



Salone del Mobile.Milano

Un'infrastruttura per il futuro

Marco Sabetta
Direttore Generale Salone del Mobile.Milano

2.103	Espositori provenienti da 37 Paesi
302.786	Visitatori provenienti 160 Paesi
€278 Mln	Impatto economico urbano

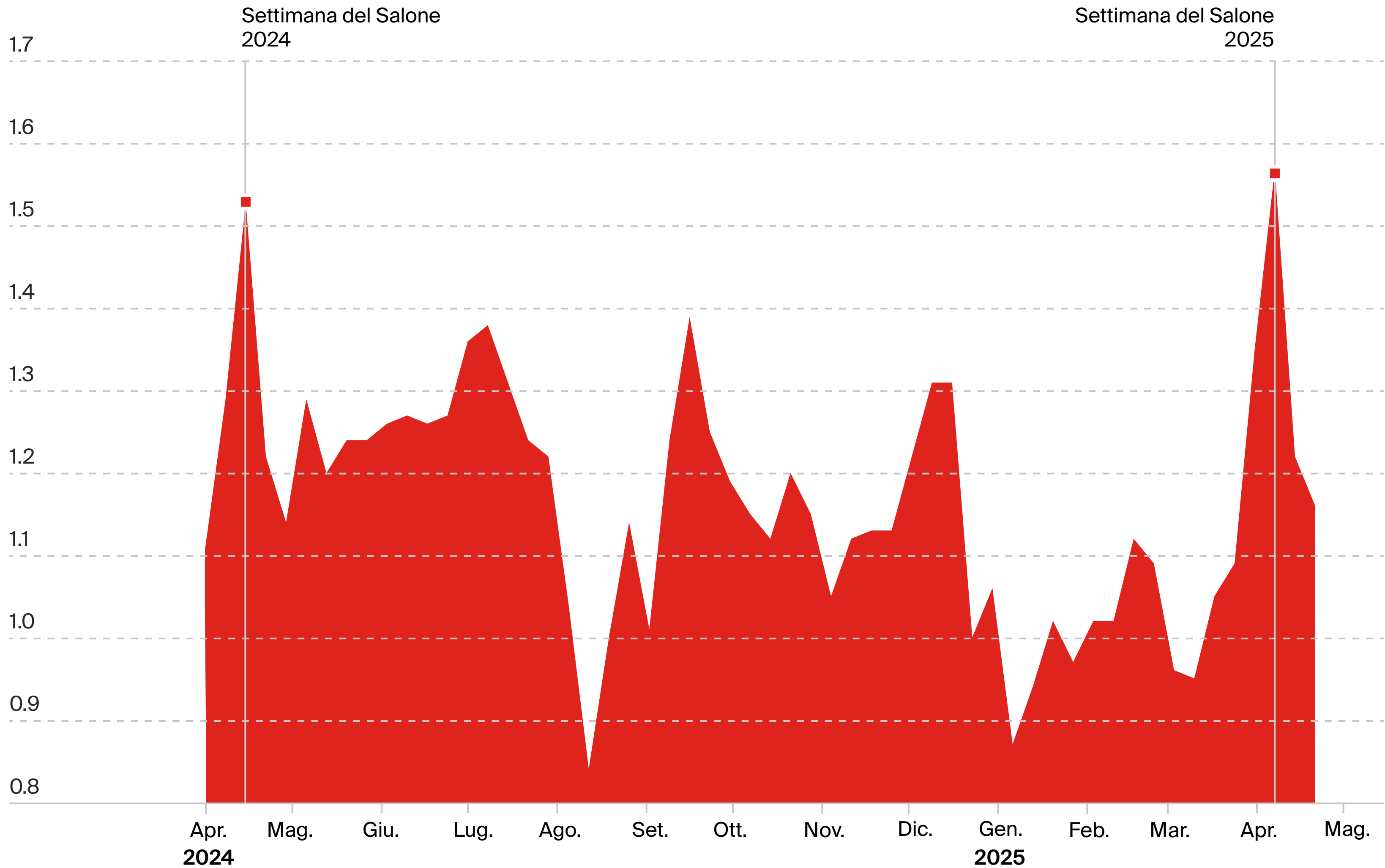
259	Espositori alla prima partecipazione o di ritorno
68%	Operatori dall'estero
34,2%	Incremento degli studenti in due anni
1,3Mln	Interazioni di matchmaking

320	Pagine
31	Contributor
10	Tavoli di lavoro
22	Data holder
861	Osservazioni sul campo

Progetto di ricerca a cura di Susanna Legrenzi, Communication
Strategy Advisor Salone del Mobile.Milano.
In collaborazione con il Dipartimento di Design del Politecnico di Milano.



Salone del Mobile.Milano 2025
Pagamenti digitali



93% degli espositori hanno dichiarato di voler
tornare a esporre

60%	Forte ritorno in termini di visibilità del brand (+4pp)
43%	Consente l'accesso a potenziali clienti chiave (+8pp)
42%	È la fiera di riferimento per la comunità A&D (+5pp)

La Settimana del Salone 2025

Triennale Milano

- ↳ Magician, Creative Academy
- ↳ Emeco In&Out
- ↳ ERCO Light Box: Light and Photography in Dialogue
- ↳ Against the War 7 Designers for Emergency
- ↳ CHECKED FUTURE, Frequency Manifest
- ↳ ORObyRUFFINO, The Art of Connection
- ↳ Material Alchemists: Class of 2025
- ↳ Light in Matter, Compositions by Emanuel Gargano
- ↳ Nest Award
- ↳ Playful Sculptures, Naoto Fukasawa for JAKUETS

Tortona Design Week 2025

- ↳ Design rEvolution: Creative Connections
- Multi-venue event, various locations*

Labò Cultural Project

- ↳ LABÒ CULTURAL PROJECT 2025

MOSCAPARTNERS

- ↳ MOSCAPARTNERS
- Variations-Migrations

Rossana Orlandi

- ↳ RoCollectible 2025

5VIE Design Week 2025

- ↳ Invisible Harmonies
- Multi-venue event, various locations*

BASE Milano

- ↳ We Will Design 2025: Making Kin

Superdesign Show 2025

- ↳ Happiness - 25 years of Happy Design

Tortona Rocks

- ↳ Unframed Design
- Multi-venue event, various locations*

Isola Design Festival 2025

- ↳ Design is Human
- Multi-venue event, various locations*

Fabbrica del Vapore

- ↳ Fabbrica Design Week - Brave New World

PAOLO SARPI

Zona Sarpi

- ↳ DO IT BETTER
- Multi-venue event, various locations*

ADI Design Museum

ADI Design Week 2025

- ↳ Best of Both Worlds: ITALY. Art and Design in Italy 1915-2025
- ↳ DBEW EXHIBITION 2025
- ↳ NEW HABITAT FOR TRANSITION
- ↳ Massimiliano Mandarini
- ↳ Olympic and Paralympic Village of Cortina 2026
- ↳ SIMICO and Fondazione Milano Cortina 2026
- ↳ TWIST, Plust Outdoor Attitude
- ↳ Ad Aquam 25, Treemme
- ↳ XPENG: #FUTUREMOBILITY

ISOLA

Portanuova Vertical Connection

PORTA NUOVA

Camera Nazionale della Moda

- ↳ Milano Moda Design 2025
- Multi-venue event, various locations*

PORTA VENEZIA

Brera Design District

- ↳ Brera Design Week 2025
- Multi-venue event, various locations*

Masterly-The Dutch in Milano

- ↳ Masterly-The Dutch in Milano 2025

SAN BABILA DURINI

DDDESIGN

- ↳ Design Week 2025
- Multi-venue event, various locations*

INTERNI Magazine

Mondadori Group

- ↳ INTERNI CRE-ACTION
- FuoriSalone 2025
- Multi-venue event, various locations*

ALCOVA

- ↳ Alcova Milano 2025

Dropcity Center for Architecture and Design

- ↳ Dropcity 2025

STAZIONE CENTRALE

Porta Venezia Design District 2025

- ↳ No Boundaries Design
- Multi-venue event, various locations*

Capsule Plaza

- ↳ Expanded Living
- Multi-venue event, various locations*

Convey 2025

- ↳ Leading the new wave of design companies

Stadera Design District_SDD

- ↳ Open Studio 2025
- Multi-venue event, various locations*



Salone del Mobile.Milano

Robert Wilson. Mother

Museo della Pietà

Rondanini – Castello Sforzesco
06.04-18.05.2025



Con Comune Milano | Cultura

Es Devlin. Library of Light
Pinacoteca di Brera – Cortile d'Onore
07.04-05.05.2025

Con il contributo di Feltrinelli

DESIGN KIOSK

Design Kiosk
Salone del Mobile.Milano
Piazza della Scala

Con Corraini Edizioni
Designed by DWA-Design Studio

12 Conversazioni
a cura di Annalisa Rosso

Salone del Mobile.Milano nel mondo

SaloneSatellite
Permanent Collection
1998–2025

Padiglione Italia

Expo 2025 Osaka
07–20.09.2025

The Orbit's Orbit
West Bund Art
& Design
Shanghai
08-10.11.2024



Firmato da Matilde Cassani

West Bund Art & Design Forum Shanghai 18.11.2025 Rethinking Collectible Design

Guest
Pak Man Lee,
Licheng Ling,
Ning Zhang,
Duyi Han

Moderato da Annalisa Rosso





Red in progress
Salone del Mobile.Milano
meets Riyadh

Red in progress

تصميم يتشكل

King Abdullah
Financial District

26-28.11.2025

500+ B2B meetings
in 3 giorni

بنك الرياض
Riyad Bank

بنك الرياض
Riyad Bank

Salone
del Mobile.
Milano

هيئة الفنون المعمارية والتصميم
Architecture and Design Commission

Red in progress تصميم يتشكل

Red in progress
Salone del Mobile Milano
meets Riyadh

تصميم يتشكل
ساليون ديل موبيل ميلانو
يلتقي الرياض

Red in progress

تصميم يتشكل

A cura di
Giò Forma



241

38

Brand italiani
Prodotti allestiti in mostra

Red in progress / تصميم يتشكل

Salone del Mobile.Milano
meets Riyadh

سالوني ديل موبيل . ميلانو
لأول مرة في الرياض



33

Moderatori e speaker
da 11 Paesi

Business Lounge



Designed by
Lissoni & Partners

Art Basel Miami Beach Collectors Lounge

Salone del Mobile.Milano



Salone del Mobile.Milano

Salone del Mobile.Milano has been the point of reference for design in the world since 1961. It is the only event that brings together the most innovative and talented designers, architects, and manufacturers in the world, creating a unique and inspiring environment for the design community.

Salone del Mobile.Milano is pleased to support Art Basel Miami Beach, with its focus on contemporary art and design. The event is a unique opportunity for the design community to showcase their work and connect with collectors and enthusiasts.

Participating brands and dates:

Brand	Date
Artemide	March 15-17
Baxter	March 15-17
Bolton	March 15-17
Bontempi	March 15-17
Breuer	March 15-17
Burle	March 15-17
Burle	March 15-17
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by Salone del
Mobile.Milano

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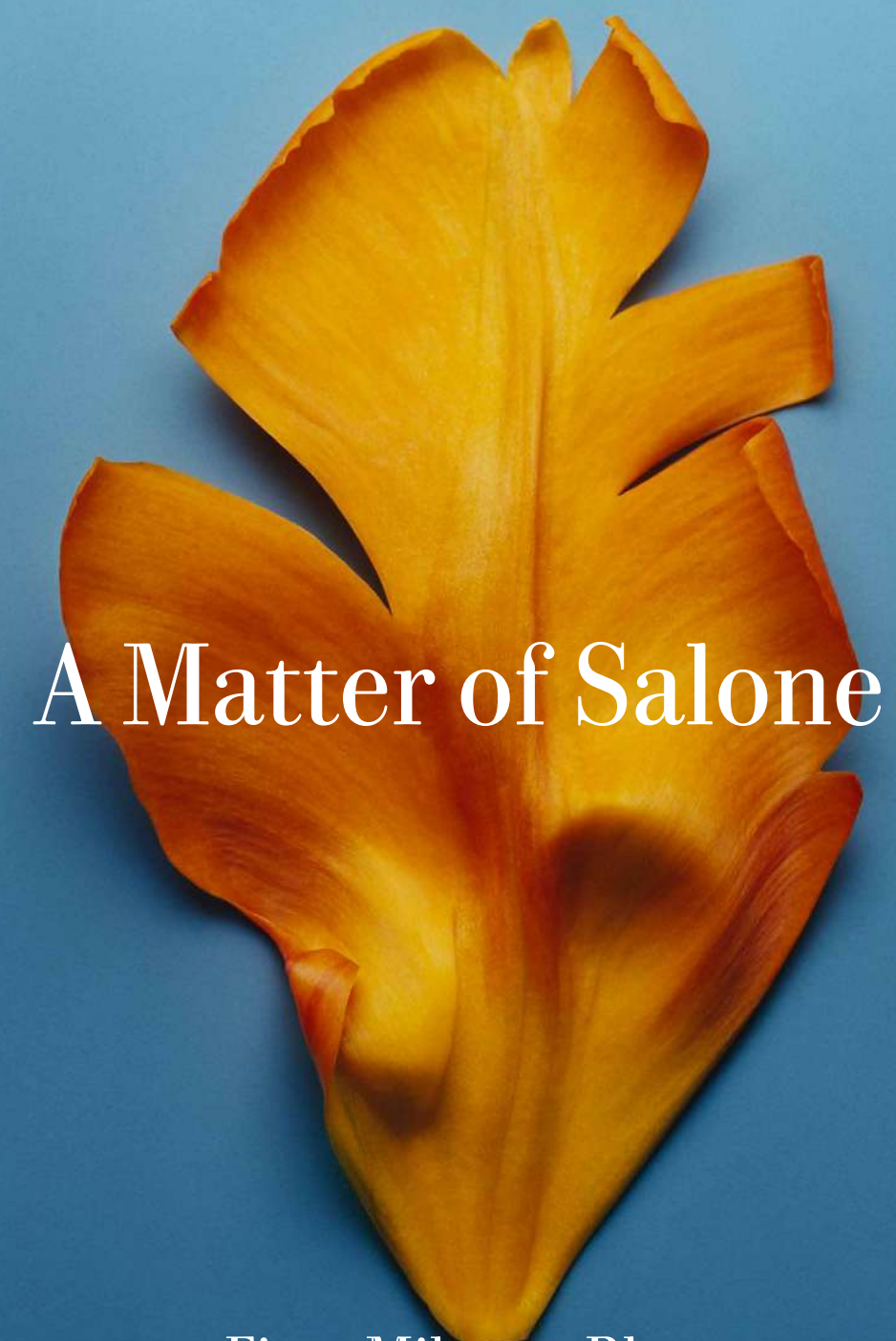
Fiera Milano – Rho

21-26.04.2026

Marco Sabetta

Direttore Generale Salone del Mobile.Milano

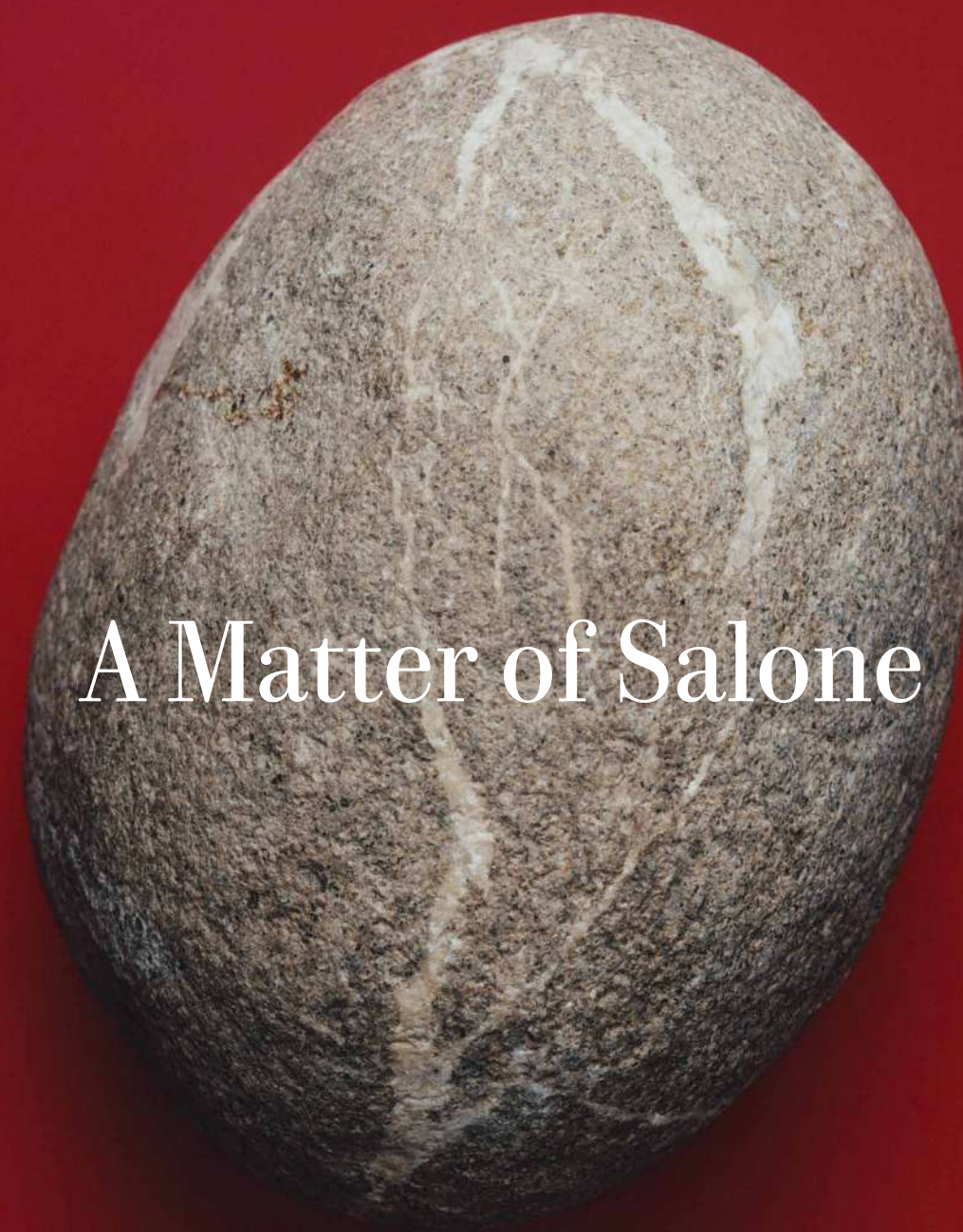
 Salone del Mobile.Milano



A Matter of Salone

Fiera Milano - Rho
21-26.04.2026

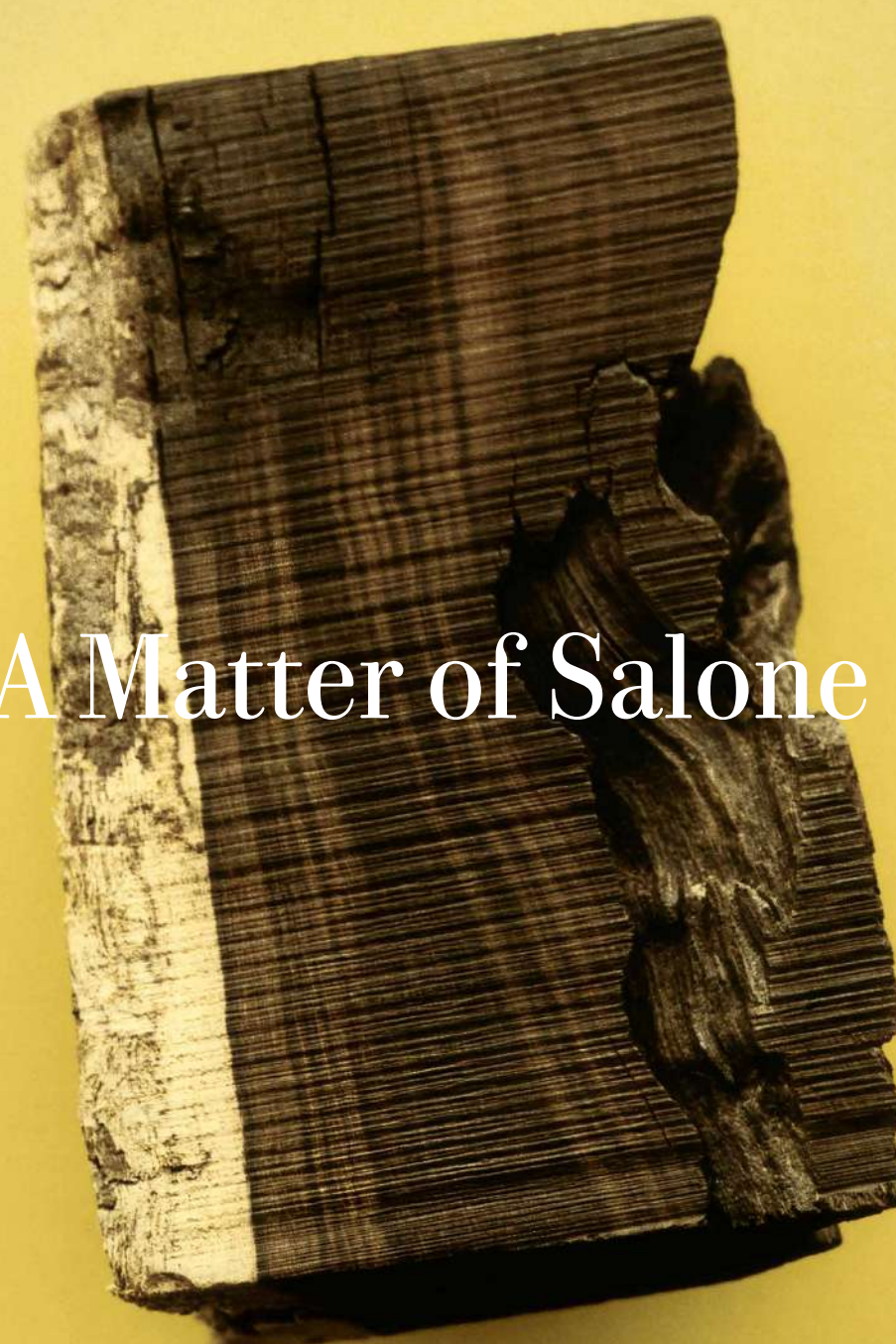
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Fiera Milano - Rho
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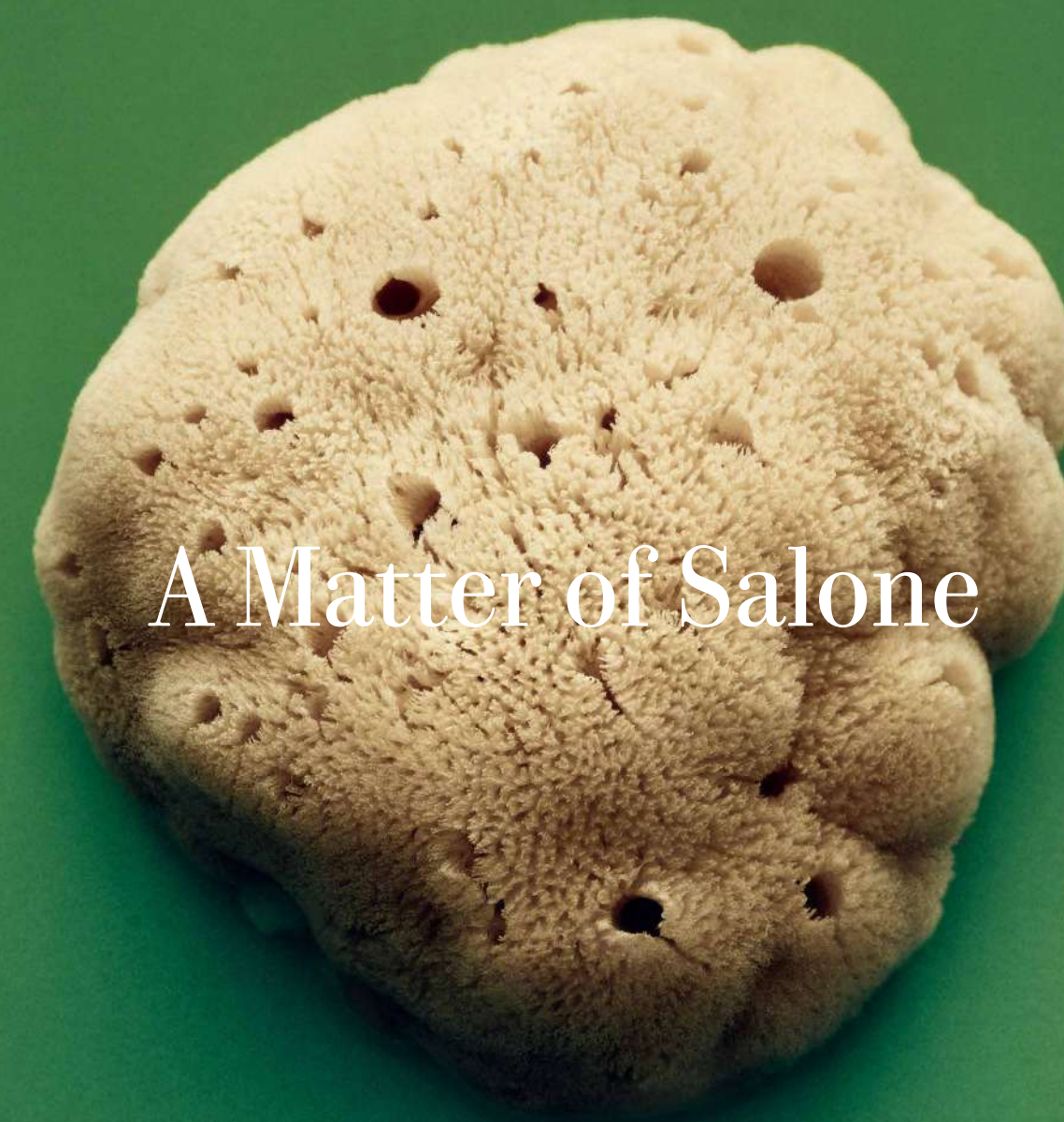
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EuroCucina / FTK, Technology For the Kitchen



Salone Internazionale del Bagno

Salone Contract

Masterplan a cura di **Rem Koolhaas e David Gianotten, OMA**



Salone Raritas

A cura di **Annalisa Rosso**

Editorial Director & Cultural Events Advisor Salone del Mobile.Milano



Allestimento a cura di
Formafantasma

Aurea, an Architectural Fiction

Progetto a cura di **Oscar Lucien Ono**
Interior Designer & Founder of Maison Numéro 20



Drafting Futures Arena

Drafting Futures.
Conversations about
Next Perspectives

A cura di Annalisa Rosso

SaloneSatellite

Maestria artigiana + Innovazione

A cura di **Marva Griffin Wilshire**
Fondatrice SaloneSatellite

 Salone del Mobile.Milano



SaloneSatellite

Reimagining Matters

Skilled Craftsmanship + Innovation
Fiera Milano - Rho (Pavs 5-7) | 21-26.04.2026

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Fiera Milano - Rho (Pavs 5-7) | 21-26.04.2026

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