

Salone del Mobile.Milano Design News – Salone Internazionale del Mobile, S.Project, Workplace3.0

By Danica Maričić May 18, 2024



From April 16th to 21st, Salone del Mobile.Milano, the world's leading design event opened its doors at Fiera Milano, Rho, and welcomed the finest Italian and international brands, for a chance to exchange ideas and compare notes, offering a glimpse into the future of home living. Read on and discover more.

Every edition of the **Salone del Mobile.Milano** is a chance for the global design community to meet and take stock of the meaning and the results of one year of work, research, and experimentation. The pavilions of **Fiera Milano** take on a hybrid artwork-workspace dimension, becoming the set for a showcase of environments, furnishings, objects, and installations that turn the venue into an enchanting “middle earth”. Here, **new combinations of ideas, meanings, shapes, and functions materialize and become visible**, perhaps in embryonic form, anticipating – sometimes imperceptibly sometimes very clearly – **the identity of tomorrow's home living.**

This reservoir of potential solutions for the needs and dreams of design for the home – striving to overcome their inevitable limitations and propelled by their beauty, strength, and inherent value – is a showcase of a wealth of expressive languages, a mix that gives shape to different aesthetic paths that symbolize a way, an approach, a vision, but also a function that cannot be neglected or overlooked.

This edition once again sent out powerful messages and visions ranging from environmental and social responsibility and regeneration to the enhancement of craftsmanship, skillfully blended with digital technologies; from the storytelling of authenticity and design culture (through objects that return to the market in a new guise to embrace new construction techniques and circular materials) to design suggestions that come from afar (for example, Japan).

Among welcome returns were also the third space, when indoor becomes outdoor or vice versa; and fashion's forays into the interior design territory. The abacus of forms expands even further: from the sculptural and architectural to the soft and organic, from decorative to essential lines, from fluidity to the quest for customization or added functionality. Once again, the Salone with its energy showed the way in a multiverse of forms, materials, and functions.

Modern Cabinetry at Salone del Mobile.Milano

Woodworking represents the epitome of tradition and is an art that is synonymous with beauty and skilled craftsmanship. Today, more and more, **wood** is making its way into our **homes**: symbolically, we are welcoming **nature** into our domestic kingdoms, reconnecting with it, and thus performing an action having cultural, ecological, and ethical value. This is how we feel about wood, and, it's a feeling shared by brands, too.

For example, wood craftsmanship is the essence of **Zanat** (Pav. 24 | L02 L04). Combining the centuries-old tradition of wood carving with technology and challenging the limits of artisanal handcrafts, this Bosnian company presented **Genkan**, designed by **Naoto Fukasawa**: a collection for the home entrance hall that includes a console table, mirror, and small storage unit. The furniture is made entirely of wood, and its carvings add warmth and tactile relevance to daily rituals, bestowing depth and beauty to the objects.



Zanat / Genkan / Naoto Fukasawa / Salone del Mobile.Milano 2024
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