

Divisione Contract

PREVIEW

di Marco Tassi

SALONE DEL MOBILE.MILANO
FOCUS SALONE

SALONE DEL MOBILE.MILANO: FARE SISTEMA E PROGETTO

SALONE DEL MOBILE.MILANO: MAKE SYSTEM AND PROJECT

From the 17th to the 22nd of April at the Fiera Milano Rho, the 57th edition of the Salone del Mobile.Milano will take place. This year, he drafted his first Manifesto not just an affectionate gesture towards the city and all the actors that have contributed to its success, but a firm and forward-looking declaration of intent, laying the foundations for a new way of thinking, working as a system and designing. "The Salone del Mobile succeeds thanks to the indisputable industrial network that underpins it. It is a manufacturing system driven by the interface between business people from small and large companies on the one hand and designers and architects on the other, working together to create and project excellence. We now need to up our game to overcome the global challenge, we need to focus on innovation and sustainable quality, on our ability for creating a system and culture, on our willingness to share information and vision: the new generations", said Claudio Luti, President of the Salone del Mobile. "This is why the Salone also keeps evolving and consolidating its links with Milan. The first Manifesto is a commitment to continue to strive to do better and is an invitation to Milan, the city at the centre of it all, where it all first began, to keep networking and growing together, to keep building on the competitive and economic power of the Salone and consolidate the city's role as 'the place to be' for leading brands, their projects and their human and financial resources". "The Salone del Mobile is a distinctive Milanese brand. Much more than just a furni-

ture exhibition, the Salone is an international event, a laboratory for experimentation and research, a meeting place and a showcase for new businesses - an irreplaceable appointment for designers and architects, who present, study and set trends here every year, with an increasing focus on sustainability. In other words, the Salone is the best expression of Milan's greatest young, concrete and visionary spirit. I am quite sure the 2018 edition will serve to bolster its image even further", said Mayor of Milan Giuseppe Sala. The upcoming edition promises to be packed with visitors and projects: more than 300,000 sqm of net exhibition space and over 2,000 exhibitors - including 600 International designers - 80% of them are foreign companies. Five exhibitions will be held contemporaneously from Tuesday 17th to Sunday 22nd April at Fiera Milano, Rho. They will be open to trade visitors every day from 9:30 am to 6:30 pm, and also open to the public on Saturday and Sunday. Salone International del Mobile and International Purchasing Accessories Exhibition - split into 3 style categories: Classic Tradition in the Future, Design and XLIX - will be joined by the brand furniCine - plus its collateral event FIC Technology for the Kitchen - and International Bathroom Exhibition, as well as SaloneBelleza. And do not forget the FieriSalone, which transforms the city into a kind of design and furnishing bazaar.



Sal' 17 al 22 aprile, presso Fiera Milano Rho, a cinque di Via Abbate ad Bellinzona, via Giacinto, lo spazio del Salone del Mobile. 60 mila al giorno in centro, 300 mila il totale di tutti gli spazi del Salone del Mobile. 300 mila al giorno in centro, 300 mila il totale di tutti gli spazi del Salone del Mobile. 300 mila al giorno in centro, 300 mila il totale di tutti gli spazi del Salone del Mobile.

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Chair by **Diego** and **Luca**. Chair with a light-colored seat and backrest, supported by a thin metal frame.

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Table by **Diego** and **Luca**. Table with a dark top surface and a thin metal frame.

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