

**Salone Internazionale del Mobile
from 14th to 19 th April 2010**



The City of the Saloni

Just as they do every year, the acclaimed international protagonists of the home furnishing sector, the Saloni, will be making a welcome return to the Rho exhibition centre – **from 14th to 19 th April** – along with the biennial exhibitions devoted to the Kitchen and the Bathroom. And, as always, the Saloni will be fleshing out the purely commercial offering with cultural events. This year, the programme is particularly full, with events being held all over Milan from March to May.

There will also be an **exceptional number of collateral events** dedicated to Milan running alongside the trade shows: no fewer than four exhibitions focusing on the manufacture of furnishings and furnishing accessories, on kitchens, on bathrooms, plus the project being hosted by eight key Milanese institutions: from the historic **Villa Reale** and the **Pinacoteca di Brera** to the nineteenth century **Poldi Pezzoli** and **Bagatti Valsecchi Historic House Museums**, the **Planetarium** designed by Piero Portaluppi and donated to the city by Ulrico Hoepli in 1929, the **Boschi Di Stefano house** in Via Jan, and **Villa Necchi Campiglio**, a 30s urban jewel, both also designed by Portaluppi, to the contemporary Triennale Bovisa,.

The **trade shows** on one hand and the **collateral events** on the other go to make up what amounts to a real “settlement”, a “concentration” of culture and project, a city no less: “The City of the Saloni”.

Next April – from 14th to 19th – 2,500 exhibitors will set up camp on 211,500 square metres at the Milan Fairgrounds, Rho, where the 49th edition of Salone Internazionale del Mobile is to be held, along with **Eurocucina** and its collateral event **FTK**, the **International Bathroom Furniture Exhibition**, the **International Furnishing Accessories Exhibition** and **SaloneSatellite**.

Every single event at the Saloni is distinguished by a wide range of top quality goods: from the Salone Internazionale del Mobile and the International Furnishing Accessories Exhibition which showcase every sort and kind of furnishing in every possible style to Eurocucina, the International Kitchen Furniture Exhibition, comprising a complete overview of the sector, and its collateral exhibition FTK, to the International Bathroom Furniture Exhibition, showcase par excellence for bathroom furnishing.

SaloneSatellite – in Pavilions 22 and 24 – is back again this year – an event geared to fostering contact between young designers and exhibiting companies. There will be a competition for the 3 best products in the 2 sections involved. This year there will also be a montage conceived by 5 young architects/designers, previous participants in SaloneSatellite, again under the supervision of Ricardo Bello Dias.

The Saloni 2010 will also include a forum event on the subject of The Office, in which visitors to the exhibition will be involved. This event will be held at the Exhibition Centre and is a promotional vehicle for the 2011 edition of **SaloneUfficio**, the International Office Furniture Exhibition.

In the city itself, however the Saloni will be holding the following events:

- **“Unexpected Guests – Homes of Yesteryear, Design of Today”**

11th March – 2nd May

Museo Poldi Pezzoli, Museo Bagatti Valsecchi, Casa Boschi Di Stefano, Villa Necchi Campiglio

Curated by Beppe Finessi and Italo Lupi, the aim of the exhibition organised by The Milan Historic House Museums Network and Cosmit is to bring contemporary design into Milan’s four “Historic House Museums” – and set up a dialogue between the signs of our times and those of bygone eras, exploring the prospects for melding the projects of today with those of yesteryear with surprising results, naturally.

- **“Everyone to the table!”**

14th April – 9th May

Villa Reale, Via Palestro

Curated by Franco Laera, this is a look at the world of “dining”, taken apart and celebrated in its various stages through its own places and instruments, such as for example: food preparation/the kitchen; table preparation/the settings and table decorations; the home/everyday meals; special occasions/banquets; restaurants/convivial suppers and so on.

- **“A Celestial Bathroom”**

14th April – 19th April

Ulrico Hoepli Planetarium, Giardini Pubblici

An invitation to rediscover the bathroom as a place of wellbeing and harmony, seen through the beauty of the female form and the celestial vault. Curated by Francesca Molteni.

- **“The Hand of the Designer”**

10 th April – 9 th May

Villa Necchi Campiglio and Triennale Bovisa

Following the successful format of the previous edition, held last year, this initiative – supported by Cosmit and Fondazione Cosmit Eventi – is dedicated to the autograph drawings and sketches that have been donated to the FAI – Fondo Ambiente Italiano by designers from all over the world. The 450 drawings on exhibit will form the basis for a fundraising auction and direct sales for the restoration and maintenance of the Villa Necchi Campiglio in Milan and the launch of the Olivetti shop in Venice, designed by Carlo Scarpa in 1957/8.

The City of the Saloni, therefore: its quality and variety make it an absolutely unmissable place!

Milan, 11th February 2010

Press info: Marva Griffin Wilshire

www.cosmit.it

Salone Internazionale del Mobile
Salone Internazionale
del Complemento d'Arredo /
International Furnishing
Accessories Exhibition:

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| ■ classico / classic | S Stazione Ferroviaria / Railway station | T Biglietteria solo visitatori preregistrati
Ticket-counter pre-registered visitors only |
| ■ design | M M1 Linea rossa / Red line | * Ingresso diretto SaloneSatellite
Direct entrance to SaloneSatellite |
| ■ moderno / modern | P Parcheggi / Parking | ■ Uffici di Presidenza / Segreteria
Ufficio Stampa
General management / Secretariat Office
Press Office |
| ■ Eurocucina - FTK | R Reception | |
| ■ Salone Internazionale
del Bagno | Ⓜ Ingressi / Entrances | |
| ■ SaloneSatellite | | |



†How to get to the New Milan Fairgrounds, Rho

By public transport

M1 Red Underground line to Rho-fieramilano station (last stop). Outer Milan fare schedule (one-way fare Euro 2.05, Return ticket Rho-fieramilano Euro 4.00).

Interchange stations: Cadorna-Triennale and Loreto (M2 Green Line); Duomo (M3 Yellow line)