

Press release

Salone del Mobile 2026
matter as the origin of design



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Salone del Mobile Milano 2026: matters that matter

The 2026 edition of the Salone del Mobile Milano will revolve around the theme “A Matter of Salone”. By focusing on material substance, this approach puts style aside and reframes material as the true foundation of design. This suggestive starting point seeks a deeper exploration of density, tactility, sustainability and research, something that resonates well with Expormim’s own vision where the material has systematically been the origin and the core of our designs.

Ephemeral architecture, eternal matter

This year’s stand by our always reliable Sylvain Carlet evolves into a more immersive space. Despite keeping the essence of last year’s proposal with bold volumes, rhythmic structures and sculptural geometries, matter is what really matters here. Thus, the harsh and the smooth, the matte and the gloss, the leveled and the carved will play their game of opposites with the priceless help of shadows and light. A landscape to be seen, to be touched, to be felt.

And what happens when all is done and the architecture disappears? Matter in the form of timeless design stays. Designs like *Brae*, our newest outdoor collection by the Danish studio Norm Architects, launched to coincide with this edition of the Salone del Mobile and taking a prominent position in our booth — a place where every detail invites you to stay a little longer.

We will be waiting for you at Hall 22, Stand A09.

For further information

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Brae by Norm Architects where Nordic and Mediterranean design meet



Brae, the matter that shapes the outdoor

Brae is a modular outdoor sofa system which is also a hybrid between form and texture. The crossroads where curves meet tactility, that's where *Brae* is born. The fluffy cloud-like cushions of *Brae* modules sprout from a base wrapped in tone-on-tone braided rope – a knowing wink to Expormim's longstanding craft expertise. The rest is all smooth curves and gentle upholstery to create a sense of continuous flow. The goal, blending in with the landscape to become an almost indistinguishable part of it.

Brae seating collection has yet another peculiarity. It was conceived for the outdoor, but with all the features that make up an indoor collection: exquisite finishes, great comfort, high-quality details and elegance. Versatile and hard-wearing, *Brae* is the definition of everyday luxury. It can be combined with *Leku* side tables, another one of our new outdoor collections this year, with their nature-inspired, beautifully textured egg-shaped tops. Their tactility, plasticity and organicity sure pick up on the Salone's motto and highlights once again how Expormim uses matter to shape a new concept of outdoor design.



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