



Salone del Mobile.Milano

A Matter of Salone

Press Kit

64th Salone del Mobile.Milano
21th-26th April 2026

29th January 2026



Salone del Mobile.Milano

Global
connections,
new curatorial
territories
and an
unprecedented
openness to
Contract



Salone del Mobile.Milano

Global connections, new curatorial territories and an unprecedented openness to Contract: Salone del Mobile.Milano 2026 sets the coordinates for the project's near future.

Over 1,900 exhibitors from 32 countries are testament to the international scope of the Salone, which is increasingly becoming a strategic driver for the sector. The 64th edition is evolving in an increasingly connected and accessible way, consolidating the Salone as a platform for cultural, design and curatorial innovation. The new features include the debut of Salone Raritas; the installation Aurea, an Architectural Fiction, which intertwines heritage and innovation in the A Luxury Way experience; an increasingly active synergy between exhibitors and the city; and the launch of the Salone Contract project, which will take shape in 2026 with dedicated itineraries and a talk at the fair, ahead of its official debut in April 2027.

The countdown to the 64th edition of the **Salone del Mobile.Milano** (21st-26th April, Rho Fiera Milano,) is on: more than **1,900 exhibitors (36.6% from abroad)**, **227 brands** including first-timers and returnees, over **169,000 square metres** of net exhibition space completely **sold out**. At the centre of it all is the eagerly awaited return of the biennial exhibitions: **EuroCucina with FTK – Technology For the Kitchen**, featuring **106 brands from 17 countries**, and the **International Bathroom Exhibition**, which will bring together **163 brands from 14 countries**. Completing the picture is **SaloneSatellite with 700 designers under 35 and 23 international schools and universities**. These figures confirm that the **Salone** is not only the most important international furniture and design fair, but also **an active and evolving cultural infrastructure: a relational and strategic driver** that fuels **global connections**, disseminates **shared visions** and consolidates Milan's role as **the capital of contemporary design**.

The common thread running through the 2026 edition will be **an increasingly integrated architecture of content and exhibition itineraries**. The Salone is also embarking on a **new venture**, which will lead to the debut of **Salone Contract** in 2027 – the **Masterplan** has been entrusted to **Rem Koolhaas and David Gianotten (OMA)** – which will explore the **major themes of this changing ecosystem** – from the interpretation of contexts to the visitor experience, integrated supplies and the strengthening of B2B networking. Debuting also **Salone Raritas. Curated icons, unique objects, and outsider pieces (Pavilion 9): 25 exhibitors** will create a new platform, a bridge between **special production** and the **design market**, curated by **Annalisa Rosso**, Editorial Director and Cultural Events Advisor of the Salone del Mobile.Milano, with exhibition design by **Formafantasma**. **A Luxury Way (Pavilions 13-15)** will feature **Aurea, an Architectural Fiction**, an immersive installation designed by **Maison Numéro 20**: an imaginary hotel that transforms interior design into narration and scenography, leveraging **the emotional and sensory dimensions of living**. Bringing this narrative together and amplifying it, the communication campaign **A Matter of Salone** is a collective project that puts matter back at the centre as the origin and meaning of design, translating the transition from gesture to form and meaning into images, and a **reworked visitor experience**: a clearer and more intuitive **wayfinding** system will help visitors find their way around the fair more easily, fostering discoveries and encounters and making the complexity of the event easier to understand.

In this complex context, **sustainability** will emerge as a central, concrete and measurable **focus**: the Salone will highlight the transition towards **increasingly circular and systemic design**, in which materials, processes and supply chains become part of the project. At the same time, the event has obtained the renewal of the **ISO 20121 certification for the 2026-2028 three-year period**, thanks to a rigorous measurement process, verification and impact mitigation actions. This approach

consolidates **performance and credibility** over time, **together with environmental and social objectives**.

Maria Porro, President of Salone del Mobile.Milano, had this to say: *"In the midst of a geopolitical and economic phase marked by profound discontinuity and new polarities, the Salone del Mobile.Milano is reaffirming its role as a strategic global platform, responding to the markets with vision and continuity, standing as a fixed point in an unstable time: a place where the industry meets, ideas are articulated and the future is planned. The sold-out exhibition space and the significant increase in foreign attendance are the concrete results of an integrated and forward-looking strategy, built up over time. A vision that has its driving force in Milan and develops through a solid and ever-expanding network of international relations. After stops in the United Kingdom and Germany, we will be continuing our international roadshow with new missions in France and Spain. We are also looking further afield, however. To the United States, a key market for the entire sector, where we have launched a collaboration with Art Basel in Miami, which we will consolidate in March in Hong Kong through a project involving an even greater number of Italian companies: a strategic alliance between two leading creative and contemporary design platforms, capable of opening up a new frontier of cultural and commercial cross-pollination between design and art. Other prospects include India, currently one of the markets with the most extraordinary growth potential, as well as Morocco, Turkey and Portugal. In Riyadh, we launched a new institutional channel and the pilot event Red in Progress, involving 35 Italian companies, which marked the beginning of a strategic partnership with a key region for the evolution of Made in Italy, where we will be organising an actual Salone del Mobile next November. We took the SaloneSatellite Permanent Collection to Japan: a cultural mission that brought young Italian designers into dialogue with the Japanese market, which remains one of the most sophisticated and receptive to our value system. Within this international framework, the Salone is also evolving in terms of content and format. With Salone Raritas, we will explore the value of uniqueness, iconicity and high craftsmanship, while as we work towards Salone Contract, we are opening up new design directions dedicated to expanding sectors – hospitality, retail, marine, real estate – with the aim of accompanying Italian companies not only in defining competitive and sustainable standards, but also in ensuring that they are recognised and chosen as reference partners for setting up these spaces at an international level. We are talking about supply chains that hybridise, generate work and attract investment, having a concrete impact on manufacturing and local areas."*

Ms Porro concluded: *"The strength of the Salone has always lain in its ability to act as a system: not just an event, but a cultural and economic infrastructure in constant transformation. An ecosystem – as confirmed by our work with the Politecnico di Milano – capable of producing widespread value, which translates into economic impact, but also critical thinking, urban regeneration, hospitality and new services. Milan is our centre of gravity, but today the Salone is also an industrial policy that leads to vision and action. Cultural leverage is our strategic driver: we invest in the Cultural Programme, in Talks, in installations, in exhibition formats, conscious that design is no longer just a product, but a story, a thought, a system. Young people have a key role to play in this system. With SaloneSatellite, we are renewing our commitment to talented designers under 35: they make up the most vibrant laboratory of the future, our critical mirror, our lifeblood. In 2025, we took them to Japan and, in 2027, we will take them to other capitals of emerging design. Because the Salone is, above all, a collective responsibility towards the future."*

Claudio Feltrin, President of FederlegnoArredo, said: *"In 2025, the wood-furniture supply chain recorded a production turnover of €52.2 billion, marking a 1.3% increase compared to 2024. Exports, accounting for 37% of the total, are estimated to remain broadly stable over the year (+0.4%), despite showing signs of weakness in the first ten months of 2025 in some key markets such as France (-1.3%) and the United States (-2.5%). By contrast, early signs of improvement and recovery are emerging from*

Germany (+1%). The data processed by the Centro Studi FederlegnoArredo ([see dedicated economic note](#)) depict a scenario in which exports continue to play a central role for the supply chain, while at the same time requiring companies to demonstrate greater adaptability, market presence, and diversification, given an international context characterised by high volatility. In this context, I believe our companies have performed at their best, managing to maintain their presence even in markets experiencing temporary difficulties, without ever abandoning them, and by promptly seizing the first signs of recovery, as is currently happening in the German and UK markets. I would say we have been effective in diversifying, and that maintaining a strong market presence during the most critical phases has proved to be a rewarding strategy. In this scenario, Salone del Mobile.Milano is confirmed as a strategic platform for the international positioning of the wood-furniture supply chain: a privileged meeting place for buyers, operators, and designers from all over the world, and a key opportunity to strengthen the presence of Italian companies in global markets by consolidating positioning, engaging with new stakeholders, and reaching emerging markets.”

Annual Events

As always, there will be four annual events: the **Salone Internazionale del Mobile**, the **International Furnishing Accessories Exhibition**, **Workplace3.0**, and **S.Project**, with a total of **915 brands (38.57% from abroad)**, including **139 taking part for the first time or returning to the Salone**. The entire event will be accessible thanks to **new thematic itineraries**, allowing visitors to appreciate the distinctive features of **an unrivalled offering**.

The focus on the all-Italian ability to create timeless objects will return with **A Luxury Way (Pavilions 13-15)**, at the centre of which **Aurea, an Architectural Fiction**, an installation by the Parisian studio **Maison Numéro 20** guided by interior architect **Oscar Lucien Ono**, will open its doors: **an imaginary hotel that will take the form of a series narrative spaces, a synthesis of interior design and artistic vision**. Visitors will be invited to make their way through contrasting universes: from a lush winter garden to a surreal dining room, a mysterious smoking room and a library complete with fireplace. All the spaces will merge into a dream: they will be intimate and unique environments, in which interior design becomes an emotional and theatrical language. The atmosphere will blend **Art Deco** influences, **cinematic references, oriental symbolism and surrealist accents** in an immersive story in which light becomes matter – filtered, reflected and sculpted by the architecture. Every detail, from the materials to the furnishings, is **designed with sustainability in mind**, ensuring that luxury is not ostentation, but a conscious vision of the art of living.

With **700 designers** from **43 countries** and **23 international design schools and universities**, **SaloneSatellite** will once again focus on talents under 35. The theme of the **27th edition** is **Maestria artigiana + Innovazione — Skilled Craftsmanship + Innovation**, an invitation to rediscover **craftsmanship as the language of the future**, a bridge between manual heritage and technological vision. A collective call to rethink “making by hand” as **a design, cultural and political act**, capable of giving shape to the urgent needs of a new global generation of designers.

To accompany and make this varied offering more accessible, the 64th edition will introduce a new **wayfinding** system developed by **Leftloft** and designed to improve the visitor experience by means of **clearer, more consistent and intuitive visual tools**. The project includes **three recurring graphic interfaces** inspired by the logic of **underground railway networks**, which will make it **easy to find information, reducing reading time and perceptual complexity**. A simplified visual hierarchy will clearly distinguish the **physical pavilions** from the **exhibitions** and **events being hosted**, making for **smoother navigation**. To support this, a series of highly legible graphic elements – such as clearly

visible numbers at the entrance to the pavilions and bases along Corso Italia – **will facilitate orientation** even from **far off**. **David Pasquali, Co-founder and Creative Director of Leftloft**, commented: "*Working on a signage project means humanising complexity without denying it, it means working on words and information hierarchies even before graphics, it means designing objects in which form, function and identity blend perfectly, and this is perhaps the most difficult and intriguing challenge.*" The system will be completed by a **pocket map**, which can also be used when closed, allowing immediate access to its contents. By putting the **visitor at the centre**, this project will translate the **complexity of the event** into an **accessible** and **contemporary language**, reinforcing the identity of the Salone as an evolved and inclusive ecosystem.

The Biennials. EuroCucina with FTK – *Technology For the Kitchen*

Following its success in 2024, great anticipation is building for the return of **EuroCucina with FTK – Technology For the Kitchen**, featuring **106 exhibitors** from **17 countries (38.60% from abroad)**, including **35 brands appearing for the first time or returning**. The Biennale promises to be the **international reference platform for kitchen design**, thanks to **high-quality exhibition content** that offers a clear view of **the sector's progress**, driven by **technology, sustainability** and **innovation, intelligent systems, AI integration, biophilic design** and greater control for users, who will be able to create tailor-made atmospheres and environments.

Integrated, multisensory vision is what is driving the kitchen evolution: open-plan kitchens that merge with living rooms, interactive surfaces, invisible induction hobs, integrated hoods and kitchen larders that disappear at a touch. Materials are becoming tactile and environmentally friendly: FSC-certified wood, antibacterial ceramics, regenerated laminates and recycled laminated glass. Colour is making its way back to the forefront, but in soft hues. Minimalism is evolving: no longer cold and rational, but emotional and natural, approaching the concept of well-being. Integrated home automation systems allow their users to control lighting, temperature, sound diffusion and even olfactory scenarios, creating truly tailor-made microcosms. **Kitchens are becoming user-led, adapting, anticipating and taking heed**. But they remain true to their soul: **UNESCO recently inscribed Italian cuisine on its list of the Intangible Cultural Heritage of Humanity**, confirming the deep-seated value of **the kitchen as a place of memory, creativity and conviviality**. Italian companies are responding to this recognition with research and conscious design: **kitchens that express identity but also speak the global language of innovation**.

Equally, the **large appliance** world is also **undergoing a transformation**. At **FTK – Technology For the Kitchen**, leading companies will be focusing on increasingly quiet, integrated and autonomous devices. Emerging trends include refrigerators that can recognise food, suggest recipes and organise shopping in the Cloud; smart ovens that adjust cooking according to type of food and user preferences; dishwashers that self-dose, self-clean and communicate when they need attention. Energy efficiency, now a mandatory standard, is combined with sophisticated and customisable aesthetics. Appliances become part of the décor, while voice interaction and touchless interfaces complete a user experience that is increasingly smooth, elegant and tailor-made.

The Biennials. The International Bathroom Exhibition

The **International Bathroom Exhibition** will once again take centre stage as the **sector's largest international showcase**, combining design and technology, with **163 exhibitors from 14 countries (28.22% from abroad)**. The evolution of this space is being driven by an increasingly "home spa" vision: fluid environments, spectacular walk-in showers, equipped niches, storage mirrors and layered lighting that sculpts the atmosphere. Minimalism becomes warmer and tactile: matt finishes, brushed metals, mineral and earthy colours, continuous large-slab surfaces, advanced ceramics and composites that cut down on joints and maintenance. The keyword is **wellbeing**, but with a **very**

concrete undertone: **water efficiency, hygiene and durability**. There is also a theme that is rewriting design priorities: **longevity**. More than any other room, the bathroom has to withstand the passage of time and changing habits without losing its aesthetics or comfort. This is why **“easy” yet elegant solutions** are on the rise: flush-to-floor access, non-slip surfaces with a textured appearance, integrated seats and discreet supports that look like design details, ergonomic handles, and heights and dimensions redesigned for easier use. Even the lighting becomes functional, with diffused, glare-free lights and targeted points for safety and precision. Equally, **the architecture of the furnishings becomes modular and repairable**, with replaceable components, resistant finishes and scheduled replacement parts, because sustainability also depends on the long life of the product. On the tech front, **the bathroom connects silently**: digital showers with customised profiles, smart sanitaryware and bidets that raise hygiene standards, taps with sensors and consumption monitoring, and smart valves that prevent leaks and damage. **The medium- to long-term outlook is for “services”**: predictive maintenance, remote assistance, software upgrades, integration with home automation and AI to create tailor-made ambiances (light, steam, sound, microclimate).

Salone Contract

Salone Contract was conceived **as a long-term strategic project**: a new Salone del Mobile.Milano initiative designed to **interpret and understand the complexity of contract furnishing**, a **rapidly changing** market on which value is shifting from individual products to **the ability to integrate systems, skills, data and services**. The **Masterplan** was entrusted to **Rem Koolhaas** and **David Gianotten** (OMA). The Salone chose OMA, an international architecture and urbanism firm, because it combines design practice with a **strong research dimension**, and an approach that spans scales and disciplines. It is precisely this **visionary and methodological** approach that is driving the construction of **Salone Contract**. 2026 represents a key phase in the run-up to the 2027 event: in April, OMA's initial Contract observations will be presented at a **lecture** by **Rem Koolhaas** and a day of **international forums organised by the Salone in collaboration with OMA**. In the pavilions, a **thematic journey** among the exhibitors will offer a **cross-cutting view** of the **contract offering** and its **evolutionary trajectories**, while a structured **incoming** programme will involve a **selection of international professionals and global top players**. Starting in September 2026, the project will continue with an **international road tour** of key markets, gradually building **an informed and profiled international audience**. In 2027, Salone Contract will present as a **structured, non-generalist exhibition**, with **companies selected for their design quality, industrial capacity and operational reliability**, complemented by the first edition of **Salone Contract Forum**: three days of content and a programme of B2B meetings with international professionals. **Federico Pompignoli (PMP Architecture)** is also expected to collaborate on the 2027 edition **as a local partner, in dialogue with OMA**.

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

Salone Raritas (Pavilion 9) will make its debut at the Salone del Mobile.Milano 2026, an atlas of collectible design bringing together curated icons, unique and “outsider” pieces, limited editions, antiques and high-end creative manufacturing. The show will feature **25 exhibitors**: an international constellation lit up by names such as **Nilufar, COLLECTIONAL, Salvati x Draga & Aurel, Mourmstev Design Editions, Mercado Moderno, Bianco67 and Brun Fine Art** - different chapters of a single story. **Curated by Annalisa Rosso** and with exhibition design by **Formafantasma**, the space will be transformed into a **sober and calibrated architectural lantern, designed to allow the objects to speak for themselves and make their value clear to architects, interior designers and hospitality professionals**. The aim of Salone Raritas is to create an **authoritative point of reference for the professional design market**: connecting galleries and designers with international decision makers, providing a clear, selective and high-quality platform where collectible works and furnishings can be discovered and acquired. Here, rarity becomes a method: a direct bridge between special creative production and evolved demand. Rounding things off, **Sabine Marcelis** will devise a **special**

project that condenses light, matter and perception into a precise gesture, to be seen and remembered. Salone Raritas will not be a luxury category: it will be **a cultural project that will focus on identity, origins and visions**, and will make the object an act of language in the present.

The Cultural Programme

2026 will mark the fourth edition of the public programme **Drafting Futures. Conversations about Next Perspectives**. After welcoming some of the most influential figures in contemporary design thinking, the series of meetings designed by Formafantasma will progress the programme's role as a platform for discussion on the most pressing issues related to **innovation, sustainability and new market perspectives**. In line with the renewed drive towards internationalisation that began with **Red in progress. Salone del Mobile.Milano meets Riyadh** – the project that brought the **Drafting Futures** debate to the capital of Saudi Arabia in November 2025 – and the talks in Shanghai held in collaboration with the West Bund Art & Design Fair, those held in Hong Kong as part of Art Basel, and in New Delhi as part of the India Art Fair, the 2026 edition will strengthen its position as **a space for generating virtuous connections**.

The Salone in the city

Once again this year, **Salone will embrace Milan** within the context of **Milan Design Week**, renewing its partnership with the **Teatro alla Scala Foundation** for the sixth consecutive year. The official opening night of the Salone will take place at the Teatro alla Scala, with a concert by the Teatro alla Scala Orchestra conducted by **Michele Mariotti** and featuring **Giuseppe Albanese** on piano. For the third year running, the **Design Kiosk**, a Salone landmark will be back in Piazza della Scala, accompanied by **the three-dimensional Salone del Mobile.Milano sign**. Furthermore, there will be a **special project in partnership with K-Way: a newsstand in Piazza del Duomo curated by the Salone**, which, in addition to the usual distribution of magazines, will be the ideal starting point for embarking on an **urban itinerary devised by Bianca Felicori, founder of Forgotten Architecture**, for the Salone. Five stops, chosen to provide a **reinterpretation of significant buildings in Milan through light textile installations** and to spark dialogue **around architecture, design and urban mobility**. The newsstand will also host a limited edition capsule collection – developed with K-Way and linked to the Salone del Mobile's 2026 campaign – together with a booklet documenting the project, both also available at the brand's Milan flagship stores. Finally, this year, to an even greater extent than last year, the Salone will also flow into the **Salone in the city: over 200 showrooms of brands exhibiting at the annual events, EuroCucina and the International Bathroom Exhibition** will become part of the great design festival, throwing open their doors to **design lovers**.

Giuseppe Sala, Mayor of Milan, said: *"The concert by the Teatro alla Scala Orchestra, ushering in the Salone del Mobile and the event's presence in the city, with installations and initiatives during Milan Design Week, are clear and concrete evidence of the deep ties between the Salone and Milan: a constant and lively dialogue and collaboration that withstands the test of time. I am delighted that the 64th edition of the Salone shares the city's vision and objectives, starting with the desire to innovate, experiment and invest in young people and the environmental, economic and social sustainability of the supply chain. Creatives, architects and all those who work in the field of design, or are passionate about it, are eagerly awaiting the opening of the 2026 Salone to find out how the international design sector has interpreted these challenges and how it has translated possible solutions into products, furnishings, furniture and creative projects. We are confident that Milan, fresh from hosting the Winter Olympics and Paralympics, will welcome designers, professionals, companies, buyers and visitors from all over the world to take part in the Salone del Mobile.Milano with renewed enthusiasm. The event, both inside and outside the fairgrounds, is unquestionably unmissable."*

Attilio Fontana, President of the Lombardy Region, commented: *"The Salone del Mobile in Milan is a virtuous model of sustainable development, capable of combining innovation, environmental responsibility and employment growth. It is here that design becomes a concrete lever for the ecological transition of production chains and for fostering the work, skills and talents that make Lombardy one of the most dynamic regions in Europe. The Lombard Region strongly supports an event that generates skilled employment, strengthens the competitiveness of businesses and promotes a design culture that is attentive to people, territories and future generations."*

Mobility and Hospitality

In support of sustainable mobility, from 21st to 26th April 2026, in collaboration with **BusForFun**, the Salone will once again be promoting a free shuttle service to and from Milan Malpensa Airport. On the hospitality front, Salone del Mobile.Milano has renewed its collaboration with **MiCodmc**, offering an exclusive service finding hotels to stay in during the event (bookings will be available through the Salone website). For the second year running, in collaboration with **fuorisalone.it**, the Salone will be supporting the **Mito Design Connection** platform (mitodesignconnections.it), promoted by the **Unione Industriali Torino** and the **Turin Chamber of Commerce** to foster relations between companies in Turin and Milan and provide logistical and hospitality support for exhibitors and visitors. The platform offers hotel reservations and support in organising travel between Turin Porta Susa and Rho Fiera.

Partners

Once again, this year, **ITA – Italian Trade Agency** has provided significant support for the Salone del Mobile.Milano on its international missions. In April, the agency's commitment will be renewed with the aim of bringing the largest number of **qualified foreign professionals from all over the world** to Milan which will be welcomed in the **IBL – International Business Lounge**.

Matteo Zoppas, President of ITA, on the occasion of the Salone del Mobile.Milano Press Conference: *"Salone del Mobile.Milano represents a strategic lever for the international promotion of Made in Italy and for strengthening the competitiveness of companies in the wood-furnishing supply chain on foreign markets. In line with the export-boosting strategy promoted by the Ministry of Foreign Affairs and with the target of €700 billion in exports, ITA's commitment—working with the event for more than ten editions—has progressively intensified, supporting the evolution of the Salone as a global benchmark platform for design. For the 2026 edition, ITA confirms a structured support through a comprehensive incoming programme involving 370 professionals (250 buyers and 120 journalists) from around 50 countries, as well as the creation of hospitality lounges and high-profile design installations within the exhibition. In recent years, we have worked on market diversification along three main directions: strengthening key markets, particularly the United States and China; exploring new geographies and targets through a world tour that over the past three years has reached 19 cities across North America, Europe and Asia—from Shanghai to New Delhi, from South Africa to Seoul, from Toronto to European capitals such as Paris, Madrid, London, Berlin and Copenhagen—and which in 2026 will extend to Mumbai and Mexico City; and a special focus on Saudi Arabia, with a teaser event in Riyadh that involved 30 Italian companies representing Made in Italy design, culminating in November 2026 with the organisation of the first post-Covid Salone abroad, in the Saudi capital. The data confirm the stability of exports in the wood-furnishing supply chain, which in 2025 amounted to €19.3 billion (+0.4% compared to 2024). Signs of weakness in some strategic markets such as France and the United States are offset by the recovery coming from Germany."*

For the 2026 edition, Salone is being partnered by **Intesa Sanpaolo**, institutional partner since 2017, which supports the Italian furniture and design sector by promoting the sustainable growth of companies within the supply chain; **Panerai**, the Salone's Official Time Keeper, **K-WAY**, **Ca' del Bosco**, **S.Bernardo**, **illycaffè**, and **Radio DeeJay**, **Radio Capital** e **m2o**.

Maria Porro concluded: *"Now that the April Salone has been designed, I can only thank those who have accompanied us on this journey over the past few months. The Italian Trade Agency, which supports us in our promotional activities abroad, and the Ministry of Foreign Affairs and International Cooperation, which has always supported us. The Government and the Ministry of Enterprise and Made in Italy also stood alongside the Salone in Saudi Arabia on the occasion of Red in progress. Salone del Mobile.Milano meets Riyadh. I would like to thank the Municipality of Milan, with the Department of Economic Development and Labour Policies and the Department of Culture, and the Lombard Region, with the Department of Tourism, Territorial Marketing and Fashion, which have also been by our side in the research activities that have gone into the second Annual Report of the Salone Observatory. This magic has been made possible thanks to the excellence of industrial manufacturing that knows how to work as a team, innovate, build worlds, and spread vital energy throughout the city, transforming it into the international capital of design. Thank you, therefore, to the Teatro alla Scala Foundation and to all the other public and private institutions and organisations that will once again contribute to the success of this ecosystem, which is unique in the world."*

Numbers



Salone del Mobile.Milano



Numbers

Salone del Mobile.Milano 2026

Net surface area occupied

Over 169,000 sqm

Exhibitors

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

*Exhibitors from SaloneSatellite are excluded from this percentage.

Countries

32

New entries and returnees

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

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

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

Exhibitor Turnover Italy

€49,508,882,092.00 total turnover

Foreign Exhibitor Turnover

€20,340,190,172.00 total turnover

Export Quotas for Italian and Foreign Exhibitors

68.9% share of exports of Italian companies on total turnover

31.14% share of exports of foreign companies on total turnover

Salone Internazionale del Mobile

International Furnishing Accessories Exhibition

Workplace3.0, S.Project

Net surface area occupied

Over 125,000 sqm

Exhibitors

915 exhibitors (38.57% from abroad)

Countries

32

New Entries and Returnees

139 first-time exhibitors or returnees at the Annual Exhibitions
of which

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

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



Exhibitor presences

4.75% Italian and foreign exhibitors present for more than 50 years at editions of the Annual Exhibitions
43.55% Italian and foreign exhibitors present at the last 10 editions of the Annual Exhibitions

EuroCucina / FTK, *Technology For the Kitchen*

Net surface area occupied

Over 23,000 sqm

Exhibitors

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

New Entries and Returnees

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

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

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

Exhibitor presences

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

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

International Bathroom Exhibition

Net surface area occupied

Over 16,000 sqm

Exhibitors

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

New Entries and Returnees

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

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

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

Exhibitor presences

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

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



SaloneSatellite

Net surface area occupied

Over 5,000 sqm

Designers

700 creatives under 35 from 43 countries

Design Schools and Universities

23 from 14 countries

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

Salone Contract



Salone del Mobile.Milano

The Salone del Mobile.Milano presents Salone Contract, an initiative dedicated to the most strategic segment for the development of the supply chain. The project's Masterplan, developed for the inaugural 2027 edition, was devised by Rem Koolhaas and David Gianotten (OMA).

The path towards Salone Contract 2027 is already under way. In April, Rem Koolhaas will invite public reflection on the themes framing the project with a dedicated lecture. The 2026 programme will also include an international forum curated by the Salone del Mobile.Milano in collaboration with OMA, a contract-focused pathway among exhibitors at the 64th edition of the fair, and the participation, by invitation, of selected global industry leaders.

Salone Contract is not conceived as a traditional exhibition set-up, but as a Masterplan: a 360-degree design process that begins with the reading of contexts and extends to the definition of the visitor experience, while strengthening the B2B dimension through the involvement of leading international companies and major global investors. **Salone Contract, Salone del Mobile.Milano new initiative, is designed to intercept the transformation of a high-potential market segment and translate it into concrete opportunities for the manufacturing industry.** This choice marks a further paradigm shift for the Salone: from a product fair to a market-orienting infrastructure, in a context in which the ability to manage complexity has become the primary competitive variable.

The project, entrusted to Rem Koolhaas and David Gianotten of OMA, is conceived as a long-term strategic investment, structured over the time necessary to read and understand the complexity of the contract ecosystem. **The global contract market is currently estimated at around €68 billion and is expected to exceed €110 billion over the next decade** (Source: Global Market Insight Inc.). This growth is not merely quantitative, but structural, driven by the increasing integration of products, technologies and operational models, with direct effects on industrial organisation and business models across the supply chain.

Maria Porro, President of Salone del Mobile.Milano, had this to say: *"Contract is today one of the segments where the most significant transformations are taking place, from an industrial, operational and market perspective. The Salone has chosen to address this challenge through a project that is visionary, yet at the same time strongly structured, capable of offering tools for analysis and orientation within an economic scenario marked by profound complexity. The collaboration with Rem Koolhaas and David Gianotten of OMA, among the most perceptive observers of the present, represents an opportunity to engage with a strong vision combined with a solid methodological approach. We selected OMA not to apply an exhibition model, but to read ongoing phenomena, intercept emerging signals and connect domains that rarely interact with one another, in a contract context in which value increasingly depends on the ability to integrate systems, data and expertise. The objective is to ask the right questions at the moment they matter, and to support the supply chain in building a solid and credible international positioning. In today's contract market, success no longer depends on showing more, but on understanding earlier a demand that is increasingly sophisticated and integrated with services."*

Rem Koolhaas, Founding Partner of OMA: *"Since the 19th century, world fairs have functioned as experimental grounds where industries project their ambitions, where cultural dialogues are reinvented, and where opportunities for collaboration materialise. Today, Salone Contract presents a contemporary iteration of that typology – an arena for examining its relevance and observe how it adapts within an increasingly unstable geopolitical landscape."*

David Gianotten, Managing Partner and OMA Architect: *"Contract is a segment that relies less on individual products and more on an established ecosystem – one that aligns the design, production, and delivery of both furniture and architecture to create desirable built environments for the long term. The growing global significance of the contract segment presents opportunities for industry stakeholders to reinvent themselves, considering not only individual objects but integrated systems. OMA is excited to collaborate with the Salone del Mobile.Milano to develop an infrastructure that supports this transformation."*

Salone Contract 2026: the spin-off ahead of the 2027 exhibition

April 2026 represents a key phase in the critical construction of Salone Contract: a year dedicated to content, forums and international relationships. **During the 64th edition of the Salone del Mobile.Milano, Rem Koolhaas will invite public reflection on the themes framing the project with a dedicated lecture, while the international forum curated by the Salone del Mobile.Milano in collaboration with OMA will adopt an interdisciplinary approach to investigate the opportunities and risks that are currently redefining Contract across design practice, the design industry and global market transformations.**

Within the pavilions of Fiera Milano Rho, a thematic pathway among exhibitors will offer a crosscutting reading of the existing offering and its evolutionary trajectories, connecting production models, design expertise and operational approaches already active in the sector. In parallel, the Salone will activate a structured incoming programme aimed at a selected group of international professionals, with the goal of intercepting qualified demand and testing new models of interaction between supply, demand and market.

Finally, **as of September 2026, Salone Contract will embark on an international road tour across key geographies for large-scale and giga-projects, with events dedicated to in-depth analysis of global scenarios, emerging dynamics and current and future investments.** The objective is to progressively build an informed and profiled international audience ahead of the first edition of the exhibition in 2027.

Salone Contract 2027: the point of convergence

As part of the roadmap developed with OMA, Salone Contract 2027 will explore the latent opportunities in the contract sector. **The outcome will be a structured exhibition featuring selected companies representing contract excellence in terms of design quality, industrial capacity and operational reliability.** It will not only be a generalist, all-round showcase, but will also aim to deliver a coherent and credible vision of contemporary contract. **For companies, Salone Contract 2027 will represent an opportunity for qualified positioning,** based on the relevance of relationships and the quality of international demand. **For professionals, the exhibition is conceived as a tool for selection, comparison and orientation, capable of cutting decision-making time and risk in a market characterised by high complexity.** A first edition of the **Salone Contract Forum** is also planned, curated by the Salone del Mobile.Milano together with OMA, with three days of presentations involving leading industry players and a B2B agenda of meetings with international professionals. For the realisation of Salone Contract 2027, the Salone del Mobile.Milano will collaborate with **Federico Pompignoli – PMP Architecture** as its local partner.

Contract: facts & figures

Size and geographies of a market in transition

Contract furnishing in Europe represents a market with production exceeding €13.5 billion and consumption of approximately €11 billion. Over the past two years, the segment has outperformed the wider furnishing sector, confirming its structural resilience even within a complex macroeconomic scenario. **Contract production remains largely concentrated in Europe, while less than 20 per cent of output is destined for extra-European projects, primarily in North America, the Middle East and Asia-Pacific.** The United Kingdom, Italy, Germany, Poland and Sweden together account for more than 60 per cent of total European production, confirming Europe's role as a global manufacturing and design hub (*Source: The Contract Furniture and Furnishings Market in Europe Report, CSIL*).

Key segments

Among the main drivers of the post-pandemic contract market, several sectors stand out — particularly those with a high level of design content and strong demand for customization. Alongside the **office segment**, which remains the largest by volume, solid performance is also seen in high-end accommodation and in the **education, healthcare, and marine sectors**. These latter three segments have shown steady growth between 2018 and 2024, driven by a continuously rising demand for bespoke solutions. The marine sector, in particular, demonstrated remarkable resilience as early as 2020, supported by the recovery of cruise traffic and the intense activity of shipyards. This is further reinforced by the strong contribution of the yacht and superyacht segment, increasingly focused on **high-end, custom-made furnishings and kitchens**. (*Source: Emerging Trends in Real Estate® 2026, PwC and the Urban Land Institute (ULI)*).

New drivers of competitiveness and market selectivity

Overall, **the competitive landscape of the contract sector is evolving rapidly, while remaining characterised by high and structural barriers to entry.** Differentiated regulatory and fire safety standards across markets, stringent technical requirements and the need to be included in architects' and designers' master specifications make access a progressive and long-term process. Financial barriers related to guarantees, payment terms and the capacity to sustain complex project cycles further reinforce selectivity. **In the current context, competitiveness in the contract sector increasingly depends on three key factors: digital readiness (BIM files, LCA/EPD data), production agility in managing mass customisation, and demonstrable sustainability throughout the product life cycle.** These elements are no longer seen as competitive advantages, but as prerequisites for access to mature markets and to those experiencing the fastest growth. **Sustainability, in particular, is no longer regarded as a reputational factor, but as a driver of operational efficiency, risk reduction and access to capital.**

Salone
Raritas.
Curated
Icons, Unique
Objects and
Outsider
Pieces



Salone del Mobile.Milano

Salone Raritas. Curated icons, unique objects and outsider pieces. A new exhibition ecosystem debuts at the Salone del Mobile 2026

Salone Raritas will make its debut at the 64th edition of the fair, with a special selection of less than 25 exhibitors, curated by Annalisa Rosso, with exhibition design by Formafantasma. The aim is to build an appropriate context and a network of relationships and commercial opportunities for unique or rare pieces, bridging the gap between special creative production and the B2B design market.

The countdown is over: Salone Raritas, one of the **most eagerly awaited new developments at the 64th edition of the Salone del Mobile.Milano**, is poised to make its debut in **Pavilion 9** at Rho Fiera Milano, from **21st to 26th April**. For the first time, **unique pieces, limited editions and outsider creations** forsake the traditional collecting circuits for the **beating heart of the B2B market**, in a **direct confrontation with the international design chain** – architects, interior designers, developers, hospitality and contract operators. A curatorial project that brings to light hitherto unexplored territory in the professional trade fair context, turning it into a **living space of meeting, relationship and vision**. Here, the **cultural value of objects** will dialogue with the **scale of major contemporary commissions**, opening up new perspectives on collectible design and its ability to **generate identity in the most ambitious contexts**.

Salone Raritas will not just be a section of the Salone, but a **curatorial atlas**, bringing together around **25** visionary **exhibitors** from all parts of the world. These include the Italian gallery **Nilufar**, a pioneer in the dialogue between contemporary design and pieces by the great masters of the past; **COLLECTIONAL**, an Emirates platform that will bring together limited edition pieces in a special project signed by Sabine Marcelis; **Salviati**, the historic Murano glassmaker that has entrusted **Draga & Aurel with the task of reinterpreting** glass in a modern key; **Mouromtsev Design Editions**, An emerging UAE company that will present **SOFT PARADE**, a new Job Smeets collection curated by Maria Cristina Didero, **Mercado Moderno**, a point of reference for tropical modernism and South American collectible design; **Bianco67**, a new generation of high-end Italian craftsmanship that combines marble and new technologies, featuring a collection designed by Parasite 2.0.; **Brun Fine Art**, a gallery with branches in London, Milan and Florence active on the high-end European antiques scene. Different voices, visions and identities that for the first time will come together on a **trade fair platform** designed to **dialogue directly with the international design chain**. A shared story, in which **quality, uniqueness and cultural value** – today **essential assets** – will interlink with the **needs** of the **world of contemporary design**, generating new connections, exchanges and perspectives.

Curated by **Annalisa Rosso, Editorial Director and Cultural Events Advisor of the Salone del Mobile**, the exhibition architecture and mise en scène will be **designed by Formafantasma**, who conceived the Salone Raritas space in the manner of a **large architectural lantern**: a porous landscape affirming its materiality, designed to **enhance the stories** stored within, without overpowering them. The space is designed to **ensure recognisability and rhythm**, while a predefined **colour and material palette** allow for calibrated customisations.

Maria Porro, President of the Salone del Mobile.Milano, had this to say: “*Salone Raritas was born of an awareness that is also a responsibility: to read the evolution of the international market and come up with a response consistent with the identity of the Salone del Mobile.Milano. Our role has always been to anticipate the times: today we do so by opening a new chapter dedicated to authorial design, research and antiques – an extraordinarily fertile territory – which enters into a direct relationship with the professional design system. Salone Raritas will be a curatorial platform with a strong market*

awareness, able to intercept the growing demand for rare and iconic pieces from architects, developers, brands and investors, who today recognise this type of design as a strategic identity and vision-affirming asset. At a time when the professional world is focused on uniqueness, content and quality, Salone Raritas fully interprets the role of the event as an activator of international connections, visions and languages. This project is part of our ongoing history, while constituting a significant openness to new scenarios: for the first time, unique and sought-after pieces, limited editions and high creative craftsmanship are brought fully into the heart of the Salone. Welcoming and respecting these pieces means recognising the value of the kind of design conceived to last over time, which the Salone has always promoted and supported as an authentic expression of design culture. Equally, we are throwing open a new channel of direct dialogue with the B2B and contract worlds, giving shape to a platform designed to meet the needs of a professional audience, alert to the quality, identity and cultural value of projects.”

“On the major contemporary project scene, Salone Raritas intercepts a change of pace: international hospitality, residential and reception real estate development and experiential retail increasingly integrate limited edition works and furnishings as levers of identity and positioning. Bringing collectible design to the Salone means being the first to preside over an evolving field, connecting it for the first time with investors, developers and clients looking for quality, rarity and a coherent narrative as new indicators of value for hotels, residences and public spaces,” said **Annalisa Rosso, Editorial Director and Cultural Events Advisor the Salone del Mobile and curator of Salone Raritas.**

Formafantasma, Andrea Trimarchi and Simone Farresin see the installation as a **critical device** as well as a **functional** one: “We see Salone Raritas as an invitation to slow down and really take things in – not a museum set but a living space, in which the galleries can breathe without being overpowered by the noise of the fair. We imagined a perimeter-lantern, a luminous sign that would help with orientation, and a modular structure designed for reuse and the creation of an intimate and visually coherent space.”

Salone Raritas will provide **an immersive and distinctive experience**, in which unique works and limited series **take on interlocutors** who **seldom cross paths on other circuits**, consolidating the Salone del Mobile.Milano’s mission to be not only a commercial platform, but a cultural infrastructure: a place where **rarity** ceases to be the exception to become **a shared design language**.

Where & When

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

21st-26th April 2026

Pavilion 9. Rho Fiera Milano

Aurea, an Architectural Fiction



Salone del Mobile.Milano

Maison Numéro 20 presents Aurea, an Architectural Fiction

An immersive narrative installation in the heart of the Salone. An imaginary hotel that rewrites the codes of luxury and hospitality as a theatrical and sensory experience. Conceived by Maison Numéro 20, the Parisian agency founded by Oscar Lucien Ono, the master of haute couture decoration.

Aurea, an Architectural Fiction, at the heart of the **A Luxury Way** pathway in **Pavilions 13-15** at the Salone del Mobile.Milano, is not a hotel in the strictest sense, but **a total spatial experience and a reflection on design as a narrative form**: a mise-en-scène of the imaginary, a choreography of rooms and corridors in which **luxury is not ostentation**, but **evocation** and **interior décor becomes a story and scenography**. The project was conceived by **Maison Numéro 20**, an interior decoration and art direction studio founded in Paris by **Oscar Lucien Ono**. Here, **Art Deco, surrealism, mythology, cinema d'auteur and orientalism** intertwine in a language that combines **excess and subtraction, matter and vision**: contemporary expressions forge a free and open dialogue with classical references, giving life to a timeless language capable of **combining heritage, innovation and emotion**.

Otherworldly architecture and interiors

Aurea is an imaginary interpretation of a hotel: a spatial narrative in which each space offers itself as the projection of a dream, a scene suspended in time and space. The entire project is permeated by a search for balance and measured beauty. The name Aurea recalls the Latin term **aureus** – "golden", "brilliant", "precious" – and, equally, is a reference to the golden ratio, the mathematical concept that has always been seen as a symbol of harmony and visual completeness.

Oscar Lucien Ono had this to say: *"This collaboration with the Salone del Mobile gives me an opportunity to express a personal vision of hospitality, in which architecture and design give shape to intimate scenarios through a narrative composition and a sensitive dialogue between light and matter."*

The project thus supersedes traditional function to propose **a universal idea of space**, inviting visitors to see themselves as travellers. The experience is structured into a series of theatrical spaces, evoking the spirit of the Salone as a place of discovery and wonder. Room by room, the experience becomes a journey through constantly changing and engaging atmospheres. Visitors move inside a form of suspended hospitality, in which every space is intimate and a product of the imagination. The exploration begins with the **Hall of Dreams**, a theatrical entrance that welcomes visitors with arches and subdued lighting, introducing them to a dreamlike world. They are then led into the **Velvet Salon**, an enveloping space with a stylised fireplace, meditation space and sense of suspended time. The **Forbidden Oasis** evokes a veiled, sensual Art Deco drawing room, complete with lacquered palm trees and secret atmosphere. The **Thousand Nights** suite is turned into an Oriental fairytale private palazzo, with mother of pearl mosaics and silken drapes. Lastly, the **Midnight Bar** is a clandestine place where nocturnal charm and golden light come together to create an experience of ghostly elegance and aesthetic pleasure.

Luxury as an act of responsibility

Aurea also represents a **manifesto of sustainability**, in which every element – from the materials to the fabrics, to the lights and the installations – has been chosen **with circularity and environmental respect criteria in mind**. In collaboration with partners such as **Nagami Design**, which transforms plastic recovered from the ocean into new generation furnishings, the **concept of luxury** is being rewritten: **no longer consumption, but a conscious and responsible act**.

SaloneSatellite



Salone del Mobile.Milano

SaloneSatellite.

Maestria artigiana + Innovazione. Skilled Craftsmanship + Innovation

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

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

New crafts for new worlds: the 2026 theme

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

The proposals of over **700 young designers under 35**, along with **more than 23 international Design Schools and Universities**, evidence a different, hybrid **craftsmanship, capable of dialoguing with technology** and slotting into high-end production contexts, without losing its expressive power. The sort of craftsmanship that does not fear industry, but supports it as an **ally, bringing uniqueness and authenticity to standardised processes**, giving life to objects that carry with them the **memory** of the hands that fashioned them and a **breath** of the future.

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

The **27th edition of SaloneSatellite** thus invites us to rethink the **role of the craftsman: no longer hostile to innovation, but its catalyst**. In an accelerating world, the slowness of the artisan gesture becomes **a radical one, a political act, a sign of resistance and rebirth**.

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

Now in its **15th edition**, the **SaloneSatellite Award** continues to stand out as one of the most forward-looking platforms on the international design scene. Over the years, **over 130 jurors have taken turns to sanction its authority, including curators, museum directors, designers, journalists and prominent entrepreneurs**. Different voices, heterogeneous cultural sensitivities, yet all united by an

extremely high level of critical competence and the ability to **recognise potential** where it is still hidden **in embryonic form**.

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

Since 2010, SaloneSatellite Award has honoured **45 main prize-winners, from 24 countries ranged across Europe, Asia, Africa, North and South America**, testifying to young design that is truly **global**. They include names that grace magazines, museums, fairs and showrooms today. Names that create brands, collaborate with companies, experiment with new languages. Designers who passed through SaloneSatellite when they were still curious onlookers and who, after netting special awards, have gone on to forge stories, businesses and successful products. Not just individual successes – every path embarked upon at SaloneSatellite tells of the potential of an **ecosystem that does not merely offer visibility, but which activates networks, dialogues, production and cultural opportunities on a global scale**.

With each new edition, the Award underscores its mission: not just to celebrate the finished object, but to recognise the thought that has generated it, and bear witness to its evolution, because the design of the future is always sparked by a fresh eye. The 2026 edition will see the Jury meet to select the **three winning projects – 3pm on Wednesday 22nd April 2026, in the SaloneSatellite Arena** – from among entries from exhibitors under 35, evaluating the **innovation, sustainability, production feasibility and narrative value of each project**. An opportunity to trace a possible trajectory of design to come, year after year.

A Matter of Salone



Salone del Mobile.Milano

From gesture to form: A Matter of Salone is the latest Salone del Mobile.Milano narration

From a reflection on humans to matter as meaning: the new Salone communication campaign explores the physical and symbolic origins of design, a visual narration made up of different perspectives, united by a common idea of transformation and genesis.

Following the 2025 human-centric campaign **Thought for Humans** devised by the sensitive, documentarist American photographer **Bill Durgin**, the **Salone del Mobile.Milano** is continuing its process of reflection on the **meaning of design** with **A Matter of Salone**, the communication campaign for the 2026 edition. While design was explored last year as a language in the service of people, the starting point for this year is even more original: **matter**. Matter that can be touched, read and interpreted. Matter that **preserves memory** while also **concealing as-yet undiscovered potential**.

The campaign is taking shape around an essential question: **what meaning can design take on today?** The answer, both visual and conceptual, has its roots in matter, understood not only as a physical substance, but as **an origin, a memory, a possibility to be activated**. It is no longer just a question of form or function: it is a process by which what is tangible is transformed into value. *Matter*, in fact, is matter, but also what matters, what generates meaning.

This ambivalence is what forms the basis for **A Matter of Salone**, a collective project by **Motel409** involving six contemporary creative figures: the photographers **Charles Negre, Eduard Sánchez Ribot and Alecio Ferrari**, and the set designers **Studio Végété, Laura Doardo and Stilema Studio**. The project has generated a **stratified system of images**, built by several different hands, in which each intervention amplifies the common vision. The approach was deliberately multidisciplinary, in a bid to convey the complexity of the initial idea through a **language made up of matter, light, gesture and transformation**. The result is imagery that channels both concreteness and abstraction, **a visual composition capable of evoking as well as explaining**, deeply connected to the culture of design.

Maria Porro, President of the Salone del Mobile.Milano, had this to say: *"What we were trying to achieve with A Matter of Salone was to put matter firmly back at the centre as the origin of design thinking. Living matter, that allows itself to be interrogated, transformed and navigated. This campaign is an invitation to see design not just as a result, but as a collective process, which takes shape in the dialogue between hands, knowledge and visions. This is how the Salone continues to narrate its own time: starting from what really matters."*

The campaign revolves around **six material objects**, each of which represents a fundamental design principle. **Stone** represents **origin**, a symbol of simplicity devoid of frills; excavated, deconstructed, and covered, it becomes a challenging ground for new perceptions of solidity. The **petal** embodies the **sensuality of matter**, enhanced by techniques such as laser cutting and ink dye, which highlight the most cutting edge possibilities **of material innovation**. **Wood**, a living material, tells the story **of function**: it is a sign of continuity between man, nature and construction, revealing its expressive potential through drilling, joints and sculptures. **Sponge**, with its changing volumetry, speaks of **reinvention**: a changing material, allowing itself to be folded, compressed, and emerge from the

shadows to become a visual icon. Universally recognised as the symbol of **birth** and **renewal**, the egg is the representative subject of the spin-off Reimagining Matters, devoted to SaloneSatellite, the space dedicated to young design talents who push the boundaries of the known with fresh ideas and experimental minds. A **rare earth magnet** represents the new Salone Raritas exhibition space. **Uniqueness** and **speciality** are the values at the heart of this project, perfectly embodied by the magnet made with rare earth chemical elements, a symbol of the rarity and scarcity of matter and a material that is now indispensable for many modern technologies. What is rare becomes essential within a technology-dependent society.

As **Federico Grassi, Creative Director of Motel409**, says: *"We asked ourselves what happens to matter when seen through the lens of design. This question informs A Matter of Salone: a work by several different hands, in which the energy of the materials blends with the vision, the gesture, the image. We didn't want to illustrate design, but to evoke it. To experience it visually and sensorially, letting the material itself tell the story - and the Salone was, as always, the space in which this transformation could take place."*

The narrative structure of the campaign has been devised as a **three-act process**. It begins with a **close-up exploration of the material**, in shots that reveal its skin, its texture, its essence. We then move on to the **presentation of the objects** in their **archetypal**, essential form. Finally, the material allows itself to be subjected to the **human gesture**: to be touched, sculpted and altered, in a visual sequence that culminates in hands, tools and materials that come together and dialogue. **The result is a visual and symbolic crescendo**, culminating in the revelation **of the finished artefact**: objects that carry with them not only function and form, but also **memory, tension, vision**.

During the creative process, the photographer **Charles Negre** summarised the heart of the campaign with an expression that powerfully embodies its spirit: *"Every material has its own energy, and all we need to do is to know how to channel this energy, through images, in order to get through to the public. We should never lose sight of emotion, otherwise it all becomes pointless."* Emotion that shines through each and every campaign frame, designed not just to be seen, but also to be felt.

The photographer **Alecio Ferrari** sums up his feelings about his creative journey devising the campaign *"The beauty of working with raw materials lies in the unpredictability. When you work with something unrefined, you open yourself to surprise, and you never fully know what the outcome will be."*

A Matter of Salone is a great deal more than just a visual project. It is an act of listening and translation. An invitation to see design not just as a discipline, but as an embodied thought, capable of criss-crossing materials and meanings, of **restoring depth to the act of designing**. Here matter is no longer just a resource or a surface: **it is a voice, a story, a horizon to be imagined together**.

Partnership and collaborations



Salone del Mobile.Milano

Partnerships and Collaborations

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

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

Launched in 2017, the institutional partnership between **Intesa Sanpaolo** and the Salone is confirmed in support of the furniture and design system. Italy's largest banking group is renewing its commitment to supporting companies throughout the supply chain, supporting their sustainable growth and valorisation on the markets, while promoting digitisation processes, innovative research and circular economy models aimed at curbing environmental impact as well as the international development of one of the key sectors of Made in Italy.

Panerai, the historic luxury watch brand that combines Italian design and Swiss technology, has confirmed its role as the **Official Time Keeper** of the Salone del Mobile.Milano for the fourth year running. From 21st to 26th April 2026, Panerai will again throw open the doors of its pop-up store in the central Corso Italia, in the heart of Rho Fiera Milano, where it will give all visitors an opportunity to enjoy a new immersive experience in the Maison's world. In a temporary, approximately 100 m2 space, Panerai will present a carefully-chosen selection of watches from its most iconic collections - Luminor, Submersible and Radiomir - as well as a new timepiece, unveiled the previous week at Watches & Wonders 2026, which will be available for the first time on the Italian market for the week of the Salone del Mobile.

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

The collaboration with **Ca' del Bosco**, Italian wine excellence at international level, notches up its thirteenth year, with a corporate stand occupying 190 m2, again along the central axis of Corso Italia, A space echoing the unmistakable style of Ca' del Bosco, that takes inspiration - as regards materials, colours and modernity of style - from some of the winery's recently inaugurated new spaces. Confirmation of the mutual esteem and values that bind Ca' del Bosco to the Salone: passion, style, inventiveness, genius and innovation that go hand in hand with craftsmanship and tradition. For enthusiasts, the experience can be rounded off with an opportunity to sample Ca' del Bosco wines teamed with gastronomic tasters of equally high quality.

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

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

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

Frecciarossa is the Official Train of Salone del Mobile. Up to 24 daily Frecciarossa services are available to and from Rho Fiera, offering direct access to the heart of the exhibition.

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

Biographies



Salone del Mobile.Milano

Biographies

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Maria Porro

President Salone del Mobile.Milano

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

Claudio Feltrin

President FederlegnoArredo

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

Marco Sabetta

General Manager, Salone del Mobile.Milano

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

Marva Griffin Wilshire

Founder and Curator SaloneSatellite

Ambassador of International Relations, Salone del Mobile.Milano

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

Salone Raritas

Annalisa Rosso

Editorial Director and Cultural Events Advisor, Salone del Mobile.Milano

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

Formafantasma

Design Studio

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

Aurea, an Architectural Fiction

Maison Numéro 20

Interior architecture and design studio

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

Oscar Lucien Ono

Interior designer and Founder Maison Numéro 20

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

Salone Contract

OMA

Architecture and urbanism studio

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

Rem Koolhaas

Founding Partner of OMA

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

David Gianotten

Managing Partner – Architect of OMA

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

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

Contacts



Salone del Mobile.Milano



Salone del Mobile.Milano International Press Office

For more information or interview requests, please get in touch with the Press Office.
Images and preview images with captions and credits are available in the [Press and Media Area](#).

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