

expormim

Press release

Salone del Mobile 2023:
the art of evolving



Press release

Embrace a new Mediterranean way of life: greener, closer to nature and good for the people



“No man ever steps in the same river twice. For it’s not the same river and he’s not the same man”, Greek philosopher Heraclitus stated many centuries ago. The only constant is therefore change. And changing is good as long as it keeps true to the roots, to the original mindset, to the essence of what we are. As long as we can be recognised and identified beneath the different layers of change, evolution is positive and necessary.

We hope you enjoy your visit

The 61st edition of the Salone del Mobile Milano will take place from the 18th to the 23rd of April and will see some important innovations. This year it will be laid out on a single exhibition level, meaning our stand will move from its previous location, the S. Project pavilion, to a new one. All the exhibitors on the upper pavilions will be relocated to the lower ones to simplify, improve and enhance the experience of the visit. A much more practical and smart layout to make the most of this unmissable date.

Our stand will also experience some changes, but it will be just as easy to pick up the thread of our speech from where we left it last year. Signed again by Sylvain Carlet, there are some intrinsic values and references to it that remain intact: our commitment to sustainability, our love for the Mediterranean in its widest and deepest sense, and our passion for greenery.

For further information

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Loop by Norm Architects: in the loop of timeless design



The wheel of fashion turns today faster than ever and escaping it might not be an easy task, but some designs never fall out of fashion. That's exactly how *Loop* chair was devised by Danish studio Norm Architects. For starters, it's made of rattan, a natural material, as delicate to the sight as resistant to the test of time. It can last more than a lifetime. And then there's its particular design: its curvilinear shape drawing a sort of charming smile, its flexible backrest, neat lines (the amount of rattan used in its making has been reduced to the max, therefore reducing its carbon footprint) and compact size bring back to memory those chairs of turn-of-the-century cafés in Viena and Paris.

In the words of their own designers: “*Loop* is our take on the classic multipurpose chair: a dining chair, a café chair, a kitchen chair, a balcony chair, that extra chair in a nice corner or in the hallway. The reason is its construction, both classic and modern, an approach that makes it versatile and elegant, fit to any place and occasion. A chair that never grows old.”

Technical information

Design year: 2023
Product Category: Dining chairs
Environment: Indoor
Materials: Rattan
Dimensions: 46cm x 54cm x 79cm

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Cask outdoor by Norm Architects: a conscious outward movement



Technical information

Design year: 2023

Product Category: Sofas

Environment: Outdoor

Materials: Aluminium 100% recyclable

Dimensions: 91cm x 91cm x 77cm

Also signed by Norm Architects, the *Cask* collection, launched in 2021 as an indoor collection, has seen some updating this season, but, of course, without losing an inch of its original essence. After a couple of years in the market, it has been much tested and we can vouch it fits perfectly well into so many different spaces. So we thought it would be a genius idea moving it to the outside and expand its already wide range of possibilities. So, basically, we switched the rattan in its structure and its upholstery for more technical materials such as aluminium and fabrics suitable for outdoor use. The same impeccable classicism, the same simple elegance, the same exquisite details its designers pursued since its very inception, but now in your patio or terrace. An essential design just as far from fads.

Together with *Loop* and *Cask* outdoor, we will introduce the new versions of collections such as *Talo* by Altherr Désile Park or *Lapala* by Lievore Altherr Molina and, some other surprise. Join us in our new location at Hall 2, Stand F21-F25 to find out more about our particular theory of evolution and how it applies to contemporary design.

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