collaboration between ITA – Italian Trade Agency and Salone del Mobile.Milano is rooted in this very vision, with the aim of strengthening the presence of Made in Italy in the United States, showcasing the sector's outstanding achievements, and creating new opportunities for networking and business development between Italian companies and American market players. This partnership brings together expertise and relationships to promote the culture of design and the value of Italian creativity around the world."*

Cultural and contract spaces in New York

Engagement with **cultural institutions** plays a part in a highly important economy for the city. The PwC report cites an economic impact **for museums and libraries**, estimated by the New York City Economic Development Corporation (NYCEDC) – the city's economic development agency – of $4.8 billion **in 2024, supporting 20,800 jobs**[7]. Over the last decade, the same agency has invested **$190 million in over 492,000 square metres of creative spaces**[7].

Through its Department of Cultural Affairs, New York City supports **39 cultural institutions housed in municipally-owned premises**. It also funds **design, construction and regeneration projects** at **these institutions** and at around **200 other cultural venues** spread across the city's five boroughs[5]. In the financial year 2026, it allocated over **$282 million to refurbishments, extensions and new builds**, bringing the **total funding for the 2023–2026 financial years to over $938 million**[6].

"Investments in cultural venues present a significant opportunity for our businesses. In order to capitalise on this, we need to understand how each institution translates its cultural programme into spatial requirements and, consequently, into design and procurement decisions. All extensions or refurbishments call for a range of skills: the people who design the spaces, those who oversee the fit-out, those who are in charge of the operations and those who select supplies all have to work towards

shared objectives. Companies can contribute right from the early stages, providing expertise in materials, customisation capabilities and solutions tailored to the day-to-day use of the spaces. With Salone Contract, our aim is to make this dialogue more structured, involving institutions, designers and those responsible for implementation. Our task is to help businesses identify the projects to which they can contribute and to understand what skills and services are needed in order to become partners in them," commented **Luca Palermo, Chief Executive and General Director of Federlegno Arredo Eventi**.

Culture as Experience. The design of cultural spaces: Contract and Lighting

The New Museum thus served as the starting point for a conversation on **how to design spaces in which culture is produced and shared**, creating opportunities for **encounter, participation and experience**. The extension designed by **OMA/Shohei Shigematsu and Rem Koolhaas**, situated alongside the **SANAA** building, provided a concrete example for addressing the subject of the integration of galleries, meeting spaces, catering, education and public functions. The panel explored the challenges that this diversity of uses poses for designers and builders: **flexibility of spaces, comfort, recognisability and the ability to cater to diverse audiences**.

Beatrice Galilee, curator of architecture and design, author and founder of **The World Around**, opened the discussion with a question: **what should a cultural space offer today, beyond the content it presents?** Together with **Lawrence Siu, Project Architect at OMA New York**, the discussion addressed **the opening up of institutions to the city and the value of spaces that foster connection**. Entrances, circulation routes, staircases and rest areas brought the contribution of furnishings, materials and bespoke solutions to the public's experience into sharp focus, opening up a concrete perspective for companies operating in the contract sector.

Paula Martinez-Nobles, President of Fisher Marantz Stone, introduced the subject of **light as a component of architectural design and cultural experience**. The discussion addressed its role in the viewing of artworks, in guiding visitors and in creating atmospheres, alongside the need to fulfil different functions within the same building. The relationship between light, materials and furnishings thus broadened the discussion to include the specialist skills that must be integrated from the earliest stages of design.

Annalisa Rosso, Editorial & Cultural Director, Advisor at Salone del Mobile.Milano brought the **scale of the object, experimentation with materials and the relationship between function and artistic expression** to the panel discussion. Her contribution threw open the topic of how a unique piece, a limited edition or a particular craft technique can give a space its identity. The discussion thus linked the design of cultural spaces to the possibilities of collectable design, anticipating the vision underpinning **Salone Raritas**.

Luca Palermo, Chief Executive Officer and General Director of Federlegno Arredo Eventi, linked these themes to the development of **Salone Contract**, set to debut in April 2027 with a **Masterplan by Rem Koolhaas and David Gianotten / OMA**. Presented as a "**design exchange**," Salone Contract will bring companies together with architects, developers, investors, professionals and procurement managers.

"In the United States, a significant proportion of contract opportunities stems from the refurbishment of existing properties. The report put together with PwC Italy highlights over two thousand refurbishment and rebranding projects in the hotel sector alone[8]. These initiatives create new requirements for guest rooms, communal areas and services. In order to capitalise on this demand, companies must be able to engage with the people who draw up the specifications and select suppliers, getting involved in the

project whilst decisions are still open. They must also be able to respond to specific requests in terms of customisation, certifications, logistics and installation. We are building Salone Contract around these market access conditions, involving developers, professionals and procurement managers. Our task is to help companies identify the right contacts and understand how to take part in their projects, highlighting the expertise that underpins product quality," explained **Luca Palermo, Chief Executive Officer and General Director of Federlegno Arredo Eventi**.

The central role of lighting design was a key theme in the presentation of the **33rd edition of Euroluce** and the return of the **Euroluce International Lighting Forum**. Chaired by **Annalisa Rosso, Editorial & Cultural Director and Advisor to the Salone del Mobile.Milano**, the Forum will be held on **15th and 16th April 2027** and will once again bring international dialogue on the relationship between light, research and design to Milan. The American leg of the tour linked this event to the needs of professionals involved in the creation of cultural and public spaces.

Mathieu Lehanneur named as the second participant in Salone Raritas 2027

The New York stopover brought with it the announcement of **Mathieu Lehanneur as the second participant in Salone Raritas 2027**, following that of **India Mahdavi**. The French designer will bring his research, combining furniture, sculpture and experimentation with materials to the second edition, evident in collections such as *Ocean Memories* and *Inverted Gravity*. **Annalisa Rosso, the curator of Salone Raritas**, presented the platform dedicated to unique pieces, limited editions and high-end creative craftsmanship, with exhibition design by **Formafantasma** – a space for dialogue between designers, galleries and professionals in the fields of architecture and interior design.

The run-up to the 65th edition of Salone del Mobile.Milano

The evening also provided a platform for the upcoming generations**,** with **Marva Griffin Wilshire, Founder and Curator of SaloneSatellite**, presenting the run-up to the 28th edition. Following the Permanent Collection exhibition in Jakarta and the IDEA Design Legacy Honour in Lagos, the American leg furthered the international dialogue on the access of young designers to the industry and on opportunities to transform experimentation into production.

The next event will be the **65th edition of the Salone del Mobile.Milano, at Fiera Milano, Rho**, **from 13th to 18th April 2027**, featuring the Salone Internazionale del Mobile, the International Furnishing Accessories Exhibition, Workplace3.0 and S.Project, alongside Euroluce, SaloneSatellite, Salone Raritas and the debut of Salone Contract.

Sources

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6. **New York City Department of Cultural Affairs (DCLA), "Creating a Cultural Legacy"**, 16 December 2025: allocations for cultural capital investments in fiscal year 2026 and over fiscal years 2023–2026.
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8. **Lodging Econometrics, “Q3 2026 U.S. Hotel Construction Pipeline Trend Report”**: hotel renovation and brand conversion projects in the United States as of the third quarter of 2026.

Salone Contract Tour in Chicago

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Salone Contract Tour in Chicago. A potential market of 5–6 billion euros for the US office contract sector.

At the Art Institute of Chicago, the first edition of the Salone Contract Tour brings together The Prime Group and Gensler for a discussion on the future of workspaces, spanning property investment, architecture and lighting. The focus is on the transformation of existing buildings and new opportunities for the sector, ahead of the debut of Salone Contract 2027.

In the **United States**, the office contract sector represents a **potential market estimated at between 5 and 6 billion euros**, driven by **new property developments, refurbishment projects and the repositioning of existing assets**. It is against this backdrop that the **second stop of the Salone Contract Tour** took place on **10 November**, organised by the **Salone del Mobile.Milano** with the support of **ITA - Italian Trade Agency** and **MAECI - Ministry of Foreign Affairs and International Cooperation**, in the **Modern Wing of the Art Institute of Chicago**.

The event explored the **dynamics driving investment in the workplace**, from the **evolving needs of clients to the growing integration between architectural design, interior design and lighting design**. For the **Italian contract supply chain**, the challenge is to capture demand at the various stages of project development, through expertise in **customisation, supply management and the integration of products and services**.

The panel **Workplace as Experience. Designing the Next-Generation Workplace**, moderated by **Cheryl Durst, Executive Vice President & CEO of IIDA**, brought together **The Prime Group, Gensler and the Salone del Mobile.Milano** to analyse the workplace from the perspective of investors and designers. The focus was on the relationship between property value enhancement, the quality of environments and new models of work organisation, with particular attention to the conversion of existing buildings and the growing integration of work, collaboration and service functions. This transformation is already evident in Chicago, where **six projects converting offices into residential properties** are mobilising **over 900 million dollars in investment**, confirming the importance of property reuse as an area of development for the contract market. The discussion forms part of the run-up to the debut of **Salone Contract in April 2027**.

"*The transformation of workplaces opens up broader opportunities for our companies to collaborate with international clients. Businesses are seeking environments that cater to different ways of working and that maintain quality and functionality over time. This requires expertise in research, customisation and the integration of furniture, materials and lighting,*" said **Maria Porro, President of the Salone del Mobile.Milano**. "*In Chicago, we brought together those who invest in properties and those who design them around the same table. This is the kind of dialogue we aim to sustain through Salone Contract, helping companies to understand how decisions are made and to build relationships as projects take shape. The support of ITA - Italian Trade Agency enables us to strengthen this work in a priority market and to engage new stakeholders in the journey towards Milan.*"

The United States and the contract market potential

Between 31 and 39 billion euros: this is the **potential contract market in the United States estimated by PwC Italy**, accounting for approximately **90% of the potential across the Americas**.[1] The estimate takes into account demand generated by new developments, refurbishments and property repositioning. **Living accounts for around 61%**; **offices and retail each account for 16%**, whilst **hospitality accounts for around 7%**. In the workplace sector, the search for high-quality

buildings, services and environments suited to companies' needs is driving demand for new interiors and the upgrading of existing spaces.

This outlook is complemented by an already significant Italian commercial presence. The **United States is the leading non-EU market and the second-largest global destination, after France, for Furnishing Macrosystem exports**: **€1.62 billion in 2025**, accounting for **11.4% of the total**, and **€888.3 million in the first seven months of 2026**.[2] The Contract initiative broadens the dialogue with the key players who shape design decisions and procurement in this market.

Marco Verna, Director of ITA - Italian Trade Agency in Miami, had this to say: "*The Italian furnishing and design sector is one of the most widely recognised and appreciated expressions of our production system, bringing together creativity, innovation, manufacturing quality and the ability to interpret international trends. In this context, the US market is of strategic importance: its scale, potential and appreciation of Italian design make it a key partner for the growth and internationalisation of our companies. The collaboration between the Italian Trade Agency and the Salone del Mobile.Milano reflects this perspective, with the aim of strengthening the presence of Made in Italy in the United States, showcasing the sector's excellence and creating new opportunities for dialogue and business between Italian companies and operators in the US market. An alliance that brings together expertise and relationships to promote design culture and the value of Italian design around the world.*"

Chicago is investing in the quality and reuse of its buildings

In Chicago, **demand for office space favours properties capable of offering services, comfort and a distinctive working experience**. In the third quarter of 2026, the international property consultancy CBRE recorded three leases for office space in Chicago's business district, each covering over 9,290 square metres.[3] For contract firms, this selectivity opens up **opportunities in fit-outs and interior refurbishment**: from lobbies to collaborative spaces, from focus areas to catering and hospitality services.

Repurposing is also changing the uses of existing office properties. As part of the **LaSalle Street initiative**, the **City of Chicago** reports **six office-to-residential conversion projects supported by public funding**, representing **over $900 million in property investment and 1,765 residential units**.[4] This is creating a second area of work for designers and companies, who are called upon to rethink spatial layouts, communal areas and services in line with the buildings' new uses.

Chicago thus highlights how the **transformation of existing properties** can fuel **cross-sector demand in the contract sector, linking workplaces, residential spaces and shared services**. Where companies are concerned, the opportunity lies in contributing to this transformation right from the design stage, with solutions capable of integrating furnishings, materials and lighting to suit the new uses. This leg of the Salone Contract Tour is focused on this demand, bringing together the industry's expertise with the people who invest in buildings, define their design and manage their operations.

The workplace panel: investment and quality of space

The redevelopment of the **James R. Thompson Center for Google** provided the panel with a concrete example through which to examine both property investment and workplace design. **Michael W. Reschke, Chairman & CEO of The Prime Group**, presented the developer's perspective: recognising the potential of an existing building, assessing the costs of its transformation, and putting together a proposal capable of meeting the needs of a major occupier. The discussion focused on the contribution of architectural quality and interior design to the property's long-term competitiveness.

Alongside the developer's perspective is that of **Gensler**, **represented by Jessica Gracey, Design Director at the Chicago office**. Her contribution focuses on the role of amenities as places people actively choose to spend time in, within a workplace that brings together collaboration, focus, learning, wellbeing and hospitality. In the Thompson Center project for Google, this approach is closely connected to Chicago's culture and identity. Exploring the city's cultural institutions, architecture and landscapes helped shape the organisation of the spaces, the colour palettes and the overall user experience, bringing Google's vision into dialogue with the history and character of the city. In this way, the project becomes a means of strengthening a sense of community and belonging through environments that are distinctive, familiar and firmly rooted in their urban context.

With **Luca Palermo, CEO and General Director of Federlegno Arredo Eventi**, the discussion turned to the skills required of the industry: developing bespoke solutions, coordinating products and services, meeting technical requirements and supporting the project through to delivery and installation. The conversation, led by **Cheryl Durst**, linked these capabilities to the decisions made by developers, designers, end-user companies and procurement managers, bringing into clear focus the network of relationships upon which a contract project is built.

From Chicago to Salone Contract 2027

The journey that began with the Tour will lead to the debut of **Salone Contract**, as part of the **65th edition of the Salone del Mobile.Milano, from 13th to 18th April 2027 at Fiera Milano, Rho**. The **Masterplan by Rem Koolhaas and David Gianotten/OMA** will give shape to a **"design exchange"**, with spaces for presenting solutions, sharing expertise and meeting international clients. The **Salone Contract Forum** will explore shifts in demand and models of collaboration between industry, designers and investors.

Following the focus on mixed-use development in Shanghai, Chicago has brought the needs of the workplace and the transformation of existing properties into this process. The **research developed with PwC Italy** will inform discussions on markets, offering companies tools to identify the opportunities best suited to their capabilities. The **Salone Contract Tour** forms part of the **Salone del Mobile.Milano World Tour**, organised with the support of the **ITA - Italian Trade Agency**, the **diplomatic and consular network**, and the **Italian Cultural Institutes of the Ministry of Foreign Affairs and International Cooperation**.

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3. CBRE, "Chicago Downtown Office Figures Q3 2026", 9 October 2026.
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Biographies

Salone del Mobile.Milano

Biographies

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. During her time as president, Supersalone (2021), a special format exhibition dedicated to the post-pandemic recovery took shape; followed by the 2023 edition of Euroluce – The City of Lights, large-scale installations by David Lynch, Paolo Sorrentino and Es Devlin, and the 2024 launch of the Salone Observatory, devoted to scientific research with the publication of an annual report on the design ecosystem. In 2026, the Salone further expanded to include the first edition of Salone Raritas and the Salone Contract 2027 spin-off, featuring a curatorial masterplan by Rem Koolhaas and David Gianotten / OMA. Its activities reflect a coherent and integrated vision of design as a cultural language, capable of bringing ethics, aesthetics and business together. Starting from June 2026 she has become Vice President of the La Triennale di Milano Foundation.

Luca Palermo

CEO and General Director of Federlegno Arredo Eventi

Luca Palermo is the Chief Executive Officer of FederlegnoArredo Eventi S.p.A. He was the Chief Executive Officer and General Manager of Fiera Milano Group from 1st January 2021. He is also vice president of AEFI, the Italian Exhibition and Trade Fair Association. Mr. Palermo is graduated in Economics and Commerce from the University of Pavia and also took the General Management Program at Harvard Business School. His professional career has mainly developed in service-oriented sectors. From 2018, he was Chief Executive Officer and General Manager of Edenred Italia, a multinational company operating in the business solutions sector, where he contributed to its profound digital and technological transformation. Before then, he held the position of CEO of Logista Italia, a leading distributor of tobacco and convenience products for tobacconists in Italy. From 2009 to 2017 he was CEO of the Nexive Italia Group, leading the latter to establish itself as the first private postal operator in Italy. He also gained significant experience in sales & operations at other multinationals such as Vodafone and Johnson & Johnson. Mr. Palermo is also committed to social issues. He was a member of the Board of the Vodafone Foundation and of the Board of Directors of AGIRE – Italian Agency for Emergency Response, a non-profit organisation dedicated to helping populations hit by the most serious humanitarian emergencies in the world.

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. He began his career at 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. Since 2008, he has held the position of General Manager of Salone del Mobile.Milano, which brings together 7 other exhibitions covering 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. Over the years, Sabetta has contributed to the development and realisation of the Salone's international initiatives, including Salone del Mobile.Milano Moscow and Shanghai. In line with the commitment to expanding the horizons of the Exhibition within an increasingly global context, he has strengthened and broadened institutional collaborations, consolidating key strategic partnerships for the promotion of the Exhibition abroad, particularly with ITA – Italian Trade Agency and the network of Italian Cultural Institutes.

Marva Griffin Wilshire

Founder and Curator SaloneSatellite

Ambassador of International Relations, Salone del Mobile.Milano

Marva Griffin was born in Venezuela and Milan became her city of adoption when she began working in the design and furniture world. After having directed the International Press of Salone del Mobile.Milano, she is currently Ambassador of International Relations for Salone del Mobile.Milano. In 1998 she founded SaloneSatellite, event that continues to direct, dedicated to young designers from all over the world starting their career. In May 2014 received the most prestigious Compasso D'oro XXIII Lifetime Achievement Award. On December 7th, 2017, day of Sant'Ambrogio, Patron of the City of Milan, the Ambrogino d'Oro, created by city of Milan, was awarded to her. In 2021 the Honorary Master's Degree in Design granted to her by Politecnico di Milano and, in June 2024, the Honorary Doctorate in Fine Arts conferred by the Rhode Island School of Design (RISD), Providence, USA. Since 2001, she is a member of the Philip Johnson Architecture & Design Committee of the Museum of Modern Art (MoMA) in New York and, since 2016, she is Italian Design Ambassador in the world. As of November 2023 she is Visiting Professor at the Tongji University, College of Design and Innovation (D&I), Shanghai, China.

Annalisa Rosso

Editorial and Cultural Director, Advisor Salone del Mobile.Milano

Annalisa Rosso is currently Editorial and Cultural Director, Advisor at Salone del Mobile.Milano, curator of Salone Raritas, and Director of the Euroluce International Lighting Forum. She works at the intersection of design culture, markets, and communication, building dialogue between companies, institutions, and creative communities across Europe, the Americas, the Middle East, and Asia. Trained in anthropology, she approaches design as a relational practice. Together with Francesco Mainardi she co-founded Mr.Lawrence, a strategic design consultancy that fosters meaningful connections and defines new market perspectives. Key collaborations include international institutions such as Design Doha Biennial, the Architecture and Design Commission at Saudi Arabia's Ministry of Culture, DesignSingapore Council, and IRTHI UAE Contemporary Crafts Council, as well as companies

including B&B Italia, Driade, EMU, ETEL, FontanaArte, Four Seasons, Marsèll, Nemo Group, Santoni, and SIGMA. Among the projects she conceived and developed for Salone del Mobile are the public programme Red in Progress at KAFD in Riyadh (2025), the kinetic monumental Library of Light by Es Devlin at Pinacoteca di Brera in collaboration with Feltrinelli (2025), the exhibition A Thinking Room by David Lynch at Fiera Milano (2024), and the performative installation The Orbit's Orbit by Matilde Cassani in Shanghai (2024), in collaboration with West Bund Art & Design Fair. She has curated several exhibitions and site-specific projects dedicated to contemporary design (among them: Objects of Common Interest for Design Miami/), and public programs in Milan, Riyadh, New York, New Delhi, Hong Kong, and Shanghai, featuring speakers such as Shigeru Ban, Francis Kéré, Hans Ulrich Obrist, Lesley Lokko, and John Pawson.

Paula Martinez-Nobles
President, Fisher Marantz Stone
Paula's education and practical experience enable her to provide highly-refined artistic and technical balance in her work. She is an effective negotiator for the needs of the project, its budget, and onsite realities. Deeply committed to design, she brings creative, insightful, and logical concepts to every project. Paula is fluent in English and Spanish. Her projects have received numerous prestigious awards and she has been personally honored with a "40 Under 40" award.

Lawrence Siu
Senior Architect, OMA
Lawrence Siu is a Senior Architect at OMA New York with extensive experience from ranging from concept design to technical coordination and construction site management. Since joining OMA in 2007, he has worked on projects across diverse typologies, from masterplan, residential, retail, and office, to performing art venues, museums and exhibition designs. With expertise in cultural and museum programming, design, and construction, Lawrence served as the project architect for the Buffalo AKG Art Museum from competition winner to completion. His cultural experience of built work also includes the exhibition design and installation at the Venice Biennale, the Manus x Machina: Fashion in an Age of Technology at The Metropolitan Museum of Art's Costume, studio for artist Cai Guo Qiang in New York and the Faena Forum for the performing arts in Miami Beach. Lawrence's latest project aims to design a new world class art venue in Asia.

Mathieu Lehanneur
Designer
At the forefront of contemporary design, Mathieu Lehanneur is one of the few designers to work across such a wide range of disciplines and scales, from collectible and product design to works of art, monumental commissions and hightechdevices for everyday use. Born in 1974, the French designer places human well-being at the heart of his practice. He looks to natural phenomena such as air, water, fire and gravity for inspiration, creating work that brings together the functional and the emotional, the rational and the symbolic. Over the past twenty-five years, Mathieu Lehanneur has established an international presence and earned widespread recognition. In 2018, he launched his eponymous brand to give his vision an independent platform. Its integrated production and distribution model gives him the artistic freedom to oversee each project from first sketch to final delivery, allowing every creation to develop at its own pace and without compromise. His practice is anchored by two spaces. The *Factory*, on the outskirts of Paris, serves as his headquarters, creative laboratory, workshop and gallery. The *Pied-à-terre* in New York is a permanent exhibition space conceived as a place for encounters and conversation. His work is held in major public and private collections, including those of the Centre Pompidou and the Musée des Arts Décoratifs in Paris, the Museum of Modern Art in New York and the San Francisco Museum of Modern Art. His flying cauldron, designed for the Paris 2024 Olympic and Paralympic Games, became one of the defining images of the Games.

Jessica Gracey
Senior Associate, Gensler
Jess Gracey is a Design Director and Senior Associate at Gensler Chicago, where she leads teams in creating experience-driven interiors. Her work ranges from large-scale transformations to highly tailored environments across workplace, hospitality, and residential markets. Jess's design perspective is shaped by curiosity and informed by travel and cultural influences, architectural and historical context, shifts in human behavior, and the distinct stories and ambitions behind each project. She translates these ideas into thoughtful, intentional environments that feel authentic to their place, purpose, and people. An Interior Design HiP honoree, Jess's work has been featured in Interior Design, FRAME, and Hospitality Design. Her recent projects include JPMC Chase Tower, Uber Chicago, Nvidia, Google, and Stead 220, a new residential tower in Fulton Market.

Micheal W. Reschke
Prime Group
Mr. Reschke founded The Prime Group, Inc. in 1982 and has directed and managed the acquisition and development of over $16.0 billion of institutional-quality real estate projects across the United States. Headquartered in downtown Chicago, Prime is recognized as one of the most prolific and experienced owner/developers of award-winning commercial office and hospitality assets in downtown Chicago. In 2022, an affiliate of Prime, Prime/Capri Interests, LLC ("PCI"), acquired the James R. Thompson Center from the State of Illinois. PCI is now under a build-to-suit agreement with Google for Google to own and occupy the building upon completion of a transformative renovation to the highest Class A office standards. PCI also acquired the former BMO downtown office campus and recently completed the renovation of the west tower for the State of Illinois and is converting the east tower into a 310-key W Hotel by Marriott, along with 345 luxury apartment units. More recently, affiliates of Prime acquired three additional historic landmarks in downtown Chicago for adaptive reuse: The Jeweler's Building, The Burnham Center and the former Xerox Center. In 2007, Prime led the renaissance of the hospitality market in downtown Chicago with the redevelopment of 208 South LaSalle, converting the lower twelve floors of the historic building into the award-winning 610-key J.W. Marriott Hotel. Prime also converted the historic Roanoke Building into an award-winning 381-key Marriott Residence Inn, and completed the redevelopment of the upper five floors of 208 South LaSalle into "The LaSalle Hotel," a luxury 232-key Autograph Collection Hotel by Marriott. In 2024, Prime completed the "RIU Grand Plaza", a 390-key luxury hotel and acquired and converted the former Conrad Hotel into a 289-key Residence Inn by Marriott. Mr. Reschke holds a Juris Doctorate law degree (Summa Cum Laude - 1980) from the University of Illinois and a B.S. of Accounting (Summa Cum Laude - 1977) from Northern Illinois University.

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