



Press Release

64th edition

Cultural Programme

17th April 2026

 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.

15th 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

Biographies



Salone del Mobile.Milano

Biographies

Salone Contract Forum

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.

Luca Palermo

Chief Executive Officer of FederlegnoArredo Eventi S.p.A

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.

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 Museum

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.

Lorenza Baroncelli

MAXXI Architecture and Contemporary Design Director

Lorenza Baroncelli is an Italian architect. She is Director of the Department of Architecture and Contemporary Design at MAXXI in Rome and teaches in the Master of Art Management at Luiss Business School. She served as Artistic Director of Triennale di Milano (2018–2022), leading major institutional, curatorial, and fundraising initiatives, including the launch of the Italian Design Museum and the XXII International Exhibition Broken Nature. From 2015 to 2018, she was City Councilor for

Urban Regeneration in Mantua, overseeing strategic urban and cultural development projects. Between 2015 and 2016, she was Associate for Special Projects at Serpentine Galleries in London, coordinating the architecture program. In 2014, she co-curated the Swiss Pavilion at the Venice Architecture Biennale with Hans Ulrich Obrist. She has also collaborated with Stefano Boeri and co-directed Giancarlo Mazzanti's studio in Colombia. Her writings appear in leading international publications such as Domus Magazine, Abitare, The Huffington Post, and The New York Times.

Christele Harrouk

Editor-in Chief, ArchDaily

Christele Harrouk is a French-Lebanese architect, urban designer, and Editor-in-Chief of ArchDaily, the world's leading architecture platform. Since joining in 2019, she has played a key role in shaping ArchDaily's editorial direction, strengthening industry partnerships, and driving innovative content strategies that bridge architecture, media, and urban development. A passionate advocate for diverse voices in architecture, Christele actively contributes to global discussions as a speaker, panelist, and writer, fostering meaningful conversations on the built environment. She holds a Master's in Urban Design and a Master's in Architecture, blending her design expertise with a deep understanding of media's role in shaping the profession.

Andrea Ludwigs

Managing director, Axel Springer Services & Immobilien

Andreas Ludwigs is Managing Director of Axel Springer Services & Immobilien GmbH, with more than 25 years of leadership experience in the real estate and corporate services sector. In his current role, he oversees a nationwide portfolio of over 70 locations and leads key functions including real estate management, occupational safety, logistics, and travel services. He has played a central role in major strategic projects, such as the development of the Axel Springer headquarters in Berlin and the introduction of new co-working concepts. Prior to this, he held various leadership positions within Axel Springer, including roles in controlling and venture activities.

Lorenza Luti

Global Brand Director di Kartell

Born in Milan in 1978, Lorenza Luti began her professional career outside the family business, gaining her first experience at Ermenegildo Zegna. In 2002 she joined Kartell, taking on responsibility for the Milan flagship store, the brand's leading retail location. In 2005 she moved to the company's headquarters, assuming the role of Marketing & Retail Director. Under her leadership, Kartell embarked on a significant global expansion, growing to more than 140 mono-brand stores worldwide. Throughout her career, Lorenza Luti has worked alongside her father, Claudio Luti, managing relationships with designers and contributing to the development of creative projects, while also collaborating with her brother Federico in driving the Group's commercial growth. Today she holds the position of Global Brand Director, steering the evolution of Kartell's identity with an open, contemporary vision deeply rooted in the company's values. She also serves as Secretary General of the Kartell Foundation and oversees the Kartell Museum in Noviglio, which has been awarded by the Guggenheim as the best corporate museum. She is a member of the Board of Directors of Museimpresa.

Carlo Molteni

CEO Uniform and Citterio

Carlo Molteni, born in Milan in 1984, is the Chief Executive Officer of UniFor Spa and Citterio Spa, companies within the Molteni Group specializing in solutions for complex architectural environments. After graduating in engineering from the Polytechnic University of Milan, he joined UniFor, working alongside his father, Eng. Piero Molteni, the company's deus ex machina since its foundation in 1969.

Immediately, he took on various roles in the production sector, both at the Turate factory and among the partners in the supply chain throughout the territory. Passion for architecture and technological innovation are the core values that Carlo Molteni continues to embody through his commitment; over the years he has consolidated and developed relationships with the most prestigious international architecture firms, helping strengthen the positioning of UniFor and Citterio as leading companies in the design and production of solutions for the architecture of workspaces and institutional environments.

Gwenael Nicolas

President and Design Director Curiosity

Gwenael Nicolas is a French designer and the President and Design Director of Curiosity, where he has spearheaded all major projects. Based in Tokyo, he and his international team work across multiple design disciplines, including interior, product, graphic, and exhibition design. Known for his architectural and concept-driven approach, Nicolas creates refined spaces that translate brand identity into immersive spatial experiences. He has designed numerous flagship and concept stores for leading global luxury brands, combining precision, clarity, and strong storytelling. In recent years, the studio's work has expanded into the hospitality sector, with projects such as hotels and residences, further strengthening its reputation for creating innovative, high-quality environments.

Nick Solomon

VP, Global Head of Lifestyle Design, Hilton

Nick Solomon is a globally recognized design leader with more than two decades of experience shaping immersive environments. His career began in architecture and design roles across Madrid, New York, and other global cities, including positions at Estudio Lamela, Skidmore, Owings & Merrill, and Grimshaw Architects. Formerly Chief Creative Officer at AvroKO and now Vice President of Lifestyle Brand Design at Hilton, Nick is known for creating resonant brand visions that seamlessly connect strategy, narrative, and place. Shaped by an international upbringing and a multidisciplinary design background, he excels at translating complex ideas into compelling experiences that endure. His portfolio spans award-winning projects—from Michelin-starred restaurants to flagship hotels, and custom furniture to major transportation hubs—all unified by a belief that great design begins with a powerful story and a clear, human-centered vision.

Ed Stocker

Europe Editor at Large Monocle

Ed Stocker is Monocle's Europe editor at large, based in Milan. He was previously based in Buenos Aires and New York and currently works across the magazine and Monocle Radio from throughout Europe. He is one of the editors of Monocle's yearly newspaper covering the Milan Design Week and last year moderated a roundtable at Salone del Mobile on the future of AI; this year he is on the Fuorisalone jury. Stocker has reported on design and architecture from countries including the United States, Mexico, Ghana, Egypt, Uruguay and Ireland. He has previously been a jury member for ECAL's MAS Design for Luxury & Craftsmanship in Lausanne.

Daniele Tamborini

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

Daniele Tamborini is the founder of RD-29, a consulting studio specializing in applying sustainability principles to the manufacturing sector. He is an expert in sustainable design and design for manufacturing, as well as a lecturer. For over ten years, he has worked in the fields of design for manufacturing and ecodesign, with an approach that integrates strategy, product development, environmental assessment, and cost optimization. He is an adjunct professor at Politecnico di Milano where he collaborates with both the Department of Mechanical Engineering and the Department of

Design and a lecturer at PoliDesign. He contributes to the activities of LeNSlab Polimi and the Polimi LCA Network. Throughout his career, he has worked in areas ranging from applied research—as technical manager of the European project Made4Lo focused on metal 3D printing—to industrial consulting, supporting companies in their ecological transition through environmental impact analysis, circular economy strategies, and low-impact product redesign. He has spoken at workshops and corporate training programs, is co-inventor of a patent for a mechanical component featuring organic geometries and has received several awards for innovation and sustainable design. He also contributed as one of the instructors to the free MOOC “Ecodesign: designing products with a low environmental impact”, part of Politecnico di Milano’s Libreria Zero educational series aimed at spreading sustainability knowledge across disciplines.

Giovanna Vitelli

Chair of Azimut|Benetti Group

Giovanna Vitelli is the Chair of Azimut|Benetti, the largest luxury yachting group in the world, founded by Paolo Vitelli in 1969. Giovanna was born in Turin and graduated with honors in Law from the University of Turin. Giovanna joined the Board of Directors of Azimut|Benetti in 2000 and subsequently became Vice President, overseeing R&D and the development of new models. She was closely involved in the push towards innovative propulsion solutions and the engagement of designers from beyond the yachting world. She was appointed Chair of Azimut|Benetti in March 2023. In addition to her role at Azimut|Benetti, Giovanna sits on the Board of Directors of several companies, including Lusben Varazze Srl, Varazze Marina, Breithorn Srl, and Buzzi Unicem SpA. Giovanna sits on the executive committee of Boot Messe Düsseldorf, she is the Vice President of Sybass, and Vice President for the Altagamma Foundation. Since 2018, she is Honorary Consul of Norway for Piedmont.

Drafting Futures

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.

Inge Buffolo

Director of Business Development, EUIPO

Inge Buffolo is Director of Business Development at EUIPO (European Union IP Office). With the objective of fostering innovation in the EU she is responsible for the promotion the IP system, SME support initiatives including the 'Ideas Powered for business' network, and IP Valuation. Since 2018 Inge has led the SME Programme, bringing IP information and protection to European SMEs. The SME Fund has to date provided financial support to over 140 000 SMEs to help them protect their IP rights. A German telecommunications engineer, Inge has been in the EUIPO management team since 2010, holding positions such as Head of Institutional Relations, Head of Business Analysis and Customer Department Director.

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 "Amnèsia" (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.

Carlo Cracco

Chef

Carlo Cracco, of Venetian origins, but by now "adopted" by the city of Milan, where he took his first steps with Gualtiero Marchesi. After experiences in France, he led Enoteca Pinchiorri to 3 Michelin stars. He then opened his first restaurant, Le Clivie, in Piedmont, and in 2001 opened Cracco Peck in Milan, later simply Cracco, which obtained 2 stars. Since 2018, he has been at the Michelin-starred Cracco in Galleria, also in Milan.

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.

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 Snarkitecture 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.

Francesco Faccin

Fondatore Studio Francesco Faccin

Francesco Faccin was born in 1977 in Milan. In 2003, after attending the European Institute of Design, he joined the studio of Enzo Mari. At the same time, he began his independent practice as a designer, collaborating with Italian and international companies and, from 2004, developing self-produced small-series projects in close collaboration with skilled artisans. In 2007, he took part in the Salone Satellite for the first time. In 2009, he met Michele De Lucchi, with whom he worked for five years. In 2010, he won the Design Report Award at Salone Satellite and began teaching Industrial Design at NABA in Milan. From 2014 to 2016, he served as artistic director of the historic Fonderia Artistica Battaglia in Milan. In 2015, on the occasion of Expo 2015, he presented “Honey Factory”, a micro-architecture for urban beekeeping that, in 2018, was selected by the United Nations as a guiding project for the 17 Global Goals. Since 2018, he has been collaborating with Giustini/Stagetti gallery. In 2020, he was commissioned to design the exhibition layout for “Regina. Della scultura” at the GAMeC museum and began a collaboration with NaturaSi to develop a new retail format. In addition to working for Italian and international, public and private clients and NGOs, Francesco Faccin teaches at the Free University of Bolzano, the Made Program in Syracuse, and the University of Navarra in Pamplona; he also collaborates as a visiting professor with other universities in Italy and abroad. His work has been published in the most important international specialized magazines. In 2019, Icon Design included him among the 100 most influential personalities across various creative fields.

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.

Maddalena Fossati

Journalist, author, and TV format curator

Maddalena Fossati, journalist, author, and TV format curator, Maddalena Fossati has helped reshape the narrative of Italian food through a cultural, curious, contemporary, and sustainable lens. Since 2017, she has been the director of La Cucina Italiana, a famous magazine started in 1929 in Milan. She was also the lifestyle editor for Vanity Fair. In 2020, she launched the idea to nominate Italian cuisine as a UNESCO Intangible Cultural Heritage. She successfully led the campaign to its official recognition in New Delhi on December 10, 2025, a journey she recently shared in her book *Prendo fiato*, published by Maretti Editore.

Stephan Hamel

International Design Consultant

Stephan Hamel, born in Bangkok in 1962, grew up between Milan and Vienna, where he completed his studies with a thesis on corruption. He began his career in 1988 working with Massimo Morozzi at Edra, where the foundation for collectible design was shaped through Morozzi's research. Hamel contributed to the broader ecosystem in which Morozzi's ideas on anti-design and experimentation gained renewed relevance. After further experience with Nino Cerruti at Baleri Italia, he co-founded Lasvit, helping to define the company's research-driven approach to uniqueness. He was also involved with Design Miami, contributing to the emergence of collectible design as a serious market category. His consultancy spans many fields, from Vibram to collaborations with designers such as the Campana Brothers (since 1997), Alessandro Mendini, Maxim Velčovský, and many others.

Giovanni Lacerenza

Director Brun Fine Art

Brun Fine Art is an international art gallery with offices in Milan and Florence, a leading name in highprofile 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 15th to the 19th 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.

Daniele Lago

President and Head of Design, Lago

Born in Asiago (Vicenza) in 1972. After completing technical studies, he attended the Italian Design School in Padua. The youngest of ten siblings, in the early 2000s he joined the family business, driven by the need to create meaning rather than focus solely on furniture production. From the outset, he believed in a balance between people, nature and technology, and in culture as a strategic asset for development. With this vision, he has led the company's evolution from a family-run business to an innovative ecosystem with a strong focus on merit and managerial cross-fertilisation. In doing so, he transformed the small artisan firm LAGO into an international reality, achieving revenues exceeding €52 million. Today, he is President and Head of Design.

Luca Marullo Viola

Co-Founder Parasite 2.0

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.

Draga Obradovic

Co-Founder 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.

Roberto Palomba

Architect and Designer, Co-founder Palomba Serafini Associati studio

Roberto Palomba, architect and designer, founded the Palomba Serafini Associati studio in Milan in 1994 together with architect Ludovica Serafini. He has since dedicated his work to architecture, interior and industrial design, yacht design, and art direction for major international brands. His vision stems from the desire to combine a contemporary approach with a deep understanding of the historical and cultural roots of design, blending past and future into a coherent and harmonious language. Over more than thirty years of activity, he has received over seventy international awards, including the Compasso d'Oro, Red Dot, and Good Design Award. His design philosophy is holistic: every project becomes an organic system in which space, light, and material interact to embrace the human experience and emotion.

La Pina

Radio deejay host

La Pina was born in Florence on the 20th 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.

Anna Roscio

Executive Director SME Sales & Marketing Department – Intesa Sanpaolo SpA

Anna Roscio is born in Turin, where she graduated in Economics in 1989. She started to work as an auditor for Coopers & Lybrand. After this experience and an MBA, she arrived in 1991 in what was at the time the Istituto Bancario Sanpaolo. From then on, she filled roles of responsibility in different fields: Finance, Credits, Communication and Branches Layout, Management Planning and Control, Territorial Marketing, Personal Sales Management. In 2018 she arrived at SME Sales & Marketing Department, where she became Executive Director in January 2020. She is member of the board of directors of SRM and NEVA SGR S.p.A.

Clément Rougelot

Co-fondatore 13Dessert

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.

Silvia Sassone

Professional in strategic communication and public relations

Silvia Sassone, a professional in strategic communication and public relations, with extensive experience in supporting institutions and companies in the construction of complex and high-impact communication strategies. She coordinated the Scientific Committee that produced the UNESCO candidacy dossier for the recognition of Italian Cuisine as an Intangible Cultural Heritage of Humanity, applying the same strategic vision that characterizes her work to the cultural and institutional sectors.

Job Smeets

Co-Founder Studio Job

Job Smeets (b. 1969, Belgium) is one of the most distinctive voices in contemporary sculptural design. Since founding Studio Job in 1998, he has developed a singular visual language rooted in ornament, allegory and the revival of European craft traditions. Produced in his Netherlands atelier, Smeets' limited-edition and one-off works, monumental projects, public works, fabrics and products are characterised by extraordinary detail and technical mastery. Excellence in bronze casting alongside marquetry, textiles, silver, ceramics, woodwork and meticulous hand painting underpin his work, positioning his practice closer to 17th-century decorative arts than to modern industrial design. The

result is a body of work frequently described as “Post-Renaissance”: opulent, symbolic and unapologetically ornamental.

Stefania Trenti

Head of the Industry and Local Economies Research, Research Department of Intesa Sanpaolo

Stefania Trenti, graduated in Economics from the Bocconi University of Milan; she obtained an M.A. in Economic Analysis from the Strasbourg University. Since 1998, she has worked as an industrial economist at the Research Department of Intesa Sanpaolo, where she is Head of the Industry and Local Economies Research. Her main interests are international trade, technological innovation and environmental economics. She has authored numerous papers and articles in these areas.

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