

Salone del Mobile. Milano 2026



Salone del Mobile.Milano

64th edition Salone del Mobile.Milano



SURFACES AND EXHIBITORS

<p>Over 169,000 sqm* Single storey layout</p>	<p>Over 1,900 Exhibitors</p>	<p>36.6%** From abroad</p>
<p>Over 125,000 sqm Salone Internazionale del Mobile International Furnishing Accessories Exhibition Workplace3.0, S.Project</p>	<p>915 Exhibitors</p>	<p>36.6% From abroad</p>
<p>23,000 smq EuroCucina - FTK, <i>Technology For the Kitchen</i></p>	<p>106 Exhibitors</p>	<p>38.6% From abroad</p>
<p>16,000 smq International Bathroom Exhibition</p>	<p>163 Exhibitors</p>	<p>28.2% From abroad</p>

*Including the square meters of exhibition space of SaloneSatellite

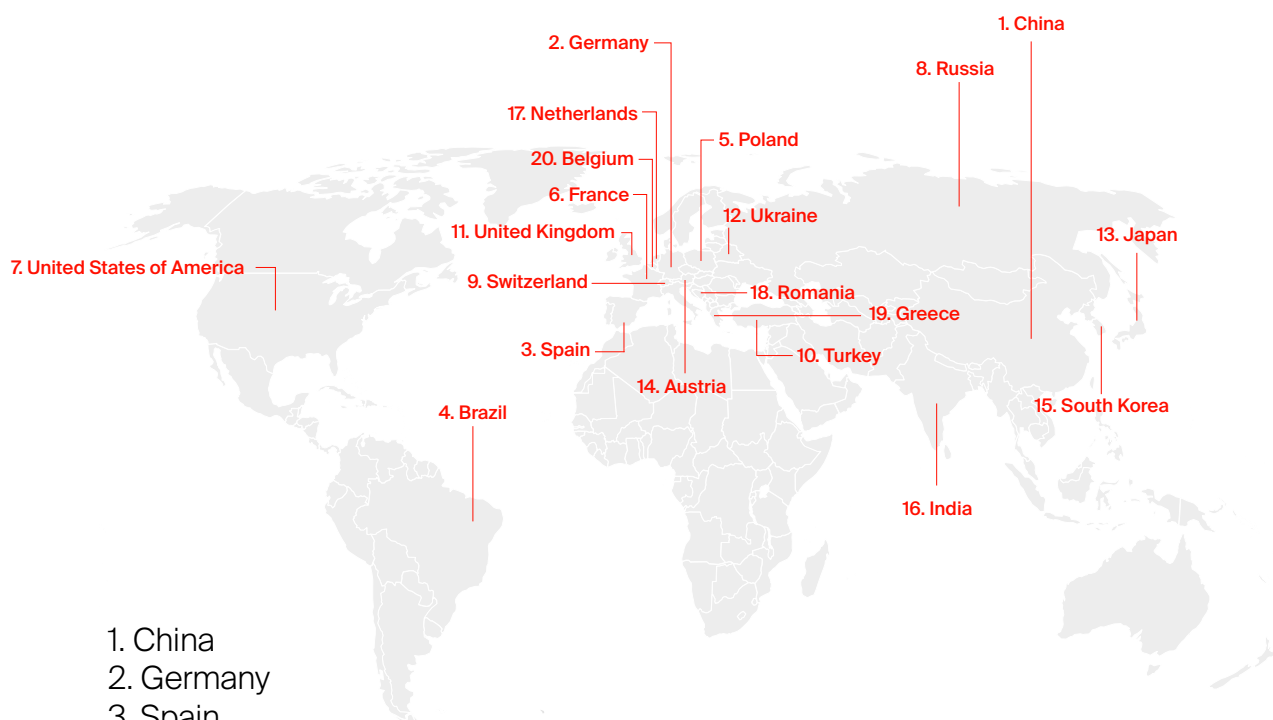
**Exhibitors from SaloneSatellite are excluded from the percentage

ATTENDEES

316,342 Attendees

68% Operators from abroad

20 Top Countries by trade operators



1. China
2. Germany
3. Spain
4. Brazil
5. Poland
6. France
7. United States of America
8. Russia
9. Switzerland
10. Turkey
11. United Kingdom
12. Ukraine
13. Japan
14. Austria
15. South Korea
16. India
17. Netherlands
18. Romania
19. Greece
20. Belgium

Incoming operators
More than 200 big
players from 51 Countries

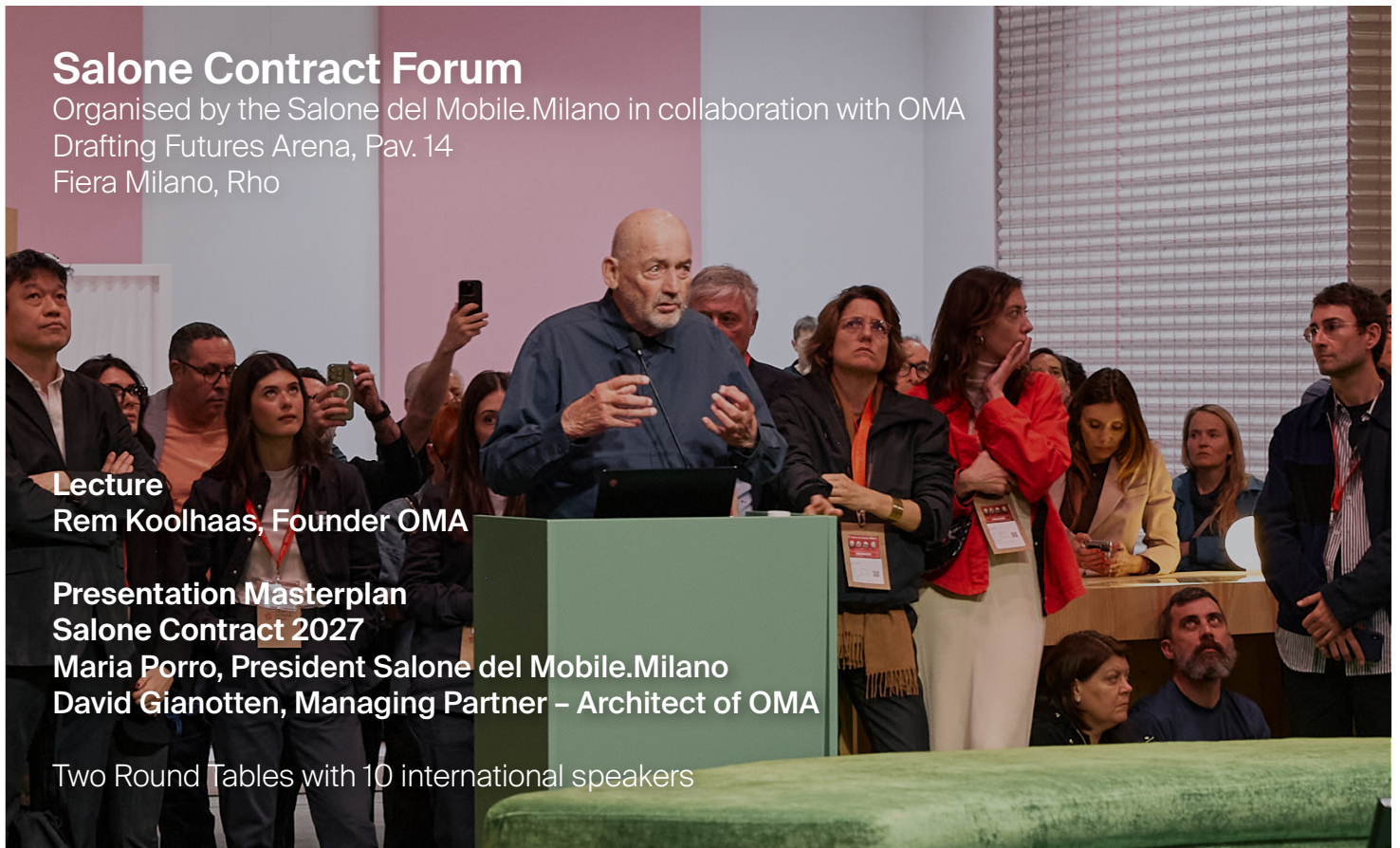
Salone Contract Forum

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

Lecture
Rem Koolhaas, Founder OMA

Presentation Masterplan
Salone Contract 2027
Maria Porro, President Salone del Mobile.Milano
David Gianotten, Managing Partner – Architect of OMA

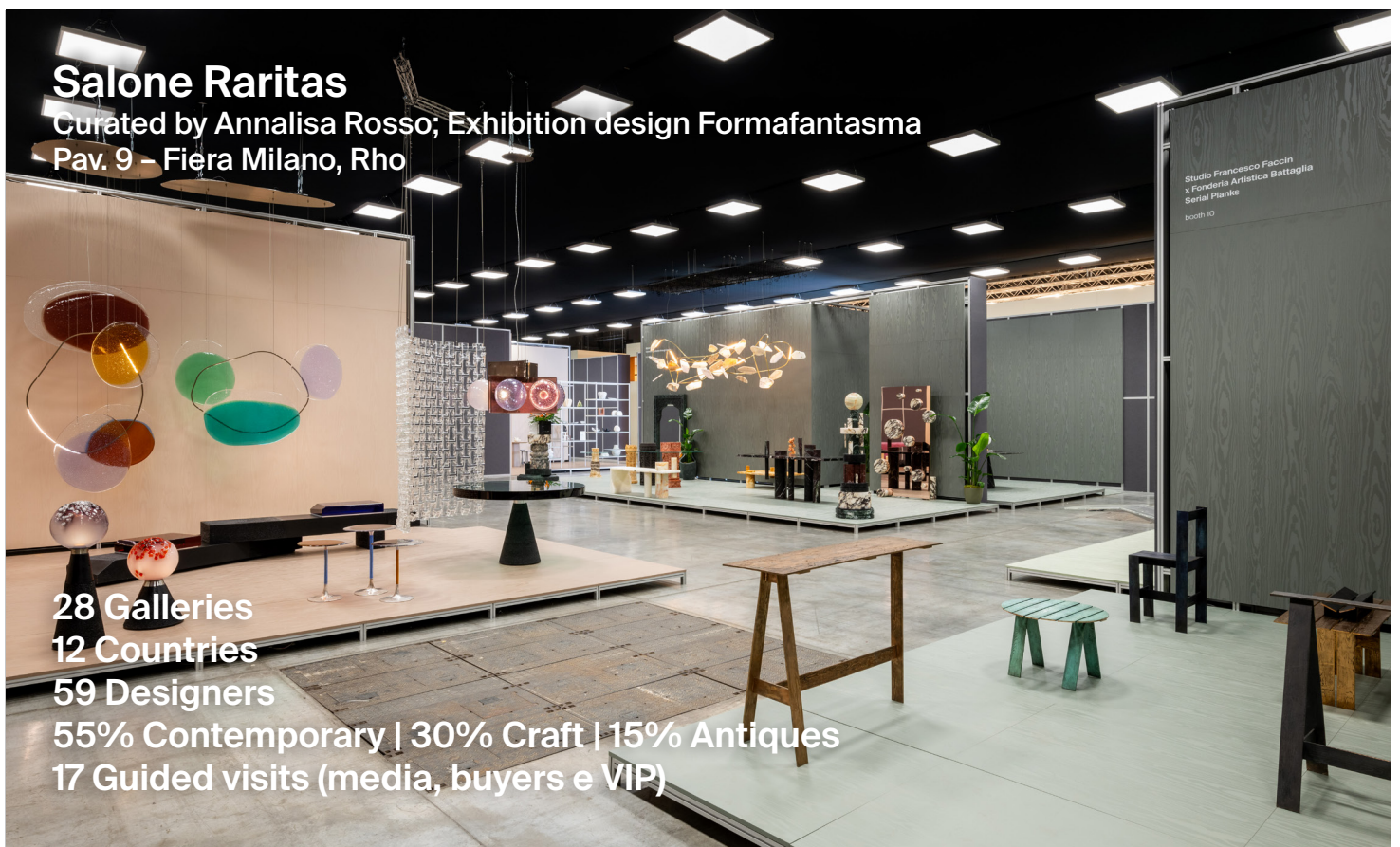
Two Round Tables with 10 international speakers



Salone Raritas

Curated by Annalisa Rosso; Exhibition design Formafantasma
Pav. 9 – Fiera Milano, Rho

28 Galleries
12 Countries
59 Designers
55% Contemporary | 30% Craft | 15% Antiques
17 Guided visits (media, buyers e VIP)



SALONE UNDER 35



SaloneSatellite
Maestria artigiana + Innovazione
Skilled Craftsmanship + Innovation

700 Designers
22 Universities and Design Schools
39 Countries



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

- 1** Live Podcast
- 14** Speakers from 14 companies
- 3** Non-stop storytelling slots
- 500** Registered students

CULTURAL PROGRAMME



Drafting Futures Conversations about Next Perspectives

Drafting Futures Arena, Pav. 14

- 2** Masterclasses
- 5** Round Tables
- 2** Special Events
- 33** International speakers

SALONE IN THE CITY



Design Kiosk

Editorial selection curated by Corraini Edizioni
 Design by DWA-Design Studio
 17 - 26 April (closed on 25 April)
 Piazza della Scala

- 9** Days of opening
- 8** Public conversations
 with **8** Independent magazines

SPECIAL PROJECTS



Aurea, an Architectural Fiction

Curated by Oscar Lucien Ono, Maison Numéro 20
Pavs. 13-15



ABITO

Curated by Palomba Serafini Associati
Promoted by Ministry of Foreign Affairs and International Cooperation
Service Center, Ground Level

SPECIAL PROJECTS



Made in MiC

Promoted by Ministry of Culture
Reception Pavs. 22-24



The Chain of Wonders. Italian Excellence FederlegnoArredo

Curated by Beppe Finessi
Reception Pavs. 2-4

SALONE IN THE CITY



Common Archive La Notte Bianca del Progetto

19 Public and private institutional archives
Over **150** historic architectural and design archives
Over **50** free guided visits and conversations
Over **850** visitors
20.000 Maps

SALONE IN THE CITY



Architectures of Freedom

In partnership with K-Way®
Curated by Bianca Felicori, Author and Founder
of Forgotten Architecture
20 - 26 April
Piazza Sant'Eustorgio



PRESS & MEDIA

From 21st April 2026, Salone has

registered **6,039** Press & Media attendees (**2,828** foreign journalists)
 hosted **135 media outlets** from **35 Countries** in collaboration with ITA
 involved **191** foreign journalists in the Press Tour of the Exhibition
 sent **16** Press & Media DEM
 shared **1** Press Book Design News with **485** product previews
 organized **107** interviews

From 1st April 2026 the Salone del Mobile was covered by

325 TV and **Radio** coverages (Italian media)
1,573 mentions on **printed outlets** (Italian media)
5,769 mentions on **websites** (Italian media)
11,908 mentions on **websites** (International media) from **122** Countries

Sources: Italian media Mimesi; International websites Onclusive.
 Data collected on 26th April 2026.

DIGITAL ENVIRONMENT

*from 4th March to 25th April

Website

630,000

unique visitors

1,300,000

sessions

6,400,000

page views

4 minutes

average session

Social Media



15,700,000

views

117,000

interactions

16,000

mentions



25,000,000

views

28,000

interactions

4,300

mentions

DIGITAL SERVICES

*from 21st April to 25th April

1,563,204

badge scans at stand (matchmaking)

717

companies that used badge scanning

1,376

appointments requested at stand

31,298

new app downloads



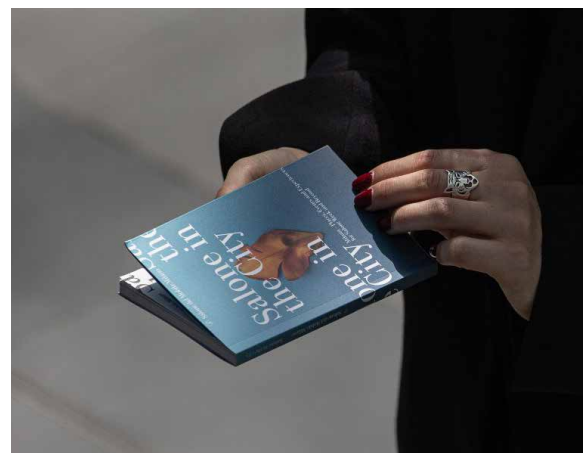
Thematic Pathways

How not to get lost at Salone without missing Salone

24 Pathways

10,000 Printed copies

247 Companies included



Salone in the City

A guide to experiencing Milan in print and digital format

A **112**-page guide with over **300** addresses to experience the city during and beyond the Salone

10,000 Printed copies