

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

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

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

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

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

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

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

Next Gen at Work

Stories of work told by those who do it

Promoted by Assarredo - FederlegnoArredo

Curated by Green Design Days

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

SaloneSatellite Arena

Fiera Milano, Rho - Pav. 7

Friday 24 April

11.00 am

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

12.00 pm

Making and Designing

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

Alice Ballabio, Creative Strategist Baleri

Sonia Geminiani, Head of Design Office Scavolini

Paolo Zani, Creative Director Warli

Nicolò Fanzago, Head of Product & Design Arper

1.30 pm

Book Presentation Green Jobs

Riccardo Bassetto interviews the author Tessa Gelisio

2.00 pm

Managing and Organising

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

Ivan Parise, Infrastructure & Application Manager Lago

Sara Selmin, Sustainability Manager Giovanardi

Anna Nardi, CEO Nardi

3.30 pm

Communicating and Presenting

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

Tommaso Vincenzetti, Chief Marketing Officer B&B

Giulia Selmin, Ufficio tecnico, Marketing e comunicazione Fratelli Stocco

Silvia Valdemeri, Responsabile Project Office Caimi

Nicola Eduati, Responsabile Assistenza Clienti Tubes