Salone del Mobile

Fair Guide

7–12 June 2022


Register here.
Find your DAAily guides and bags here!

Get your copy of the DAAily fair guide, along with an iconic Designboom, Architonic or ArchDaily cotton bag, at our DAAily booth located in:
The entrance of Hall 07 + 05

You can also find them at our Hotspots around the city.

Follow @milan.design.week on Instagram to find out more.

Digital guide
Scan this code to download an online PDF version of this DAAily fair guide and start planning your itinerary right away.

Overview
Get a detailed navigational view of the halls at the Salone del Mobile fairgrounds.

Fair ABC
This DAAily fair guide’s selection is limited to active members whose products are relevant to the design of buildings and spaces. It’s a guide by architects for architects.

To the Power of Three
You can call us: DAAily platforms.

Product Highlights
Some of our members’ products to discover at different locations at the fair.

DAAily bar
The new place to be during Milan Design Week.

DAAily bar & Live Talks

This guide is printed on Magno Volume, awarded the FSC- and ECF certificate.

Our curated selection
Other active Halls, not included in this Guide

Visit us at:
Salone del Mobile
Pavilion 24 - Stand 075-077
www.architonic.com

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Together we are DAAily platforms

And together with you, this is Milan Design Week!
There’s only one place we would wish, as a freshly formed triumvirate of global-reaching, premium-only architecture and design channels, to launch our new group and that’s in the world’s number-one destination for the best in design. Add to this the fact that Milan Design Week is back bigger and more ambitious than ever, and 2022 is a very special year.

See you at our DAAily bar
While each of our three online platforms continues as a leader in its particular field, addressing the needs of its specific community, we’re taking the opportunity to take to the stage together – and quite literally – at our special, can’t-miss Milan venue to the east of Brera. The Swiss Corner at Piazza Cavour / Via Palestro 2 will play host to the DAAily bar from 7 to 10 June, where a curated talk series hosted by our three Editors-in-Chief will seek to inspire and entertain, while our bar, lounge and outdoor terrace deliver a healthy dose of conviviality and connection.

Navigation for inspiration
But it’s not all about us! The lovingly crafted guide you’re holding in your hands or reading on screen right now is all about making the most of your time at the fairgrounds. Ever the curators, we’ve painstakingly created an edit of the brands that matter, guaranteeing you a first-class Salone experience.

And when you make it into town, pick up our DAAily city guide from one of our Hotspots*, which will help navigate you through the masses to our selection of must-see locations and events.

Designboom, Architonic, and ArchDaily are with you every step of the way...

Designboom knows.
Milan by heart.

Milan has always been Designboom’s home since its founding in 1999. As the world’s first online magazine, it has become a go-to destination for stories and insights on architecture, design, and the contemporary cultural phenomena in fashion, technology and the arts. Must-see exhibitions around the city to pop into include the up-and-coming talents Alcova, the high-end luxury Hermès’ La Pelota show, Time & Style, Valetta, and Fornasetti.

Spare some time to witness contemporary artistry through Steve McQueen’s »Sunshine State« Hangar Bicocca; Fondazione Prada’s »Eimengen & Drapet Show«; Triennale Milano’s Italian Radical Design’s »Memphis exhibition and »The Inventory of Life«, works of French designer Mathieu Lehanneur, curated by Maria Cristina Didero. Design history can be found at Museo Del Novecento, where a retrospective show of the great Italian master architect Aldo Rossi re-proposes works from 1960 to 1997.

By the way, have you seen the brand new ADI Design Museum in Chinatown? We have also gathered a comprehensive lineup of other things in the city that are not to be missed.

Architonic handpicks
Milan’s best brand showrooms.

If there’s one thing you know about Architonic, it’s that we love bringing people together. Our core purpose in the online world is to connect architects with premium design brands via just the right products for their projects.

But we’re no nerds. We’ve been making our way faithfully to Milan Design Week in person for almost two decades now, helping to connect professionals in real time via our roving team of design savvy experts and our indispensable guides to what-not-to-miss in the city and at the fair, not to mention our legendary parties.

Of course, not everything can be planned. The magic of Milan in particular lies in the serendipitous encounter in the street. But it’s the manufacturers’ showrooms that provide the cultural and commercial backbone for the city experience. And we, as ever, have compiled the very best of them in the following pages to give you the richest, most curated experience on the ground.

Just don’t blame us if it rains.

ArchDaily highlights
the architectural language of Milan.

Renowned for its fashion, furniture, and finishes, Milan is a city of vivid contradictions with a bold architectural facet of »old meets new«. From its iconic Duomo, the epiphane of Gothic architecture, to Zaha Hadid’s futuristic Generali Tower, the vibrant city features a harmonious diversity of architectural styles and typologies. Within the next couple of years, Milan is set to house an array of projects that cater to the community and environment. Featuring monumental football stadiums and vertical forests, a star-studded line up of architects with the likes of David Chipperfield, Stefano Boeri, Kengo Kuma, and Bjarke Ingels are putting their expertise on display.

The same community-driven approach can be seen across Milan’s urban mobility, particularly with its recently-approved »super-cycle« project that prioritises cycling and environmental protection.

Whether you’re looking back at architectural classics that have inspired the modern built environment or learning more about the city’s future landmarks and urban mobility plans, ArchDaily’s extensive database of news, projects, and exclusive interviews investigates the urban identity of Milan and shares insights on how the city came to be.

Discover ArchDaily’s architectural selection for Milan on archdaily.com

Best wishes,
Stephan Bachmann, CEO
Birgit Lohmann & Massimo Mini, Founders Designboom
Tobias Lutz, Founder Architonic
David Basulto, Founder ArchDaily

* Our Hotspots can be found at the ADI Museum, CasaBrera, Design Variations by MoscaPartners, Interni Design Factory, Masterly, and at our DAAily booth at the entrance of Hall 07 + 05 at Salone del Mobile.
Product highlights

Brunner Group | Mudra
DAaily bar at Swiss Corner
Page 22

Fast | Ria Soft
Hall 16–B16
Page 30

Vibia | Plusminus Semisphere
DAaily bar at Swiss Corner
Page 22

Trabà | Metis Dot
Hall 10–E08
Page 24

Andreu World | Nuez Barstool Bio
DAaily bar at Swiss Corner
Page 22

Valentini | Stone
Hall 14–D34
Page 03

Sancal | Faces Side Table
Hall 15–F19
Page 38

Trabà | Metis Wood
Hall 10–E08
Page 24

Bonaldo | Aliante
Hall 5–F01 F03
Page 18

Andreu World | Nuez Lounge Bio
DAaily bar at Swiss Corner
Page 22

Papadatos | Petit Fleur Armchair
Hall 10–D19
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Sancal | Duo Sofa
Hall 15–F19
Page 38

Tonin Casa | Tender
Hall 12–A09
Page 28

Bonaldo | Big Table
Hall 5–F01 F03
Page 18

Sancal | Remnant Armchair
Hall 15–F19
Page 38

Trabà | Metis Line
Hall 10–E08
Page 24

Follow @milan.design.week to discover more design highlights during your visit to Salone del Mobile.
Young and brave

Since its founding in 1999, Designboom, the world’s first online magazine, has nurtured young talent by providing a platform for visibility and positive commentary on the world’s creative scene.

Our editorial team is made up of more than 200,000 active contributors from around the world: DESIGNBOOM READERS.

Creatives and makers from all corners of the globe – regardless of place, position, prestige, religion, nationality or gender – communicate their work to a huge international audience. This horizontal distribution of information means that cultural conversations are developed directly by our readers and don’t follow any fixed hierarchical systems or chains of command.

SaloneSatellite, born the same year, has a similar approach. Under the curatorship of Marva Griffin, this initiative, held annually, focuses on the creative endeavours and designs of under 35s. Running alongside Salone del Mobile Milano, the showcase facilitates the relationship between businesses and young creatives gearing up to enter the profession and the market after their studies. A catalyst for new connections between international design schools, new start-ups, and the manufacturing world.

For this year’s Salone Satellite, more than 600 young designers will be participating in its 23rd edition positioned at Pavilions 1 and 3 in Salone del Mobile’s Rho Fairgrounds from 7 to 12 June.

The event brings forward designs that respond to the theme «Designing For Our Future Selves». The new arrangement invokes the style of a piazza as a gathering place, emphasising the new event’s position right at the entrance of the fair.

Don’t miss it!

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*The data delivery deadline for this guide was 6 April, 2022. We could not consider any new information delivered after this date and apologise for any omissions or incorrectly listed content.*
Hall 07 + 05

Exhibitors

Arflex ........................................ C05
Baxter ..................................... H01–L10
Bielefelder Werkstatte .................. L12
Bonaldo ................................. F01–F03
De Sede ................................. E12
Desalto ................................ C12
Dransen ................................ G06
Exreta ....................................... C01–C03
Flexform .................................. E05–E07–F02–F08
Flow ........................................ A15–B12
Gallotti & Radice ....................... F09–G10
Gervasoni ................................ F11
Giorgetti ................................. G07–H10
Jori ............................................ G21–H24
Laurameroni ............................ E04
Lema ........................................ B15–C24
Linteloo ................................... F15–F19
Living Divani ........................... C11–D16
Luaddi ................................ ..... D11
Marelli .................................. H22
Meridiana ............................... G09–H18
Milano Bedding ....................... .G14–G16
Minotti ................................... E15–G22
Nomon ................................... E02
Piet Boon .................................. F15–F19
Poliform .................................. A03–B10
Porada ................................ A19–B20
Porro ....................................... D15–E16
Potocco .................................. L15–M12
Reflex ................................... L03–M02
Ritzwell ................................... D10
Rolf Benz ............................... B01–C04
Royal Botania ......................... G11
Saba ........................................ H15
Tonon ................................... D02–D04
Very Wood ................................ G12
Verzelloni ............................... L20–L24
Vibieffe ................................ M18–M22
Wittmann .................. C05

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The entrance of Hall 07 + 05

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Inspired by life, made by enea

VISIT US:
HALL 7
BOOTH G11

VISIT US:
Hall 10, Stand C05
www.eneadesign.com
@eneaofficial
It's a takeover.

To mark the launch of DAAily platforms, we're going full-on curatorial at the landmark Swiss Corner building on the eastern edge of the Brera Design District, where we've invited a host of celebrated talents to help us create a unique, storytelling-programmed space – by architects and designers for architects and designers.

Delivering a sensory-rich experience, where the outside steps inside, the DAAily bar will feature such fluid elements as a 30-metre-long, nature-inspired curtain wall by Swiss artist Douglas Mandry, and a unique floral installation by Anne Vitchen, Dame des Fleurs of the Ritz Paris.

While taking time out to savour some coffee or enjoy something a bit stronger (it is Milan, after all), visitors will also be able to test out never-seen-before new seating products from Stefan Diez and Edward Barber & Jay Osgerby. What's more, on the hour every hour there'll be a Live Talk from one of the A&D world's chief protagonists. Definitely not to be missed! (Full details can be found on page 40.)

The DAAily bar promises to be the meeting point for the creative community during Milan Design Week and become a go-to destination for years to come, so be at the vanguard and meet us there!

By Simon Keane-Cowell, Editor-in-Chief, Architonic

Live Talks by

Paola Antonelli    Julian Bedel
Edward Barber      Boonserm Premthada
Stefan Boeri       Carlo Ratti
Stefan Diez        Alice Rawsthorn
Sebastian Herkner  Patricia Urquiola
Jakob Lange        Anne Vitchen
Douglas Mandry     ... and many more
Jay Osgerby

Main partner

BALLY

Partners

ames  andreu world  bruner  christofer frickhofer  MAGIS  VIBIA

Designboom | Architonic | ArchDaily
Hall 10 + 06

Exhibitors

Al2 ........................................... D30
Arketipo .................................. A11–B12
Barausse .......................... F36
Barlow Tyrie ..................... C41
Capdell ..................................... B23
Cattelan Italia .......... A15–B18
Cizeta ................................. C38
Grasevig .............................. D32
Da a ......................................... E02
Doors ........................................ B11
Enea ........................................ C05
Enne ........................................ C26–C32
Ethnicraft ............................ E27
Fenabel ................................. D00–D04
Frida Frau Manufaktur ....... E25
Ghidini 1961 ......................... E14
HMD Furniture ....................... E43
Inclass ................................... A06
Janua ........................................ E26
Kenneth Cobonpue .......... F04
Kriskadecor ....................... F35
Leolux LX ........................ A35
Luxy .......................................... B04
Mambo Unlimited Ideas ........ B11
Manutti .................................... E29
Martex ................................. B26
Montbel ................................. C42
More .......................................... C23
My Home Collection .......... B15
Nunc ......................................... E04
Papadatos ............................. D19–D21
Pedrali .................................... A23–B24
Quadrifoglio Group ........ B41–C46
Quinti Sedute ...................... B16
Robert Outdoor Pleasure .... D09
Slalom .................................... E06
Softline .................................... E24
Sovet ....................................... D31
Tagged De-Code .................... E38
Trabà ........................................ E08
True Design ............................ E08
Vondom ......................... E35–F30
Yomei ................................. A31
Zilio Aldo & C ........................ E21

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Ika

Ika Family

Ika is a dynamic and mobile piece of furniture. It is made from an oak wooden seat and structure and a leather strap that has a double functionality; as well as serving as a back rest, it also allows anyone to carry it on their shoulder and easily take it anywhere with them. www.ondarreta.com
**Exhibitors**

Armet ................. E02
Black Tie ............... B19
Calligaris ............ C11–C19–D08
Candia ................. D31
Cantarutti ............ F40
Chairs & More .......... D19
Ditre Italia ............ C05–D06
Dressy ................. B09
Fatboy ................ D14
Glatz .................. E30
Infiniti ............... B01–C04
Livoni 1895 ........... D22
Memedesign ........... E40
Midj ................... A11–B14
Mobiburba ............. D07
Musola ................ B09
Novocuadro ........... D07
Ozzio Italia .......... C14
Paged Meblo .......... F34–F36

Piaval ..................... E01
Pointhouse ............ C32
Ronda Design .......... E14
S-cab .................. B11–C12
Tonin Casa ............. A09

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Exhibitors

Acerbis .................................. B15–C16
Alessi ........................................ C16–D10
Alias ........................................ C15–D10
Alivar ........................................ A25–B20
Arper .......................................... C23–D18
Artifort ...................................... B21
Bensen ....................................... E30
Blå Station .................................. C27
Bross ........................................ C24
Casamania & Horm ......................... A21–B16
Classicon .................................... E15–F14
Diabla ....................................... C05
E15 ........................................... E12
Edra .......................................... C01–F04
Emu Group .................................. E25–F20
Extremis ..................................... E18–F18
Fantoni ....................................... D06
Fast ........................................... B16
Fermob ...................................... C26
Frag .......................................... D19
Gan .......................................... C03
Gandia Blasco ................................ C05
Ginger & Jagger ............................. A19
Horm Italia .................................. A21–B16
Inno .......................................... D31
IOC Project Partners ......................... D25–E24
Janus Et Cie ................................ E07–F06
Karl Andersson & Söner .................. D29
Kartell ........................................ A09–B10
Kettal ........................................... A15–B14
KFF ............................................ B24
Knoll International .......................... D09–E10
Kosé .......................................... D24
Kriptonite .................................. B25
Krystalia ...................................... A06–B06
Kyomo ......................................... E12
La Cividina ................................ A22–B22
Lago .......................................... C19–D14
Lapalma ...................................... D10–E16
Magis ........................................ C11–D08
MD House.................................... A05–B06
MDF Italia ................................... B15–C16
Miniform ...................................... B31
Munna ........................................ A19
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Opinion Ciatti ............................... B22
Plank .......................................... D09
Punt Mobiles ................................ F34
Rodas ......................................... D16
Tacchini ...................................... C09
Talenti ....................................... E33–F28
Tonelli ....................................... C18
Tribù .......................................... E11–F10
Tuuci ........................................... E27–F22
Van Rossum ................................ E19–F16
Warli .......................................... C28
Walter Gtv Design ........................ D02
Zanotta ....................................... A15–B14

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Discover our novelties for bathroom, spa, and kitchen.

Hall 24, Stand F06-F08
donbracht.com/salone

From personalities for personalities
AXOR One
by Barber Osgerby
»The history of bentwood furniture is an evolution, not a revolution. We designed the 822 collection to continue this story and last for generations.«

Claesson Koivisto Rune

S.Project, Fiera Milano RHO Hall 13 – Stand D01 D05

www.ton.eu
# Hall 15 + 13
S. Project and FTK

## Exhibitors

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DAAily bar

Live Talks

at Swiss Corner  Piazza Cavour / Via Palestro 2, 20121  7–10 June  14:00–21:00

Every hour, on the hour: some of the biggest names in design, art, and architecture join our Editors-in-Chief in lively conversation.

Programme

From renowned design-cultural protagonists like Paola Antonelli and Alice Rawsthorn, discussing their new book project for Phaidon, Design Emergency, through to anatomies of the latest products from the likes of Edward Barber & Jay Osgerby and Stefan Diez, as well as architectural thinking from BIG and Mario Cucinella, our line-up promises to inform, inspire and entertain.

Get your ears ready.

Main partner

BALLY

design boom  ARCHITONIC  arch daily

Together we are DAAily platforms

Scan to get the digital programme

*There might be last-minute changes to this programme. Please check the digital programme to register and confirm the Live Talks schedule.

Tuesday  June 7

Edward Barber & Jay Osgerby
15:00  Hosted by Simon Keane-Cowell

Alper Derinboğaz
Salon Architects
16:00  Hosted by David Basulto

Stefan Diez
Brunner Group
17:00  Hosted by Simon Keane-Cowell

Paola Antonelli & Alice Rawsthorn, Design Emergency, Book Signing | Phaidon
18:00  Hosted by Birgit Lohmann

Wednesday  June 8

Cristian Zuzunaga
Zuzunaga
15:00  Hosted by Simon Keane-Cowell

Jakob Lange
BIG
16:00  Hosted by David Basulto

Sebastian Herkner
Ames
17:00  Hosted by Simon Keane-Cowell

Douglas Mandarin
in partnership with Bally
18:00  Hosted by Birgit Lohmann

Thursday  June 9

Benedetta Tagliabue
Miralles Tagliabue EMBT
15:00  Hosted by Simon Keane-Cowell

Mario Cucinella
MC A – Mario Cucinella Architects
16:00  Hosted by David Basulto

Patricia Urquiola
Andreu World
17:00  Hosted by Simon Keane-Cowell

Julian Bedel
Parfum Alchemy | Fueguia
18:00  Hosted by Birgit Lohmann

Friday  June 10

Fabio Calvi & Paolo Brambilla
Calvi Brambilla
15:00  Hosted by Simon Keane-Cowell

Benjamin Gallegos Gabilondo
Supervoid
16:00  Hosted by David Basulto

Laura Casalis
FMR Labyrinth
18:00  Hosted by Birgit Lohmann

Giovanni Momo
Unimatic Minimalist Drops
20:00  Hosted by Birgit Lohmann
From personalities for personalities

AXOR One
by Barber Osgerby

axor-design.com