

Press release

Salone del Mobile 2025:  
brutalism with a Mediterranean touch

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## Press release

# Salone del Mobile 2025: brutalism with a Mediterranean touch

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### **A sensory walk**

One more year. One more edition. The same anticipation. But a new concept. New materials, new collections, new sensations. We are ready for the Salone del Mobile Milano 2025. And you?

It is undeniable that the traditional Mediterranean house has been the main source of inspiration for the architecture of our past stands at the Salone del Mobile Milano with its white walls, ceramic tiles, inner courtyards and gardens. However, this year we wanted something different. Still Mediterranean, yes, but on the imposing side.

What visitors will find this time is our particular approach to Italian brutalist architecture, inspired in turn by the architecture of the Roman Empire with its bulky columns and high vaults. Once again designed by Sylvain Carlet, the stand displays high ceilings and monumental columns arranged in an orderly manner along the facade and separating the different sections.

Impressive but welcoming is the stand's leitmotiv for this new edition of the Salone del Mobile Milano 2025. Bright and airy, the warm diffuse lighting and exuberant tropical plants help to increase the sensation of being in a sun-kissed outdoor space. A magical atmosphere will immediately wrap those visitors who dare to enter this structured labyrinth of robust pillars where our contemporary collections shine with their own special light.

All in all, an invitation to penetrate a world of design full of sensory stimuli. You are welcome to live this unique experience at Hall 22, Stand A22-A24.

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### **For further information**

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### ***Meridies* by Roberto Lazzeroni: embracing “la bella vita”**

Spring is the season when we dream of summer. *Meridies*, our new outdoor collection by veteran Italian designer Roberto Lazzeroni, is a dream of summer come true. Inspired by Expormim's signature material, rattan, but made of FSC® sapele wood, *Meridies* proposes a journey back in time to our childhood when after spending the morning at the beach, we would return home to have lunch and then look for a shaded place to take a nap and wait for the afternoon to cool off.

In fact, “*meridies*” in Latin means midday, but also the cool, shady place where one can comfortably rest during the hottest hours of the day. *Meridies* consists of sculptural designs crafted from FSC®-certified sapele wood and a set of side tables made of ceramic and travertine, a natural stone full of texture. Expormim's way of working rattan is one source of inspiration; the other would be natural elements such as petals, seeds or leaves. Through them the designer reinforces the idea of softness and lightness.

### **A product of its time**

Craftsmanship is a key feature of this collection. It has been designed with painstaking attention to detail so as to replicate the shapely silhouettes that rattan makes possible thanks to its natural plasticity. But providing utmost comfort was also essential. That's why Lazzeroni's designs come with broad, generous padded seatings and semicircular backrests with cushions.

The third key feature of this collection would be its versatility. *Meridies* is a child of its time and thus it reflects the tendency to blend indoor and outdoor spaces. Blurring the lines between the inside and the outside is easier now thanks to architectural solutions such as material consistency, the implementation of large panoramic windows, sliding doors and retractable roofs, landscape integration or the continuation of design elements. Lazzeroni's *Meridies* is a border collection conceived to bridge the distance between outdoor and indoor spaces.



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