



THE ACCOMPANYING PROGRAM

## The Saloni in the City

**Unexpected Guests – Homes of Yesteryear, Design of Today** from 11th February to 2nd May; in 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 our times and bygone eras, exploring the prospects for melding the projects of today with those of yesteryear.

**Everyone to the table!** from 14th April to 9th May; in Villa Reale. Curated by Franco Laera, this is a look at the world of "dining" in its various stages through its own places and instruments.

**A Celestial Bathroom** from 14th to 19th April at Ulrico Hoepli Planetarium. 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.

# In Milan the Saloni Return: and the Fair Becomes Event

From 14th to 19th April 2010 Milan Fairground hosts the 49th edition of Salone Internazionale del Mobile along with Eurocucina, the International Bathroom Furniture Exhibition, the International Furnishing Accessories Exhibition and SaloneSatellite

**A**s always, next April the Fiera-milano fairgrounds in Rho will play host to the Saloni, from 14th to 19th, and the countless range of goods on offer – from furniture to furnishing accessories, from kitchens to bathrooms to pieces by young designers – all bristling with quality and originality, combined with an innovative layout that will prove even more joined up and user-friendly.

The Event is back, as the publicity campaign for the next edition of the Saloni declares, making a magnificent return after the last record edition which was attended by 313,385 visitors – operators, general public and the press amongst them – a fitting tribute to the quality of the commercial offering and to the exhibition organisation.

The Saloni 2010 are therefore gearing up, as always, with their characteristic great confidence and boundless optimism, buoyed up by the fact that the level of exhibitor interest has been such that all the space is now entirely sold out.

### The shows in the Show

Next April over 2300 exhibitors will set out their wares over an exhibition space in excess of 210,000 m<sup>2</sup> at the Milan fairgrounds, where the 49th Salone Internazionale del Mobile is to be held, with Eurocucina (the International Kitchen Furniture Exhibition), the International Bathroom Furniture Exhibition, the International Furnishing Accessories Exhibition and SaloneSatellite.

This year the biennial Kitchen Furniture Exhibition along with FTK (Technology for the Kitchen), the event dedicated to technological innovation in built-in electrical appliances and cooker hoods, will occupy four pavilions, while two other pavilions, will be given over to the Bathroom Furniture Exhibition.

The decision to pack the Salone Internazionale del Mobile, which will be showing the Modern section in its entirety, into one of the two two-storey buildings (Pavilions 14-16 and 18-20) directly adjacent to the other sectoral Pavilions, thus creating a single thoroughway, was made on functional grounds.