

MILAN. THE MAIN INTERNATIONAL EVENT OF THE FURNITURE SECTOR CLOSED ITS DOORS

# I Saloni 2007: global showcase of the furniture industry

At the Rho exhibition grounds, the *Saloni* offered a 360° overlook on the whole home-furniture system. Visitors exceeded 207.000

by Luca Bianco

The major international event for the home-furniture system closed its doors on April 24th at fieramilano. The framework of the show is very suitable, since Italy, and Lombardy in particular, are a focal point for the international furniture industry.

## The International Furniture Show

The 46th International Furniture Show gathered for this occasion 1,097 Italian e 208 foreign firms on a 150,453.50 m<sup>2</sup> area. 270,824 specialist operators, plus 37,962 Sunday visitors (general

sectionals, from classical to modern, from ethnic to designer, to fusion.

## A winning synergy

As usual the International Furniture Show took place alongside two others annual events, the International Furnishing Accessories Exhibition and SaloneSatellite, plus the biennial EuroLuce (International Lighting Exhibition), which hosted 401 Italian and 162 foreign companies on a 50,323.50 m<sup>2</sup> area. At the International Furnishing Accessories Exhibition, 105 Italian and 16 foreign exhibitors took up 6,150.50 m<sup>2</sup> of exhibition space. To these num-

bers we have also to add the 158 exhibits of SaloneSatellite, showcasing 570 designers and 200 students from 24 design schools, making a total of 770 exhibitors (199 were Italian and 571 foreigners), occupying 3,168 m<sup>2</sup>, thus bringing the total exhibitors to 2,759.

Visitors were especially numerous at the sections devoted to contemporary and design furniture. The impressive stands, with an accurate design, were the elegant and comfortable framework for the innovative solutions proposed by the exhibiting companies.



In fact, as a recent survey by the Milan Chamber of Commerce points out, the Italian export of the furniture sector towards the rest of the world is more than 8,700,000,000 euros (+2,5% in one year), with a total exchange of 10 billions and a half euros. In 2006 the main exporting regions were Lombardy, the first one, with more than 2 billions euros (1/4 of the Italian total, that is a 9,5% growth between the 4th part of 2005 and the 4th part of 2006), followed by Veneto with 2 billions euros (22,7% of the total, +7,1% in one year) and Friuli Venezia Giulia with about 1 billion e 600 millions euros (17,6% in Italy).

public), appreciated the huge range of products, from the most innovative design pieces to the best reproduction antiques, from single pieces to coordinates, from accessories to

## Verardo al Salone del Mobile Verardo at Salone del Mobile

Il concetto base della produzione Verardo è la componibilità dei sistemi, per garantire un'ampia flessibilità progettuale e rendere gli ambienti più funzionali e versatili.

Il Salone 2007 è stata l'occasione per visitare le tre grandi aree del pensiero abitativo Verardo, con le proposte per il

sonno, per il living e per la convivialità.

UP|DATE è la collezione di armadi con nuove soluzioni ipertecnologiche e infinite possibilità di composizione. Ricordiamo poi la collezione di letti, in legno-pelle-tessuto, con testiera squadrata o morbida, a volte con forme imbottite; Kronos è invece la collezione dei nuovi sistemi giorno, in cui si alternano finiture come il Neoteak, il rovere moro, il laccato bianco lucido, accostate ad ante in vetrolack o vetro millerighe.

The Verardo production is based, above all, on the concept of modularity, with the aim of guaranteeing the greatest planning flexibility and of making any environment more practical and versatile.

