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MILANO:
SALONE DEL MOBILE 2002
UNA GRANDE FESTA SOTTO LA PIOGGIA

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THE SOGGIEST SALONE DEL MOBILE EVER: FIVE DAYS OF
INCESSANT DRIZZLE. BUT THE WET WEATHER DIDN'T SEEM
TO DAMP THE ENTHUSIASM.



Moroso:
'Little Albert e Victoria', polyethylene table and chair
collection produced by rotational moulding,
design Ron Arad.



Porro:
'Beam' table,
design Piero Lissoni.



Porro:
'Tokyo' bed;
design Piero Lissoni.



Descamps:
'Night & day', bed & bedding,
by Philippe Starck



Pierantonio Bonacina:
'Astoria' small table in solid wood
with leather tray top,
by Franco Bizzozzero.

Moroso:
'Little Albert e Victoria', polyethylene
table and chair collection produced by
rotational moulding,
design Ron Arad.



In fact the Salone of 2002 will be remembered as a record-setting event, both inside and outside the Fair. An clamoring horde invaded the city from 10 to 15 April, and the closest available hotel rooms were in Switzerland. This is the world's biggest happening on the theme of design. It is "Milan Design Capital" (a slogan copyrighted by the magazine Interni), a phenomenon that has grown up around the Salone del Mobile, the sector's biggest event, setting the pace for worldwide shelter trends and defining the state of the art of creativity for tasteful living. This is the meeting place of economic value, represented by the manufacturers, and the value of ideas, represented by the designers, those veritable modern heroes whose creativity is capable of modifying our perception of the world. In 2001 the Italian furnishings industry registered sales of 23,461 million euros and employed 230,315 persons. The Salone, its

Cappellini:
'Shadow', Corian chaise-longue,
design Christian Ghilon.



Alpex Inox:
freestanding kitchen block
with Corian top.

Cassina:
'Reef' sofa,
by Piero Lissoni.



Saporiti:
'Ambo', sofa with 3M lightbox arm,
design Giulio Ceppi.

showplace, was visited by 202,000 sector professionals from all over the world, as well as 3200 specialized journalists. And while the spectacle of the stands was unfolding inside the Fair, the rest of the city was filled with over 450 presentations organized in the most fascinating and sometimes secret places of Milan: former factories, hotels, apartments, showrooms, workshops, designers' studios, courtyards, squares, greenhouses, terraces, discotheques, bars, health clubs. Throngs bustled through the city from morning to night to be on hand at the hottest spots: 7000 people at the Cappellini shindig in the former General Electric; 5000 at the Edra party, at the Rolling Stone disco, to dance with the Campana brothers, the Brazilian designers who top today's buzz rankings, launched by the Tuscan company. To disperse the crowd that showed up in the depots of the Stazione Centrale to celebrate Moroso's 50th birthday the local police had to be called in! In short, a magnificent week of creative energy where design (with a much more democratic approach than that of the fashion world –



Lumencenter:
'Pandora' floor lamp from the Heliopolis collection
by Villa Tosca design;
'Mistral', ceiling lamp by Elio Giudici & Ivo Pellegrini.

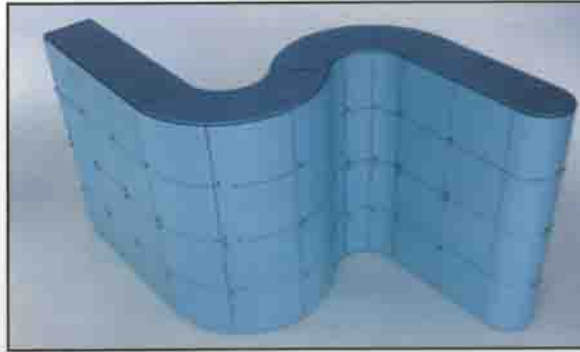
Moroso:
'Malmö', sofa,
by Patrizia Urquiola.

Cappellini:
'Soft 02', sofa,
design Piero Lissoni.

Porro:
'Roll' bookcase,
design Piero Lissoni



Edra:
'Paesaggi italiani' system,
by Massimo Morozzi.



Pierantonio Bonacina:
'timbaal' day bed made of
natural rattan cane,
design Fabiano Trabucchi.



DESIGN

Edra:
'Paesaggi italiani' system, 'Max' sofa,
by Massimo Morozzi.



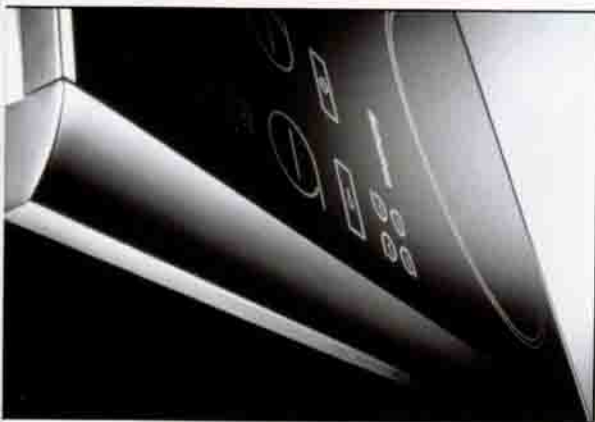
Edra:
'Paesaggi italiani' system,
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all the events were open to all) asserted its status as one of the major resources of the advanced economies.

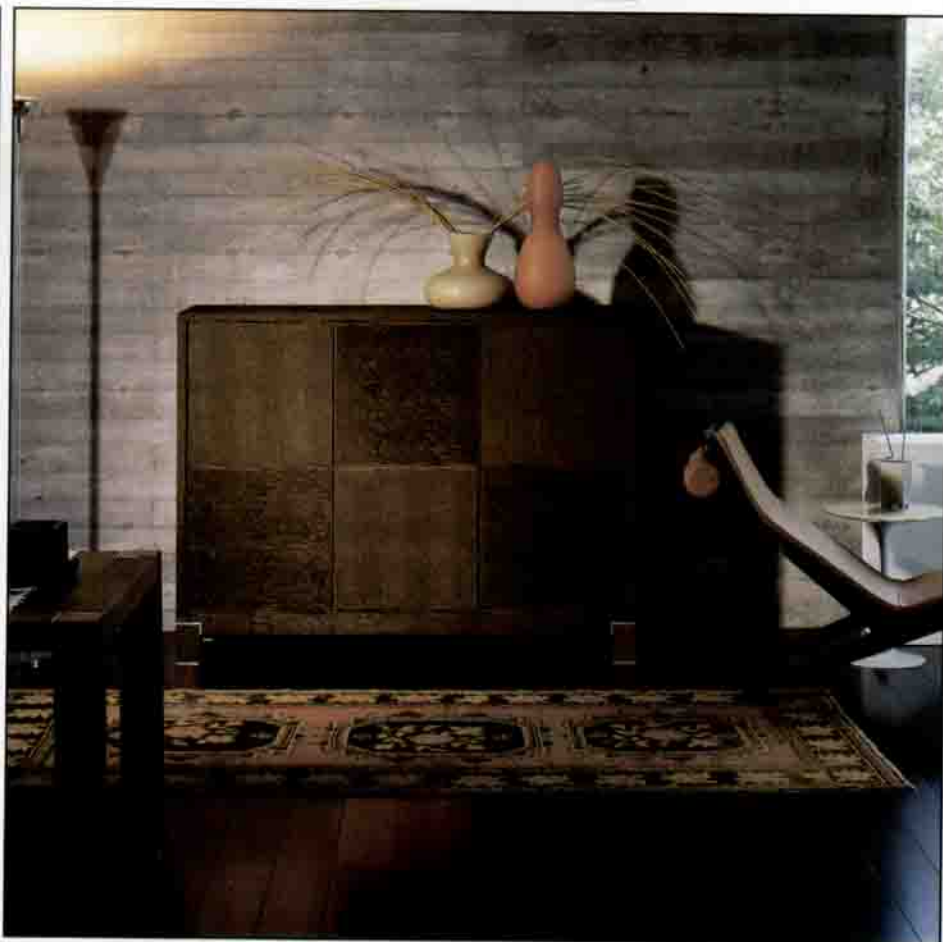
The furnishing proposals on display reflected the continuing fortunes of so-called minimalism or minimal chic, proof of the fact that many people, faced with a hyperdense outside world, want the luxury of clear furnishings and empty spaces in their homes. But actually there is a coexistence of many trends and different niches of taste were explored and satisfied: bright colors or neutral tones, monochrome fabrics or patterns, organic or geometric forms, traditional or innovative materials. Alongside designers like Ettore Sottsass, who at the age of 85 is still fresh and profound, there are young talents like Davide Varotto, an



Sholtes:
'TSG 640', cooking hob.



Boffi:
'Case system' kitchen,
design Piero Lissoni.

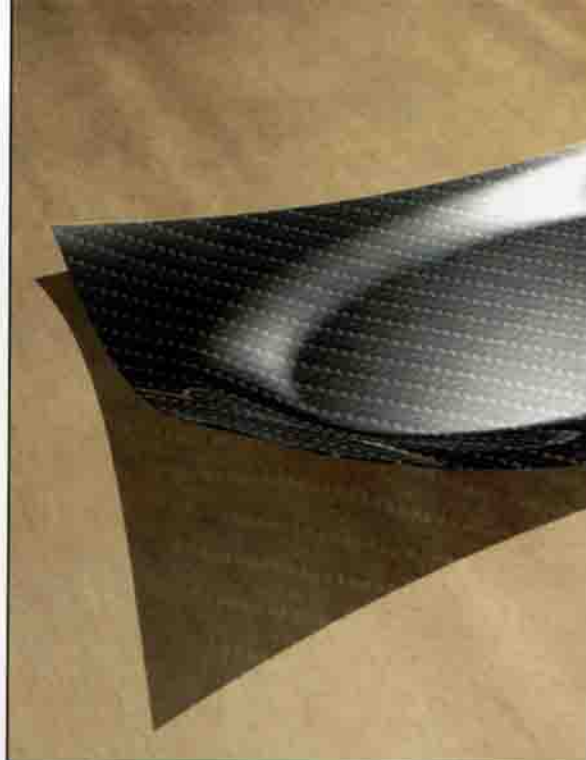


Malofancon:
'Checkers' sideboard, design MCA & Partners;
'Fratone' table by Pettilo e Dichiarà;
'Musa', chaise longue by Davide Varotto

Malofancon:
'Mobile 5', bar unit,
'Tavolo 4', square table;
design Ettore Sottsass.

Arktechnologies:
 'Carbonshell' tray collection,
 design Claudio Caramel.

Kartell:
 'Form', chair
 by Piero Lissoni.



Sipri:
 'Carthago' new wall covering concept,
 design Diego Grandi.



Moroso:
 'Malmö', sofa collection,
 by Patrizia Urquiola.



Arktechnologies:
 'Carbonshell' tray collection,
 design Claudio Caramel.

architect and son of a carpenter, and Diego Grandi, who brings an innovative touch to a very difficult theme: wall coverings. Alongside the masters who know how to intercept the forms closest to the spirit of the day, like Piero Lissoni and Philippe Starck, others continue with their own paths of experimentation, like Massimo Morozzi and Ron Arad. Where materials are concerned attention grabbers included Corian with its new lease on life, for use in a very wide range of context; the perennial favorite, wood, masterfully crafted by companies like Malo Fancon; the charm of rattan cane, revived by Pierantonio Bonacina; the glamorous side of the plastics; and the unusual use of carbon fiber and Kevlar, based on applications for the aeronautics and motorcycle industries, proposed by Arktechnologies.

Alternate editions of the Salone also feature special fairs on the kitchen and lighting sectors. This year it was Eurocucina's turn, and the high end of the market was greeted with the unique design features of Boffi's kitchen environments, and the maniacal quality of the products of Alpes Inox.

So there was no Euroluce, but there was one note of color: the Heliopolis lamps, bringing the variations and benefits of sunlight into interiors.