



# report **salone** del **mobile**

A P R I L 2 0 2 3

Portobello



# innovation cycle

## **The Portobello Innovation Cycle**

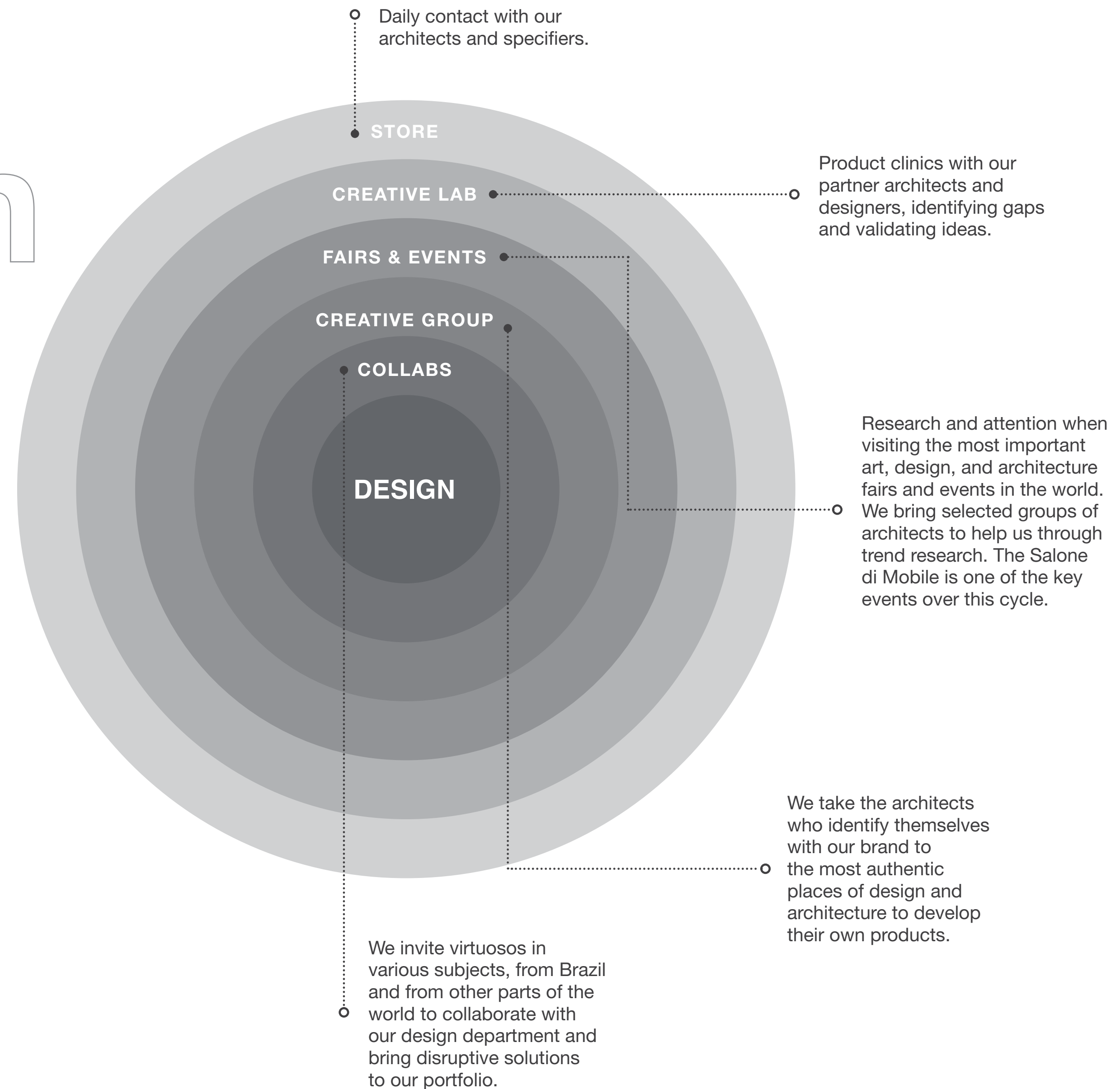
**comprises inspiration, analysis, curation, and great engagement.** Consistency and intensity in exploring materials acquired in events and search, as well as in our everyday relationships with architects, designers, consumers, and suppliers. We shed light on what is interesting, transforming it into solid and authentic documentation: trend books, talks, and exclusive materials. While sharing ideas, we undergo a virtuous cycle of cultural expansion in which we watch our community evolve. **We innovate by focusing on what is original. Thus, we build a strong, expressive, and authentic portfolio.**





# open innovation

**Open innovation includes dialogue, exchange, and collective construction.** It means being in Milan in April, being in Paris during fashion week, but also being present for daily conversations with architects within stores, developing product clinics and collabs. All this is feasible thanks to collaborative actions. To keep aware of the main behavior and consumption trends, in order to keep close to our customers, listening to other needs and aspirations, a diverse group of thousands of people, from different areas, is involved. An exchange culture is set in and out of the company, in the community. This report summarizes what we saw at the **Salone del Mobile**, which took place from 18 to 23 April, in Milan. But keep in mind that it has been influenced by everything we have been researching, analyzing, and developing over the **Portobello Innovation Cycle**.







# Salone del Mobile. Milano

**Comfortable, flexible, cozy, and welcoming environments are composed of pleasant textures and organic lines.** This year, the selected group of architects who accompanied our team at Salone del Mobile visited welcoming and illuminated environments, reflecting the future we are building. No wonder illumination is the main theme of this cycle. This is the 61st edition of the **Salone di Mobili**. We have been participating in it for a long time, and since 2018 we have drafted reports on it. During this period, we have been through a pandemic, an unprecedented pause in the world, and, of course, changes in directions. We have realized that we need to reconnect with our origins, with nature. Human beings are at the epicenter of considerable transformations. Our research is conducted in this context: the interpretations and reactions of brands and designers to present times worldwide. We toured and studied the 170,308-square-meter **Salone di Mobili**, the largest furniture and design fair in the world. Afterward, we immersed in the **Fuorisalone**, a set of numerous exhibitions and installations set in different areas of the city. We have been also at **Euroluca**, where lighting technology design is on focus. **It was amazing, magical, and very inspiring for us. And certainly, it will be for you, too.**

61<sup>st</sup> Edition — 06 Days Event

1.962 brands — 34% coming from abroad

307.418 visitors — 181 countries

5.400 journalists — 47% foreigners



Divulgation



# research methodology

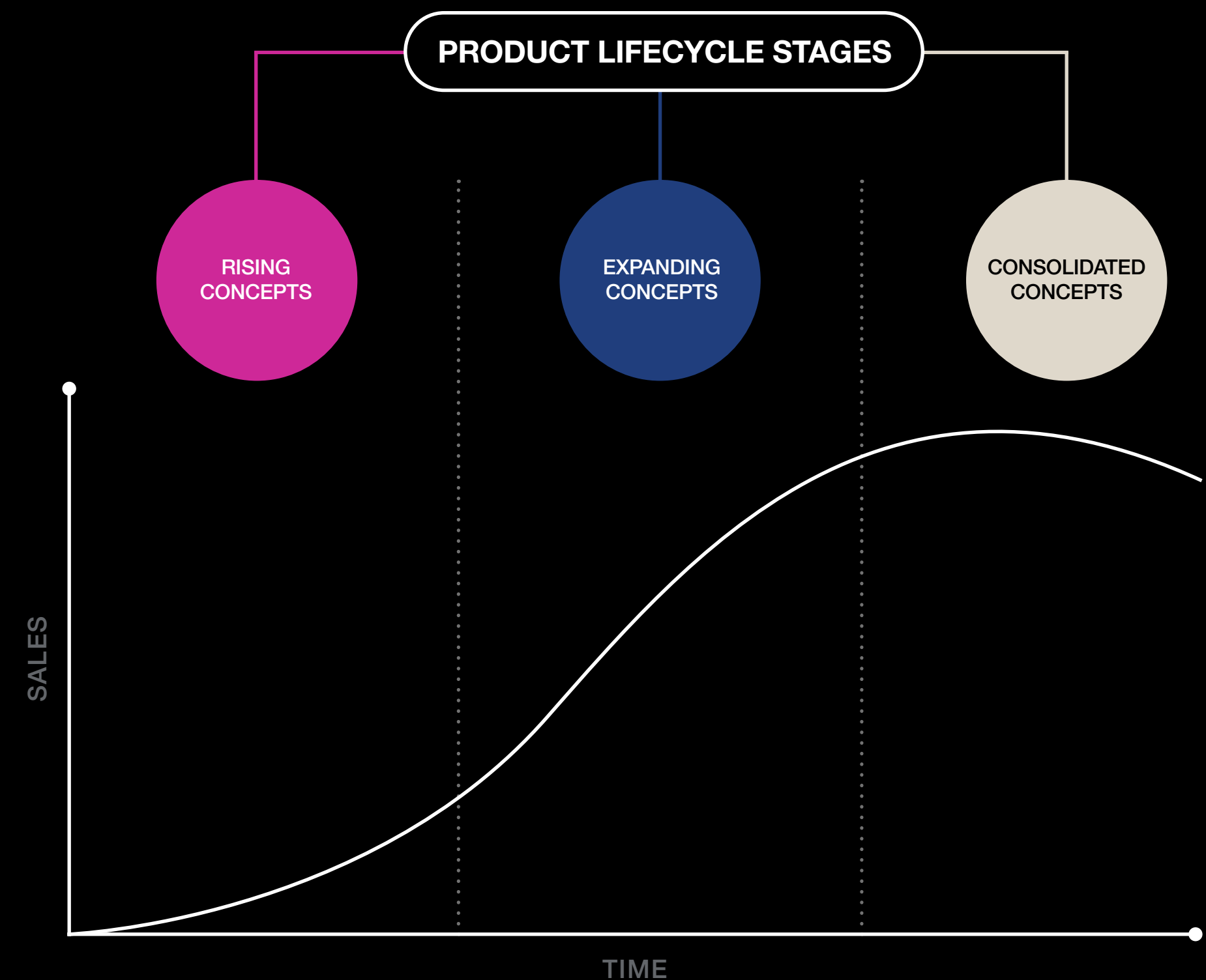
In this report, all the information we analyze looks in the perspective and considers the contexts of the brands, our historical moment, and global behaviors. Three great moments which accompany the life cycle of the products are visited:

## consolidated - expansion - rise

We start off with what is **CONSOLIDATED**, with no possibility of error. Realities we have watched before, and we know that they remain, undergoing slight changes and updates here and there.

Soon after, we will move on to what is **EXPANDING**, elements that gain new forms from previously visited realities, thus beginning to gain visibility in the market.

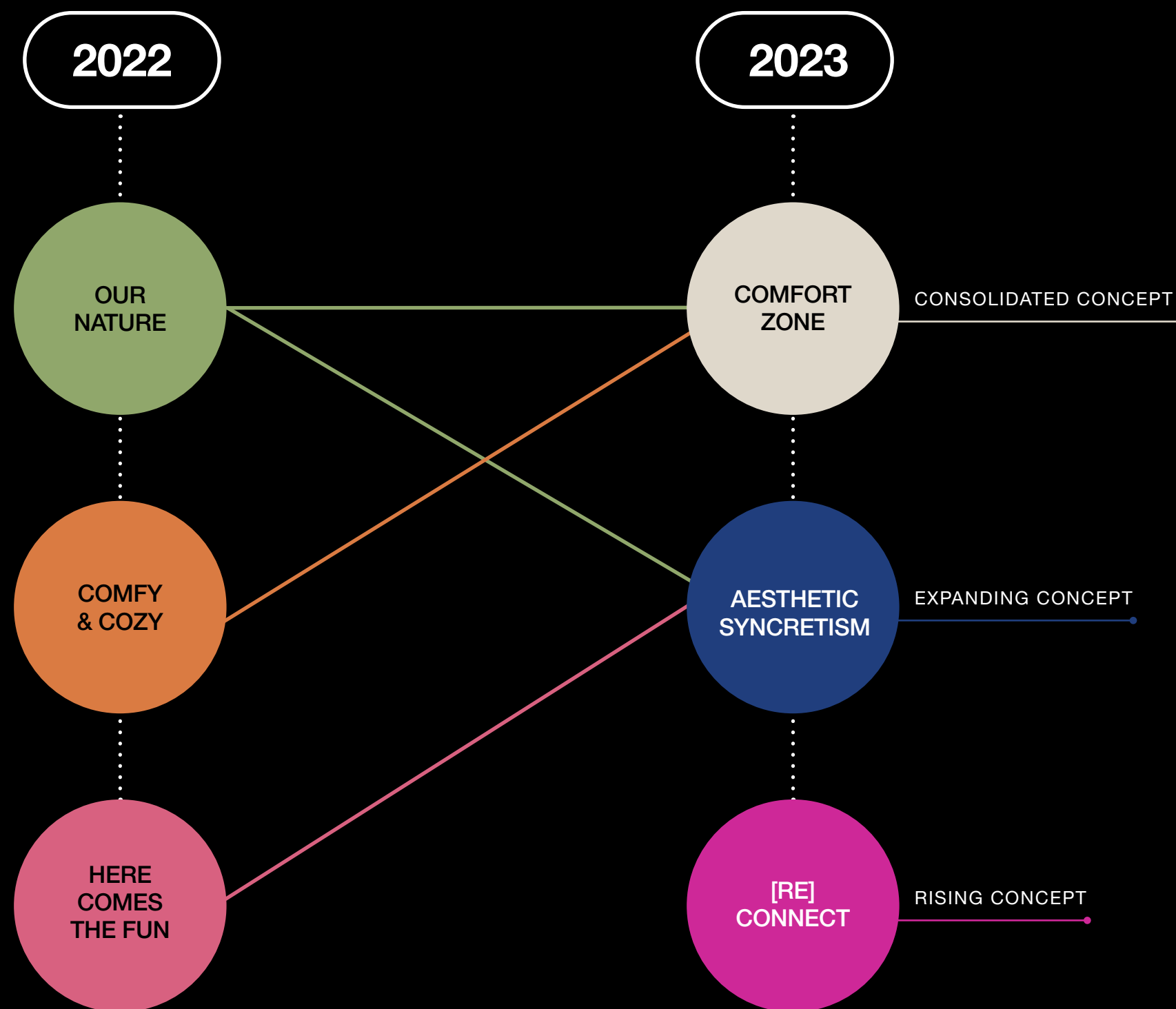
Last, we will bring what is still on the **RISE**, which is novel and draws attention for its disruptive, innovative character. It has a strong experimental profile, often exploring recent technologies, and we shall keep vigilant to analyze whether it will, in fact, consolidate.





# macrotrends analysis

INNOVATION CYCLE



Since last year, it has become clear that sustainability is no longer an attribute of differentiation, it is an axis for most projects.

**Our nature** is total awareness, and this translates into materials with organic references, natural origins.

And it goes through **comfortable and cozy**, since the last is essential, and the personality of the objects translates into well-being, resulting in welcoming environments. This year, these concepts converge, and achieve a **comfort zone**, invading our senses.

**Our identity** has strong bonds with **aesthetic syncretism**, where environments of assorted styles are mixed, including the “**here comes the fun**” mood that we saw last year. They coexist harmoniously, generating intense and plural relationships. **[re]connect**, in turn, emerges in 2023 reconnecting people and technologies in new and interesting ways.

REPORT SALONE DEL MOBILE

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# summary

## MACROTRENDS

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# comfort zone

| CONSOLIDATED CONCEPT

So steady and stable: it may overflow.  
The aesthetic of comfort invading all the  
senses through shapes and spaces.

# sincretismo estético

| EXPANDING CONCEPT

On the rise, reframed,  
seeking harmony through  
powerful and pluralistic encounters.

# [re] connect

| RISING CONCEPT

In experimentation. It is the reconnection of human  
beings with themselves, and with others, reframing  
technology to create something extraordinary.



# comfort zone

| CONSOLIDATED  
CONCEPT





MOROSO

Divulgation

A space of welcome, of well-being.  
Where everything is natural, pleasant, with  
no effort. That is all. Everything is involved, like  
sinking into a bathtub at a perfect temperature.  
It is full comfort, and we can feel it.  
And see it, of course. The aesthetic of comfort  
invades all our senses. Come with us, this isa  
**consolidated** concept: come over and enjoy.



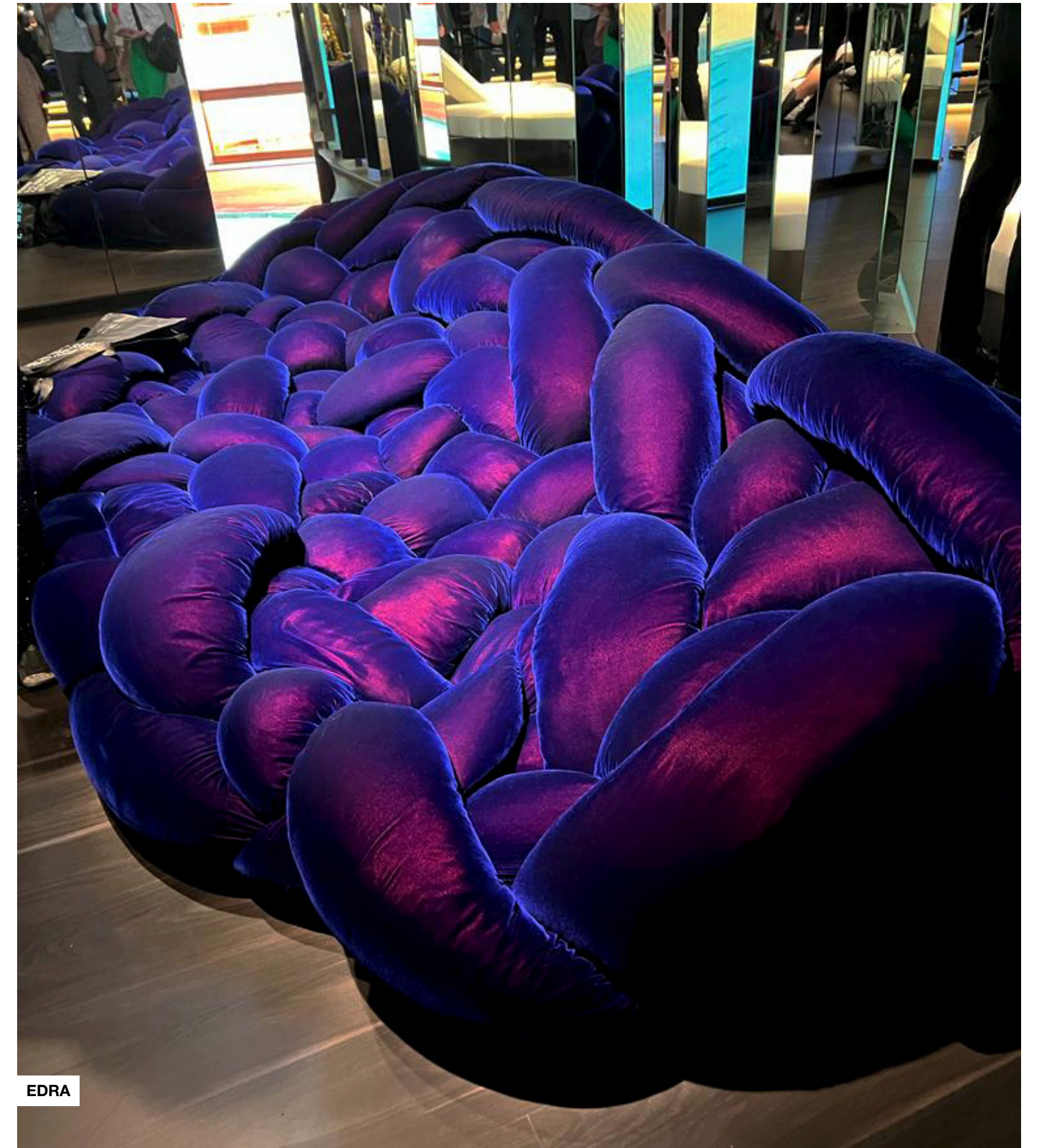
SUPER  
COMFORT



Furniture and objects that shape themselves organically, blending textures and shapes, subject and space.



# INVOLVING



The shapes not only embrace, but they also invade through flowing and overflowing through the senses.



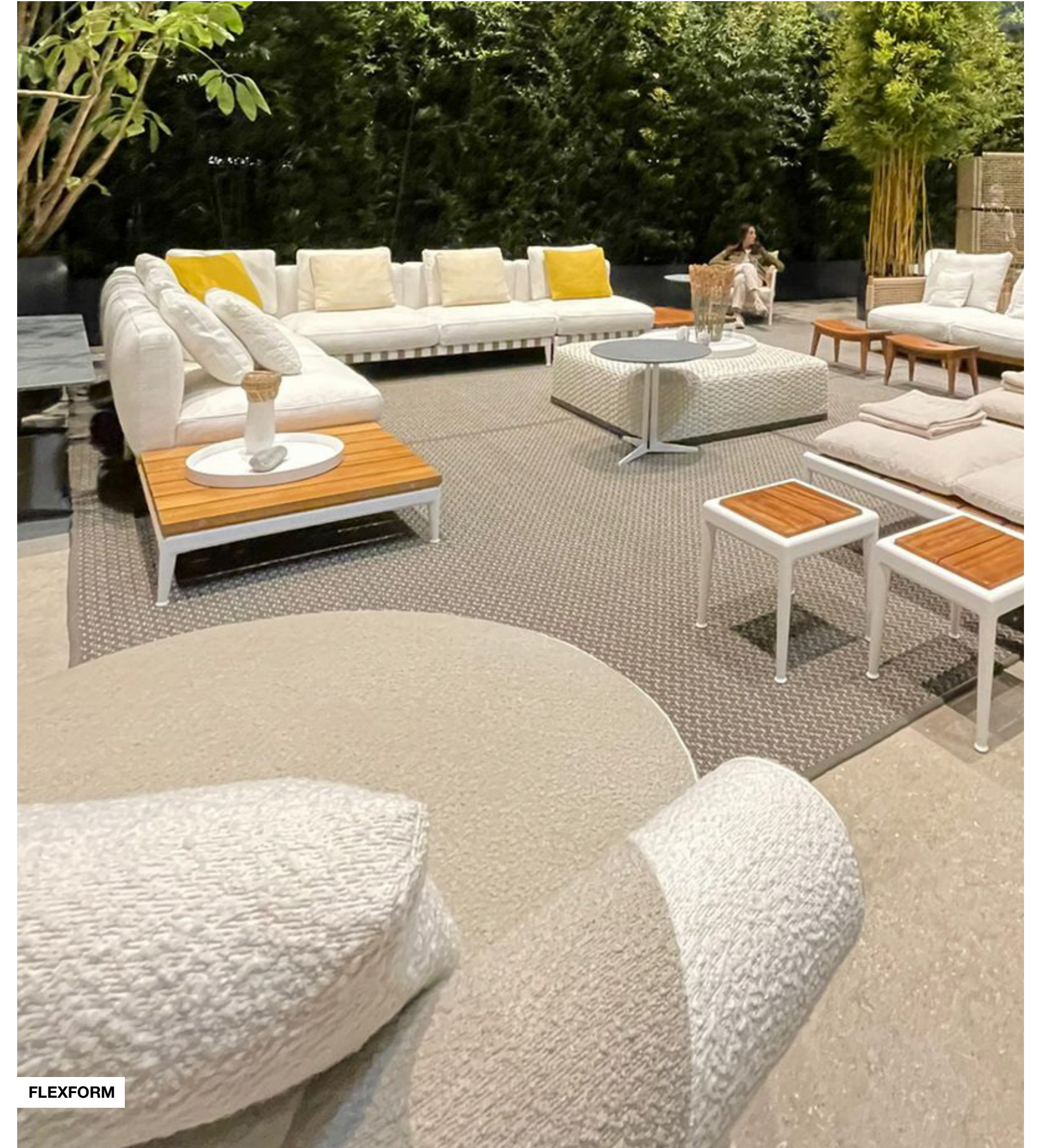
FLUID -  
STABLE



Organic forms get better definitions. What used to be fluid-unshaped gets precise and stable, but still experimental.



# TOUCH AT ALL



The soft and provocative touch of Bouclé, also present in outdoor areas.



TACT  
DETAIL



The textures emerge. Comfort is carved out of the subtlety of details.



FROM THE  
GROUND



Natural materials, such as clay and concrete, expand into objects and surfaces.



DEMI BRUT



Whereas in previous years we have seen rustic, natural material, this year we find pieces modeled with soft, localized interventions.



BLUSH IT!



PAOLA LENTI



MOLTENI&C

Divulgation



GERVASONI

Divulgation



PAOLA LENTI

Between red and earthy tones, the neutrals are challenged. The objects blush, gaining a touch of warmth and filling environments with personality.



# aesthetic syncretism

| EXPANDING  
| CONCEPT





When distinctive styles converge  
to create a harmonious environment.  
The strength of the plurality of encounters  
bearing multiple possibilities. It is  
syncretism, it is fusion, it is power.  
A ready-to-explore concept in **expansion**.  
And, of course, we can all experience it.



MASH UP



A mixture of unique styles that harmonizes.



# BEYOND



Outdoor materials go inside the house and vice-versa. The house is yours; the rules are also yours.



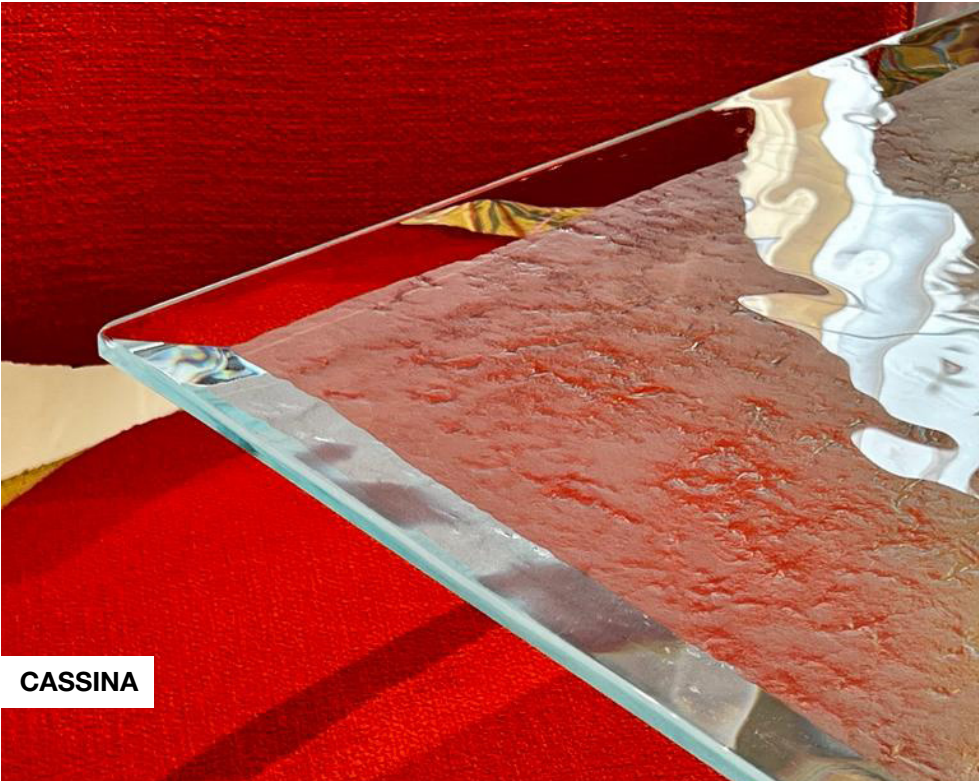
BEYOND



The walls dissolve, and new materials emerge as protagonists to divide spaces. The cobogó is re-signified, and gains relevance, becoming an object of desire in the setting of Louis Vuitton's Nomadic Objects.



BEYOND  
TRANS-  
PARENCY



Glass now plays the lead role, gaining visibility in versions with textures and colors, providing spaces with an extra touch of personality.



MAXI  
MALIZE



It is the expression of flashy, loud and clear. Here, there is no room for discretion or euphemism. Everything is excessive, relying on a refined hint of neoclassical atmospheres.



# POP OF COLOR



The environments can be neutral, functional, and yet show authenticity. Pure syncretism, where objects tell multiple stories.



PRIMARY  
ZONE



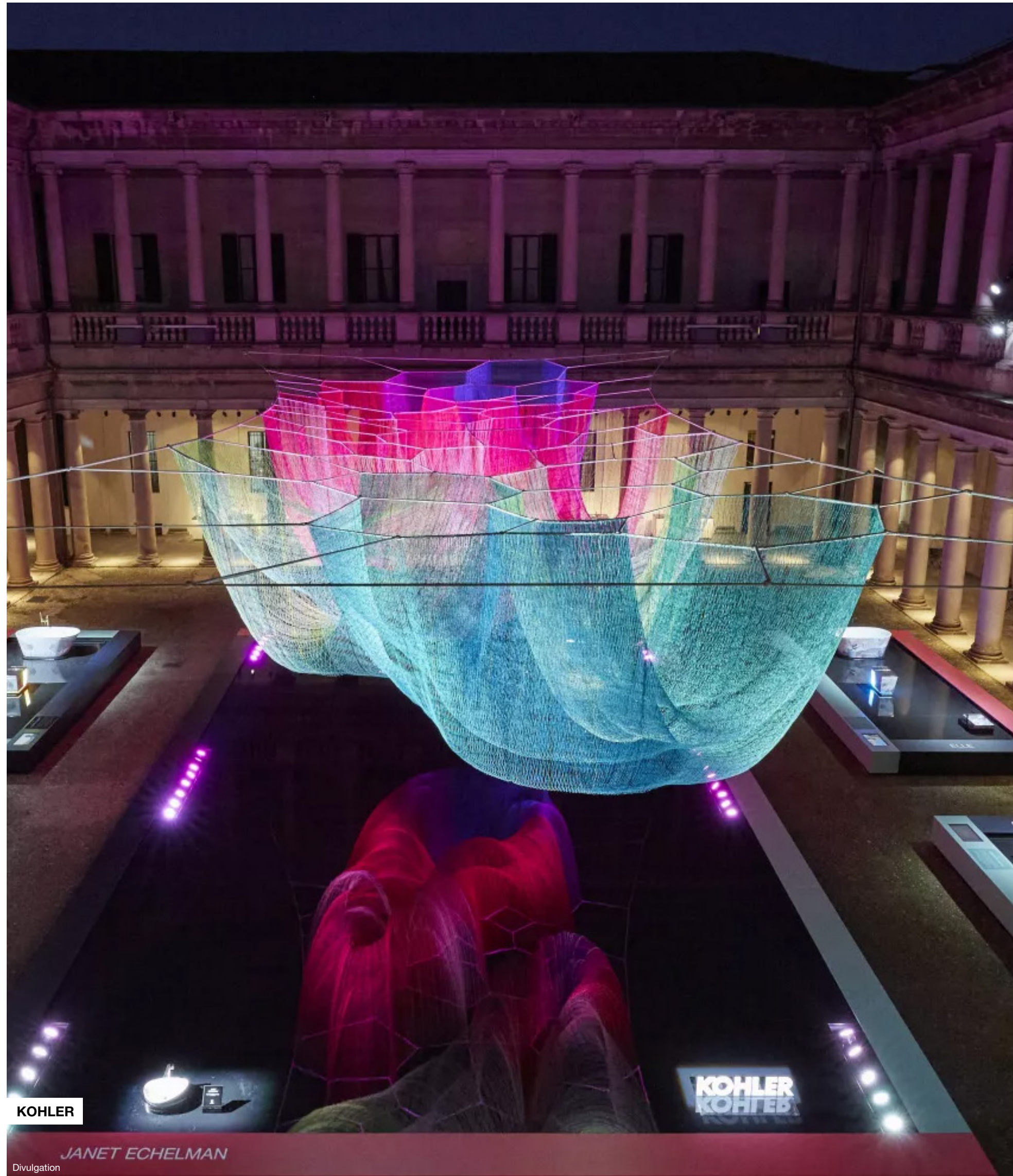
Primary colors gain space: yellow, red, and cobalt blue.



# [re]connect

| R I S I N G  
| C O N C E P T





Experimentation and reunion. In a technological world, where artificial intelligence rises, human beings reconnect and seek a common bond with others, a genuine desire to achieve the unimaginable. To do so, technology can be used in new ways, enhancing creations. [re]connect is an **ascending** and innovative concept. Get ready, breathe, and connect with us. And with your essence.



# CONNECTING POWERS



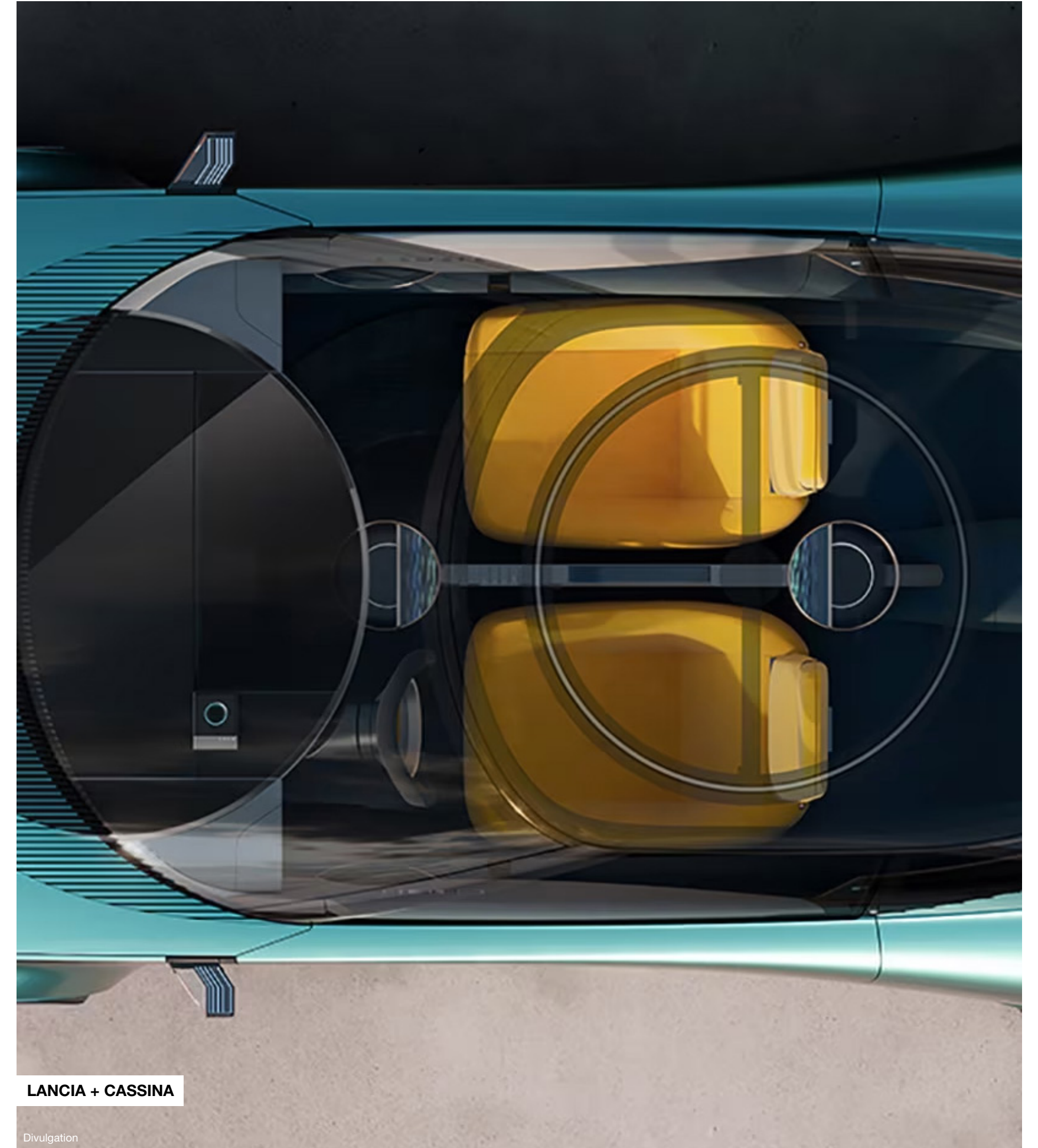
BOTTEGA VENETA + GAETANO PESCE

Divulgation



DANIEL ARSHAM E NENDO 'BREAK TO MAKE'

Divulgation



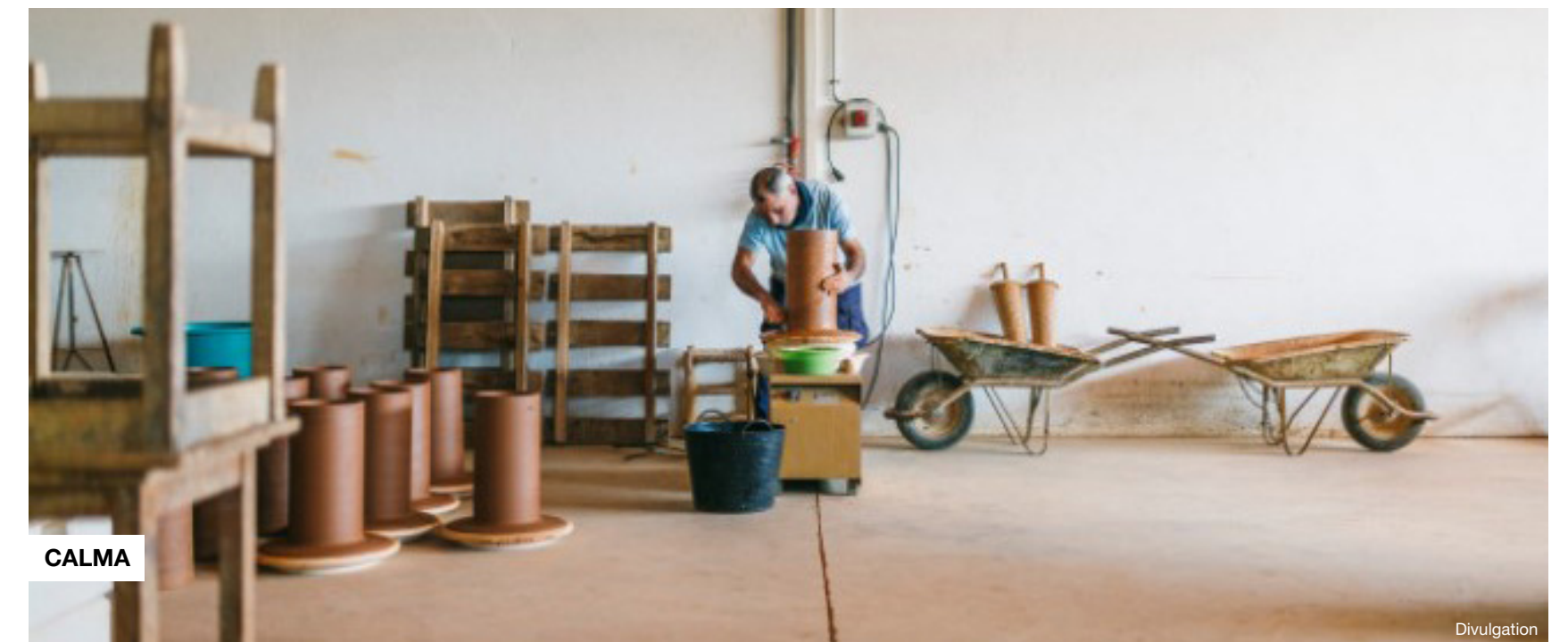
LANCIA + CASSINA

Divulgation

Fashion invades decor, decor invades fashion. Great powers connect different subjects.



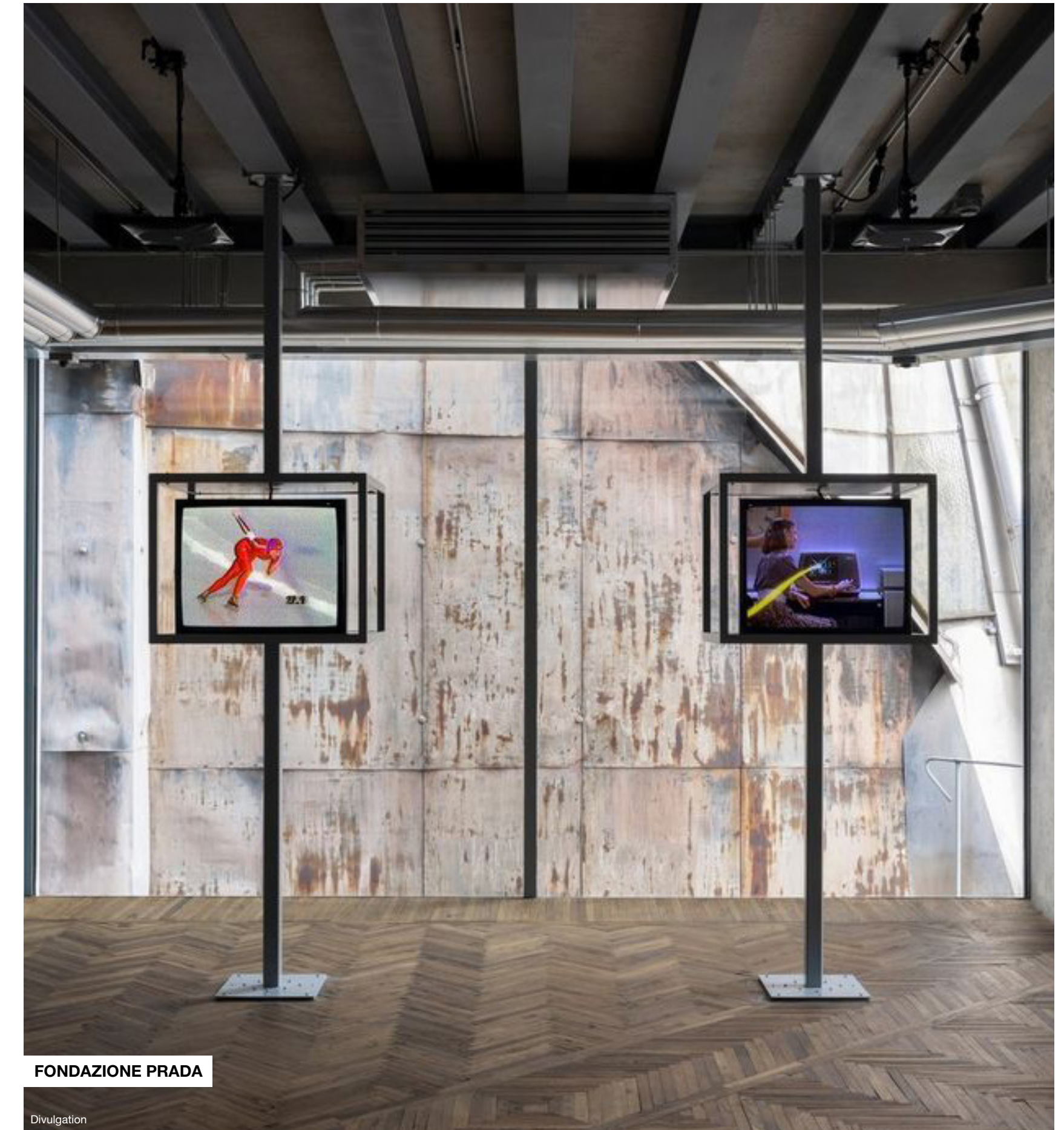
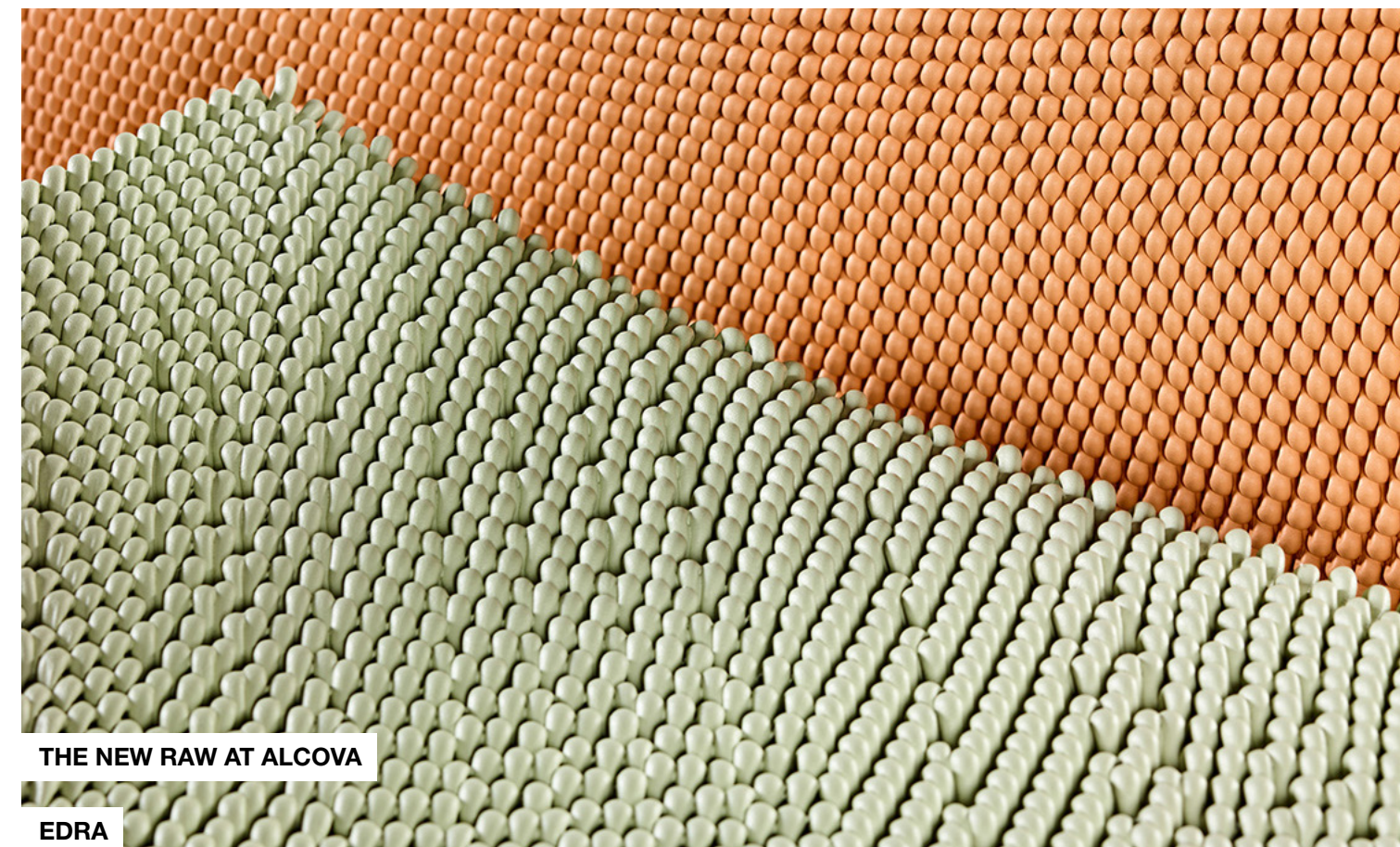
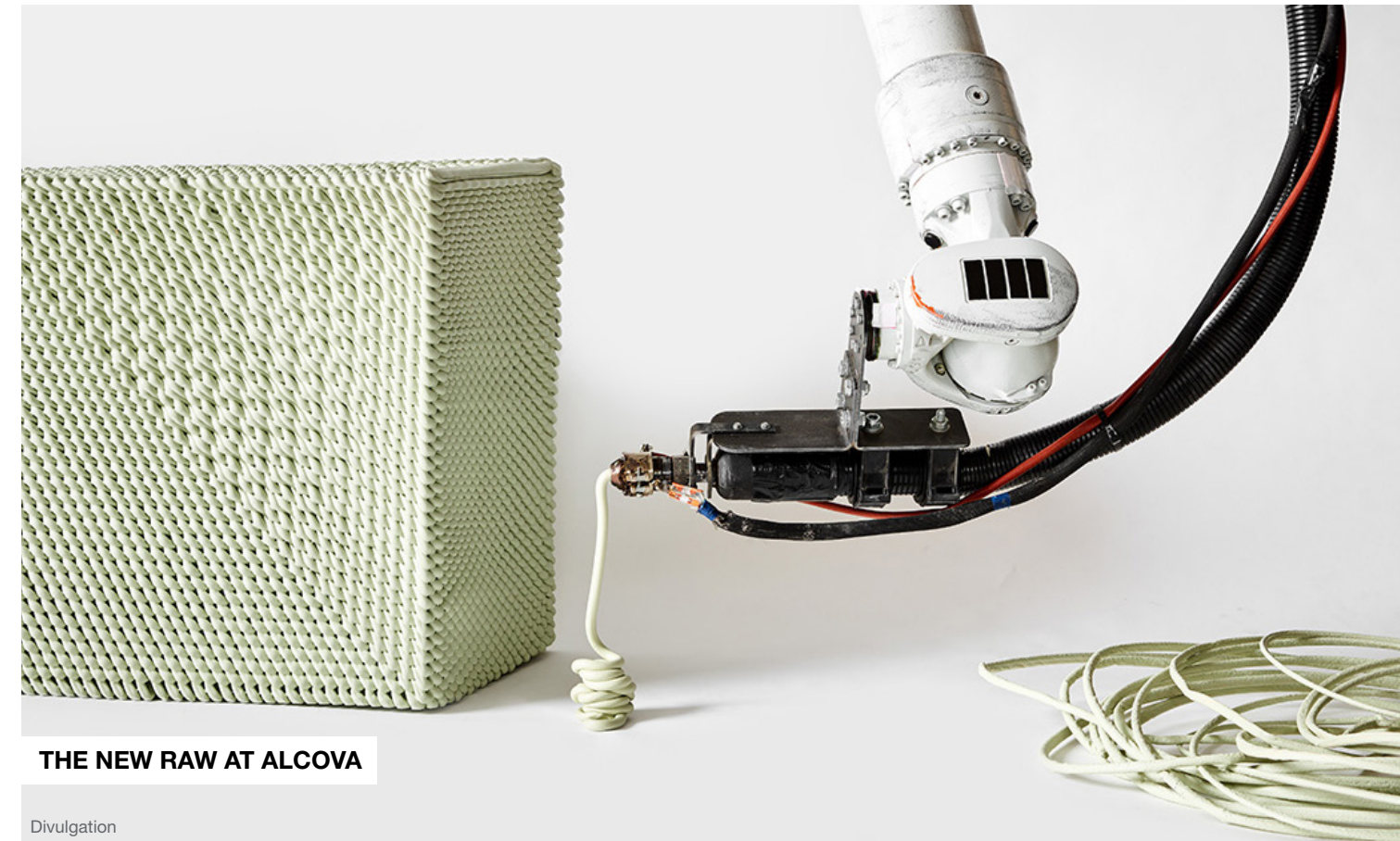
# CONNECTING GLOBAL EXPERIENCE



Spaces created by collabs of emerging designers empower unique pieces conveying regional heritages and a range of cultures. Such as the Loewe chair, created by a group of artisans, and the Calma table, enriched by the Catalan references of its designer.



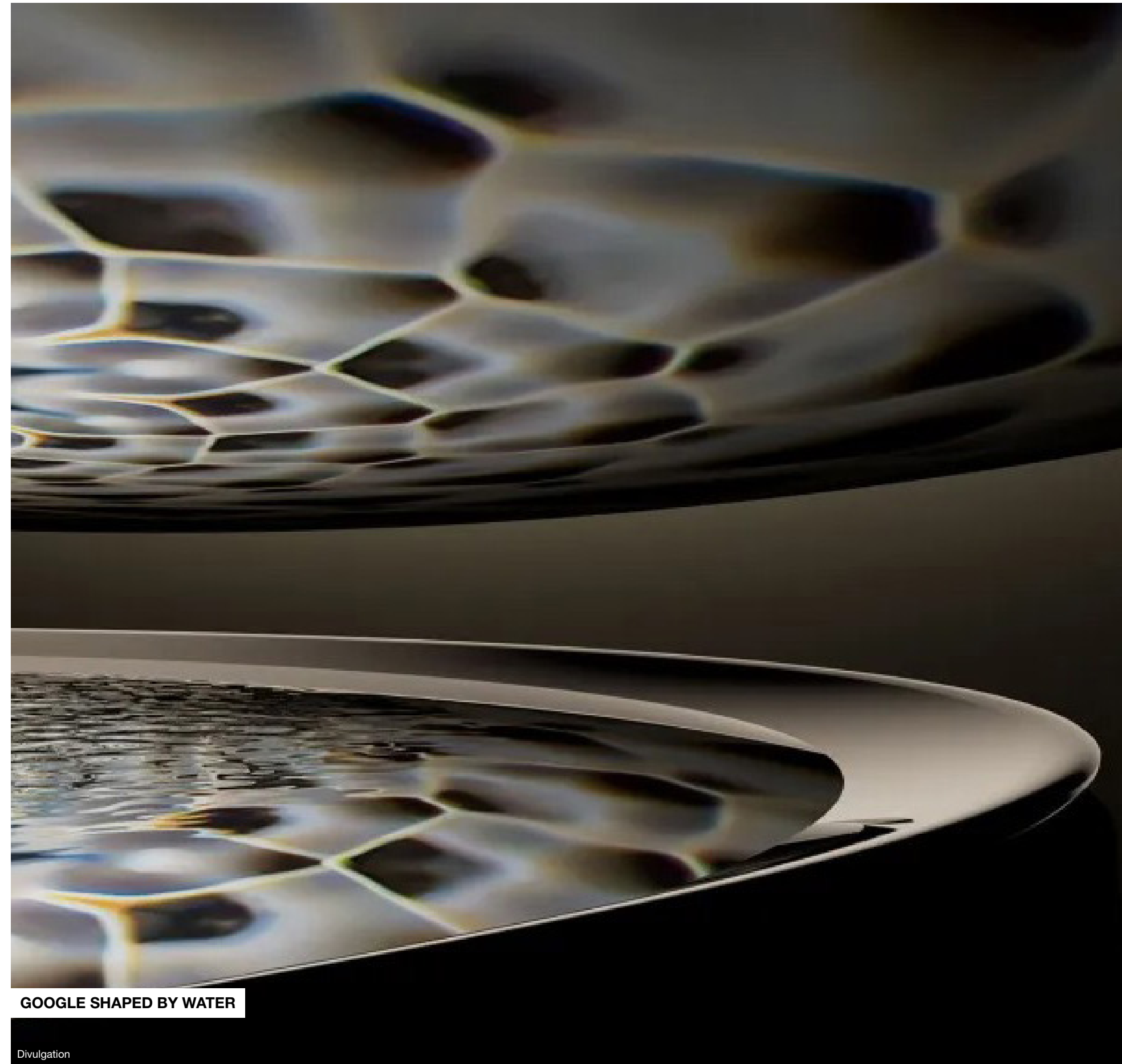
# CONNECTING TECHNOLOGIES



Technology leveraging human creativity, as in the installation The New Raw, in Alcova, where robots transform plastic trash in comfortable benches. Or, yet, at Fondazione Prada, where we experienced targeted sound projections.



# CONNECTING SENSATIONS



When technology enables the creation of new sensory experiences where the human being interacts in resonance with nature.



# CONNECTING NEW MATERIALS



The use of technology allows the creation of new materials, such as furniture made from 3D-printed recycled plastic, and the multi-color resin objects in the Nilufar gallery, creating visual effects that turn liquid into solid.



# CONNECTING INDIVIDUAL DESIRES



Bring clients, making them participate in the creative process, pure exclusivity. Like the perfume customized by artificial intelligence, Moooi, in partnership with Every Human, and Kohler's installation with immersive experience to create prints of their own.




# CONNECTING INTENSITIES



Chromatic strength points: fuchsia, turquoise, and dark green offer a colorful and intense palette.





# euroluce

| L I G H T I N G

REPORT SALONE DEL MOBILE

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**Euro luce** is a biennial trade fair for state-of-the-art eco-sustainable energy-saving lighting, both for decorative and lighting technology sectors. This year, the path created for Euro luce visitors was influenced by street plans of traditional Italian cities, in inspiring routes that combine technology, poetry, architecture, and design.



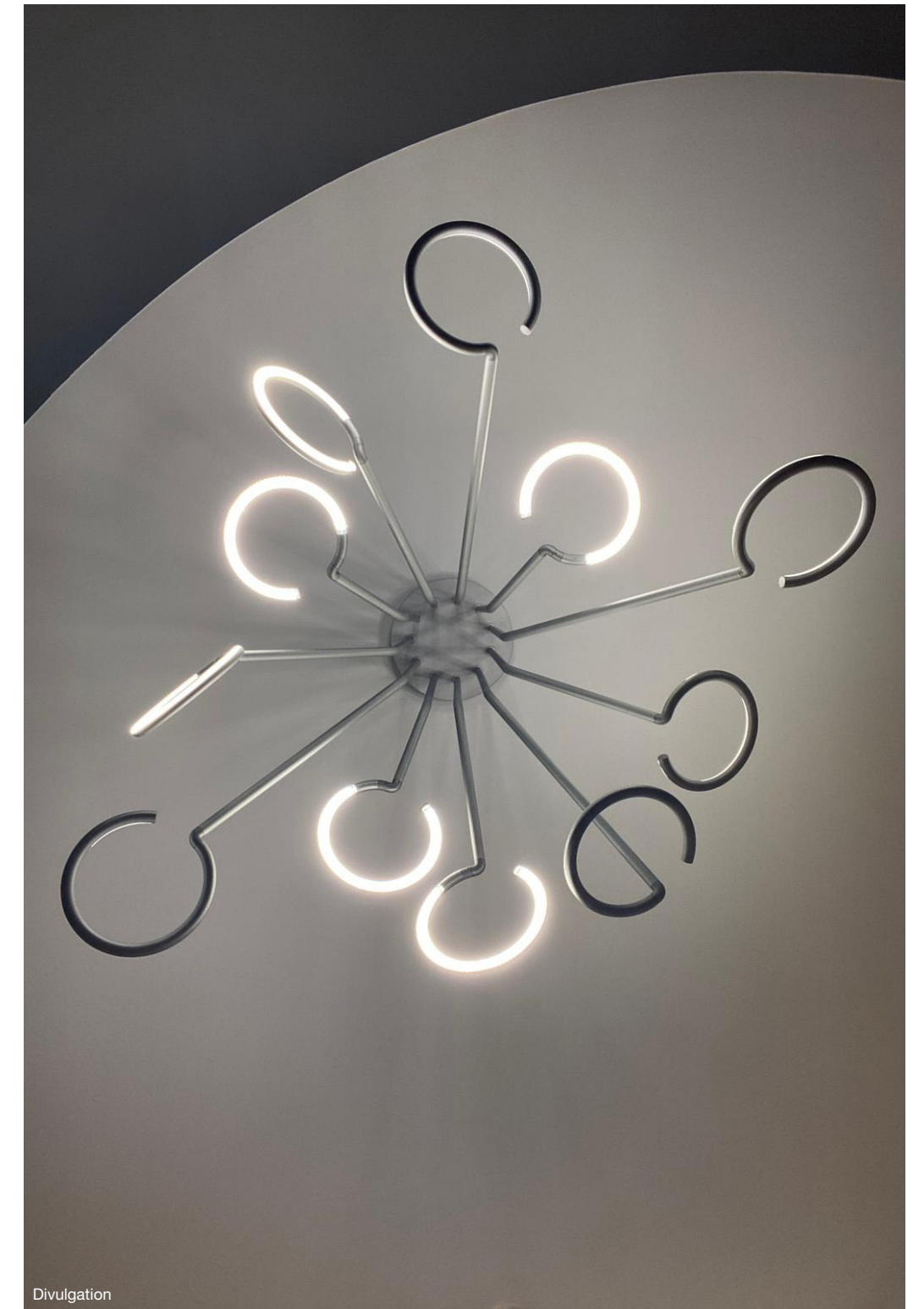
# TOM DIXON



PUFF, the highlight of Tom Dixon's Euroluce debut, is a pendant constructed from arranged metal panels creating a polyhedral shape. Drawing inspiration from inflatable geometry, the diamond-shaped perforated metal pieces make the interior resemble a glittering, sparkling inverted disco ball. In addition, other lamps have been revisited, such as the CONE floor luminaire, which features a pedestal that can be paired with other pieces of the designer. Each item by Tom Dixon has the power of conveying extraordinary moods to environments.



# ARTE MIDE



Artemide impresses for its variety of innovative new products designed by renowned designers in the industry, such as Bjarke Ingels Group, Alida Catella and Silvio de Ponte, Carlo Colombo, Mario Cucinella, Carlotta de Bevilacqua, Michele De Lucchi, Foster+Partners, Hassell, Herzog & de Meuron, Progetto CMR, Carolina Gismondi, and Daniele Moioli.

A number of high-tech projects have been created with special attention to energy consumption, which is increasingly reduced, thanks to optoelectronic solutions, which guarantee extremely prominent levels of efficiency. We would like to Highlight the Sylt and Helgoland open systems: modular and reconfigurable solutions such as the Dreispitz and the ALE.01 pendant.



# F L O S



The brand has created an immersive environment that combines indoor and outdoor spaces to display its latest collection. Visitors could explore the lighting projects, popped up from among the vegetation, along the luminous maze of displays. The projects included work by designers such as Ronan and Erwan Bouroullec, Michael Anastassiades, Antonio Citterio, and Konstantin Grcic, among others. A unique and powerful sensory experience.

The Workmates collection sparked visitor's attention, with specialized workspace lamps. They include solutions for suspension, ceiling, rails, and floor. All of them are made of custom flattened and rounded aluminum extrusions with anti-reflective lenses and advanced lighting technology. The light is emitted up and down, providing uniform and reflective illumination for the countertops.



# VIBIA



“Our response to a space is often intuitive or instinctive. We react to a subtle light combination, composition, materiality, and space. When effectively put together, they improve mood and generate a deep sense of well-being. That is why we curate environments by equalizing diverse types of lighting, with distinct levels of density, thus modelling spaces and creating balance between soft and flashy lights.”

A variety of iconic products from the latest catalogue, reinforced by new concepts, which are brought together in an authentic comfort zone when it comes to technology and refined aesthetics. Among the highlights of the Vibia installations are the Damapieces, by Ludovica+Roberto Palomba, and the silhouette of Africa, a striking piece, developed by Francisco Gomez Paz.





# keep an eye on

| INSTALLATIONS





MOOOI

Divulgation

PAOLA LENTI

LOUIS VUITTON

DIOR

HERMÈS

ALCOVA

NILUFAR

MOOOI

MISSONI

ROSSANA ORLANDI

Paths to walk through, directions to head onto,  
notes to take. Environments we pass by, and  
judge important to stop, and to feel them.



# PAOLA LENTI



It is a journey through art, visiting craftwork and dialoguing with fashion. It is the genuine appreciation of nature, both in external and internal spaces. Wefts reflecting the sustainable philosophy, focused on waste reduction and the conscious use of raw materials. A highlight for vibrant colors from the magenta palette, and for the development of textures, and glossy or glassy organic elements.







# LOUIS VUITTON



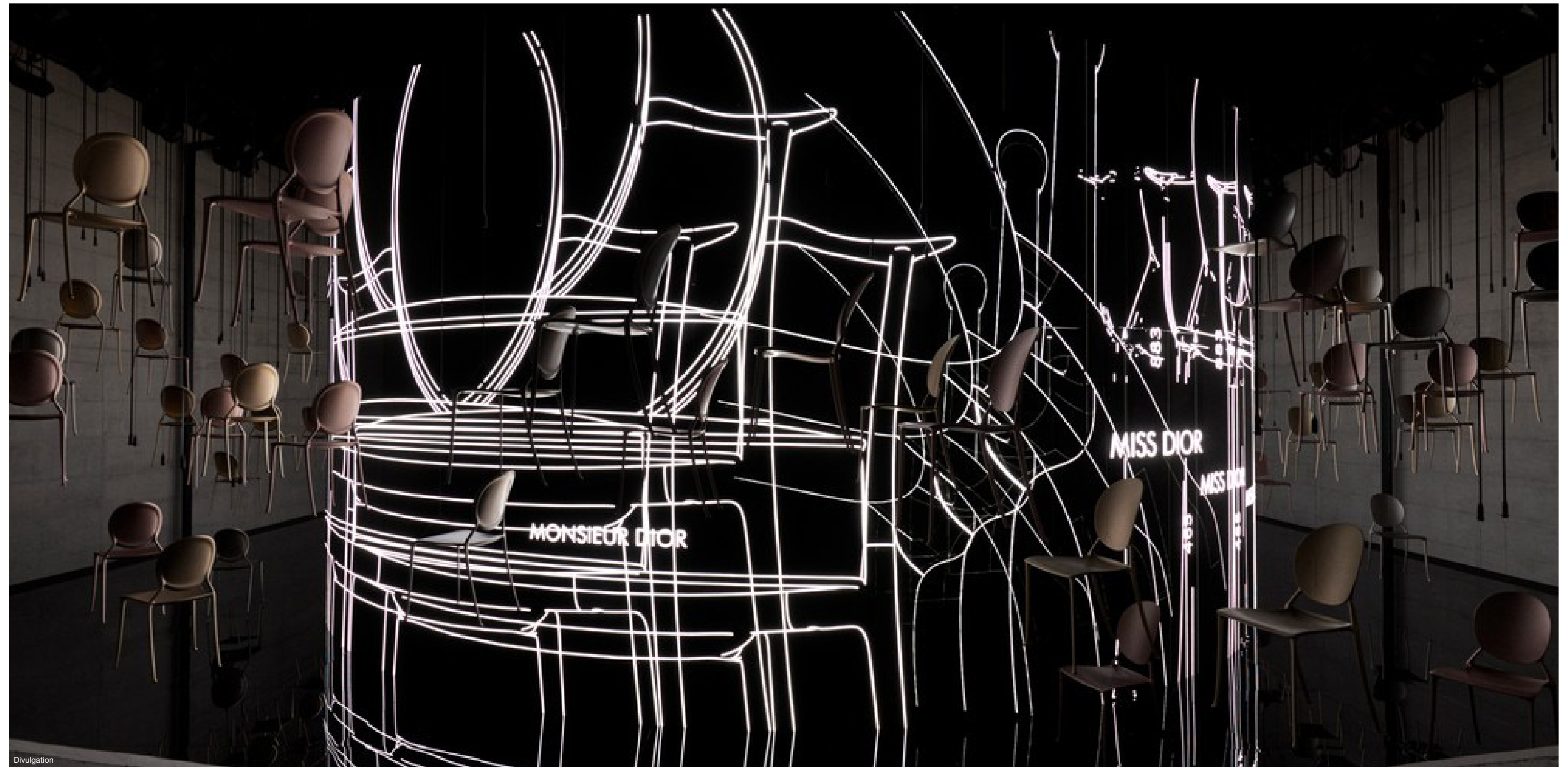
Ten new pieces created by renowned designers have been included in the Nomadic Objects series. Attention is drawn to the fluid and sharp lines of the Raw Edges' Binda couch and armchair, accentuated by the aerodynamically leather-coated backrest in contrast to the soft velvet of the seat. In addition, the elegance of Capeline luminaires, designed by Marcel Wanders, with three wavy frosted glass haloes. The classic Cocoon armchair of the Campana brothers was converted into disco mood. Fantasy, dance, travel, universe. The future is organic, life is a dance.







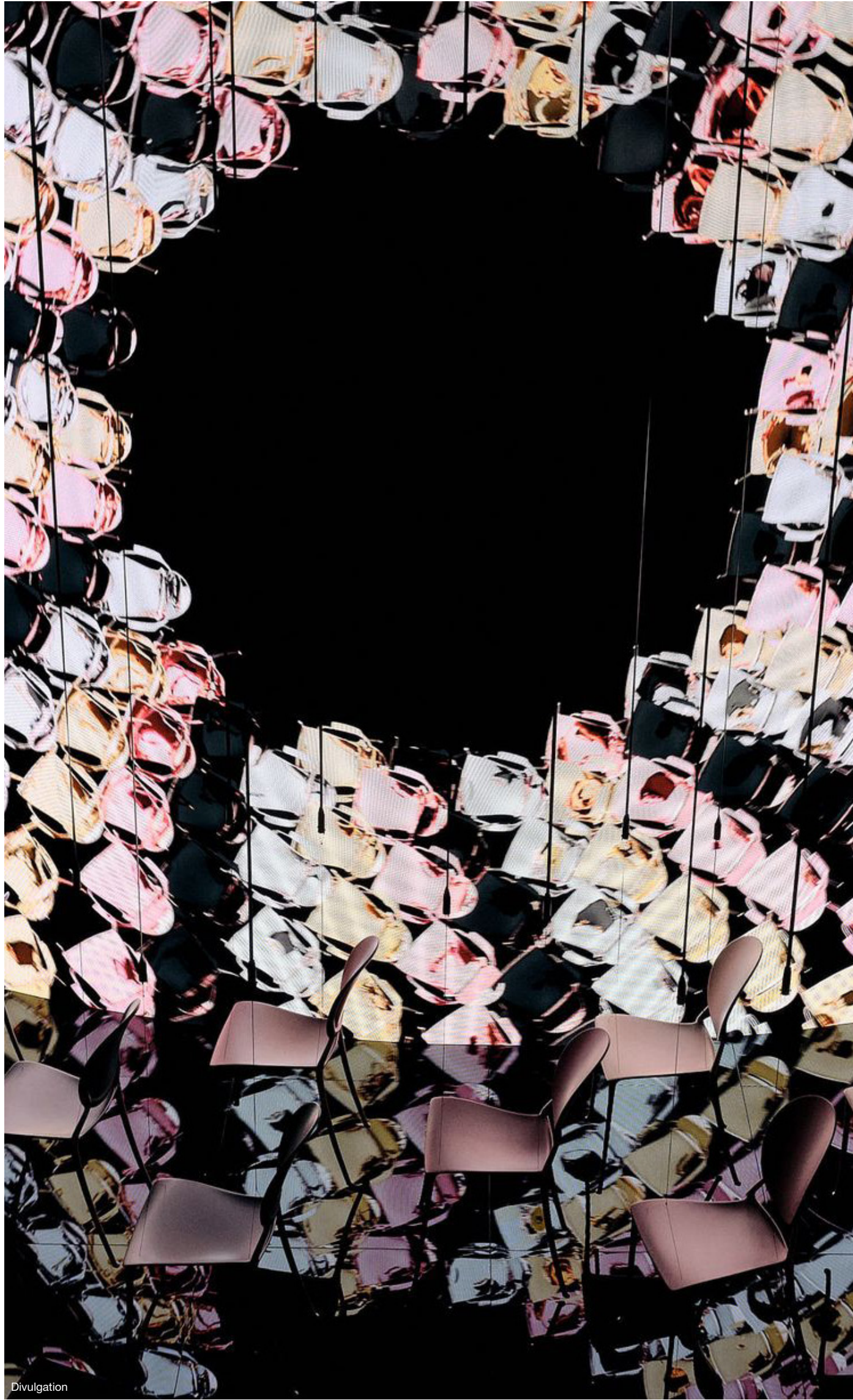
# D I O R



[CLICK HERE AND WATCH THE VIDEO OF THE INSTALLATION](#)

Outside, the effervescent Brera Design District. Inside the Palazzo Citterio, the mood is in intimate harmony. This is where we find the Philippe Starck's piece, created for Dior: Monsieur Dior. The expansion of the family of pieces began last year with the creation of Miss Dior Sweet, underscoring the absolute delicacy of the silhouette, accentuated by the simplicity of aluminum. A piece of design elevated to the art category.





Divulgation



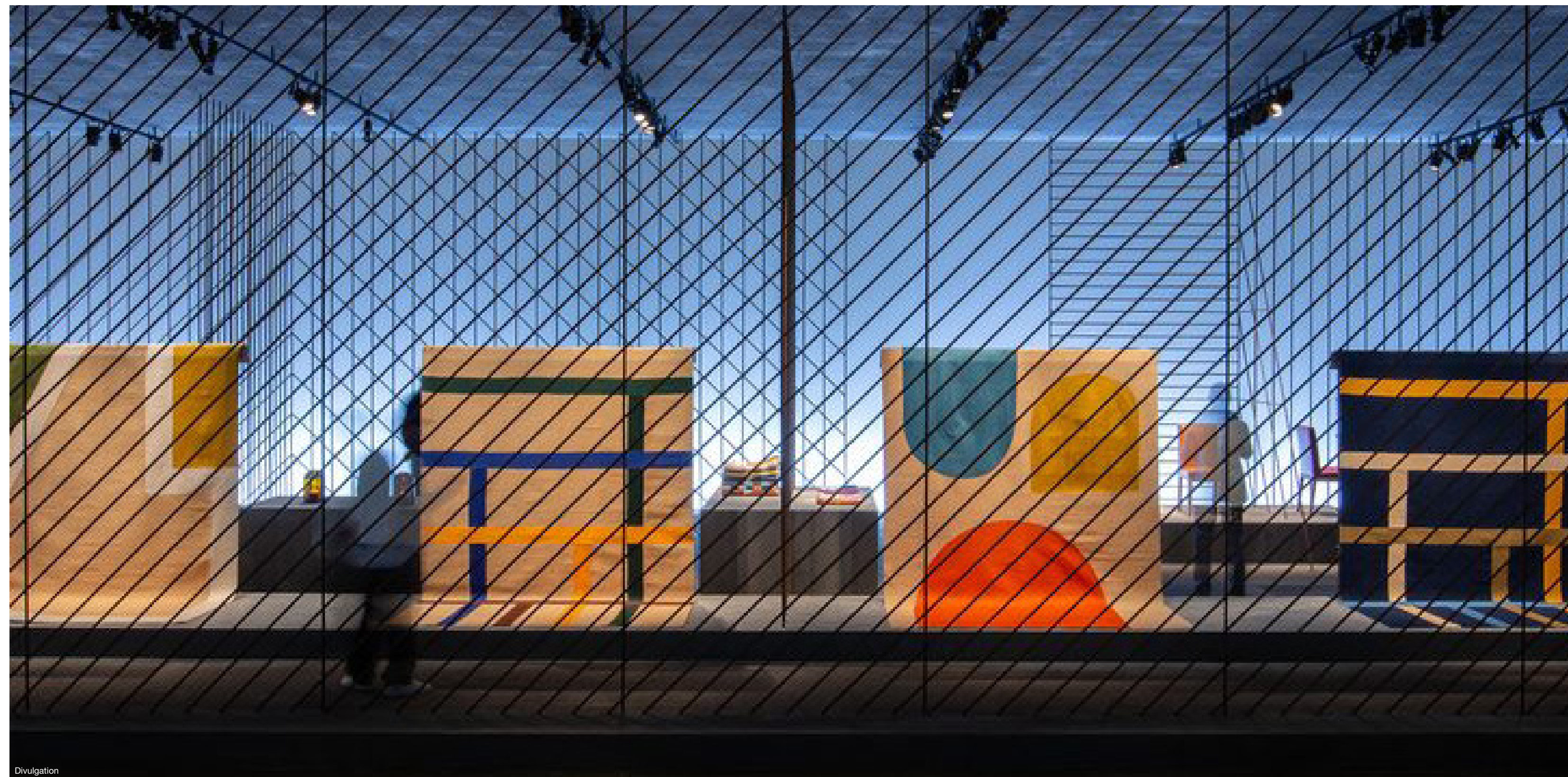
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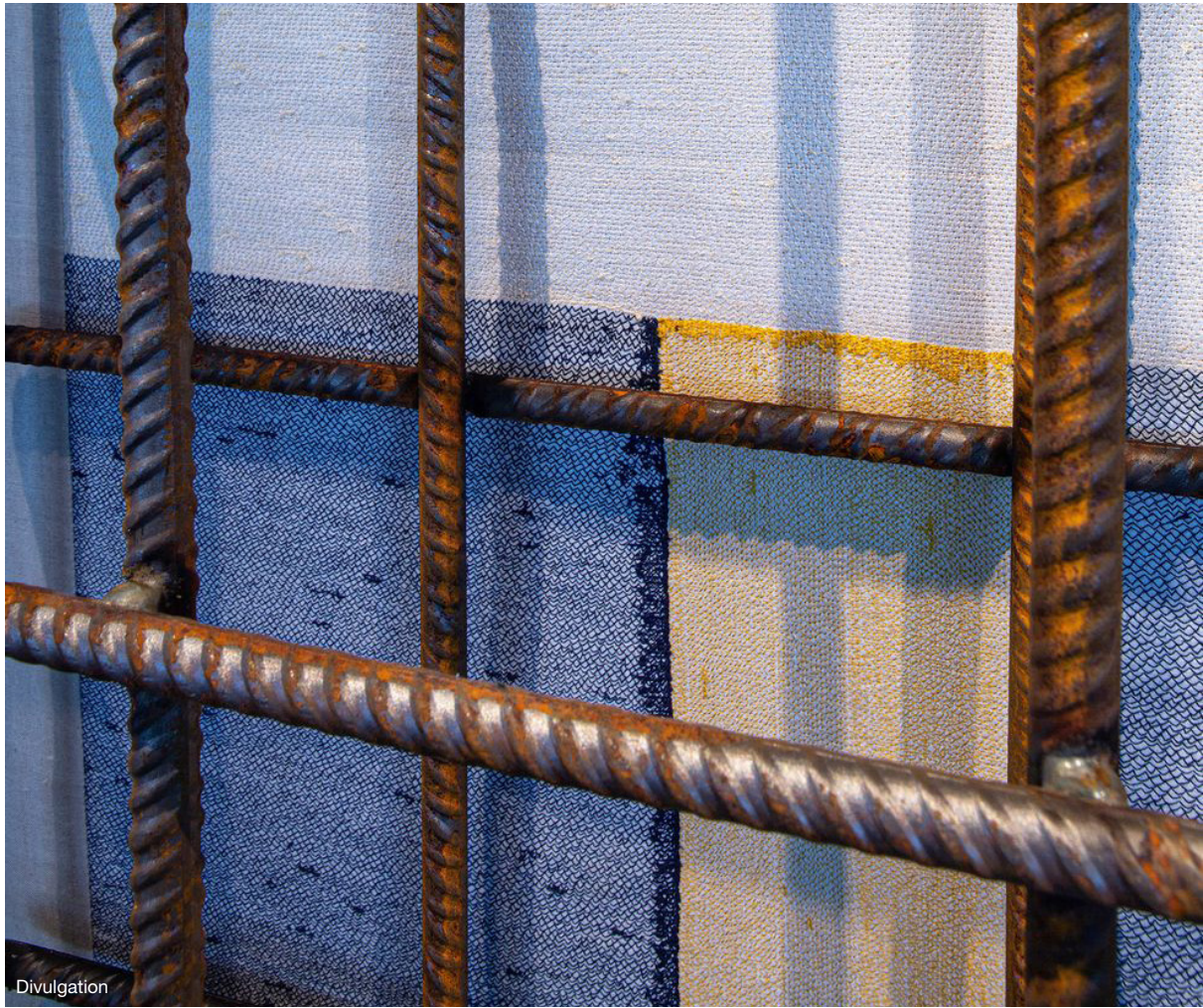


## HERMÈS



Wellbeing, the strengthening of what is essential. A radical and powerful structure, an ideal space created by the interaction of plots and lines. This year, the maison emphasizes the elimination of superfluous and brings an essential design to life, thanks to the savoir-faire of experts. Blown glass for minimalist lamps, traditional upholstery for a simple chair or virtuous embroidery for carpets with graphic motifs. Bronze, glass, wood, and leather, highlighted in their primary appearance, or gathered to interconnect, ratify this concern with organic matter.





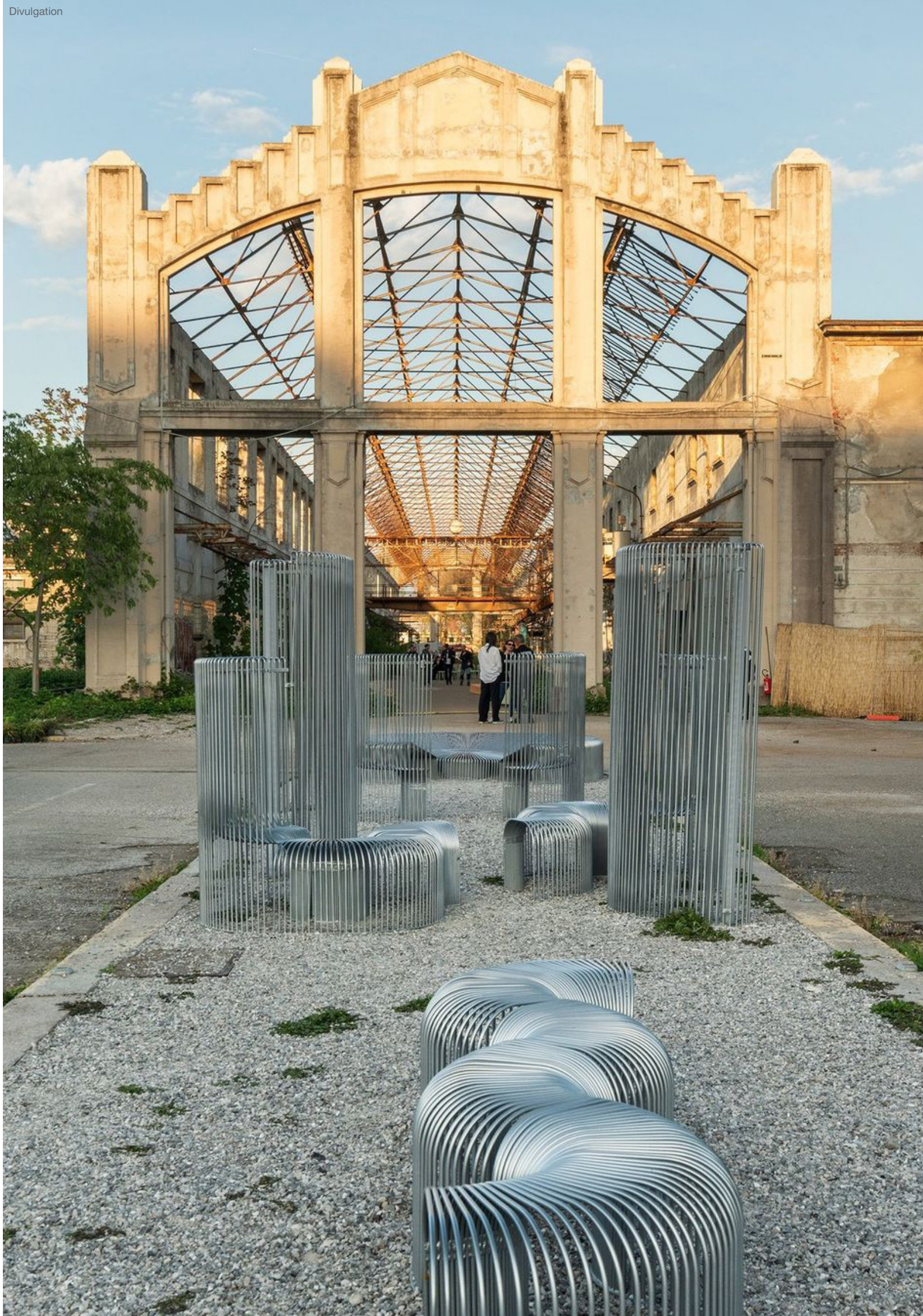


# ALCOVA



The itinerant independent design platform projected by Valentina Ciuffi and Joseph Grima relates with surprising and historically significant urban settings: a panettone factory, a military hospital, and now, Porta Vittoria, a former slaughterhouse, with decaying aesthetic, chosen for this year's setting. Pure avant-garde!







# N I L U F A R



The 'Bright Side of Design' installation is comprised of a multitude of objects with seductive and magical appearance, all made with a pearl-colored special resin.





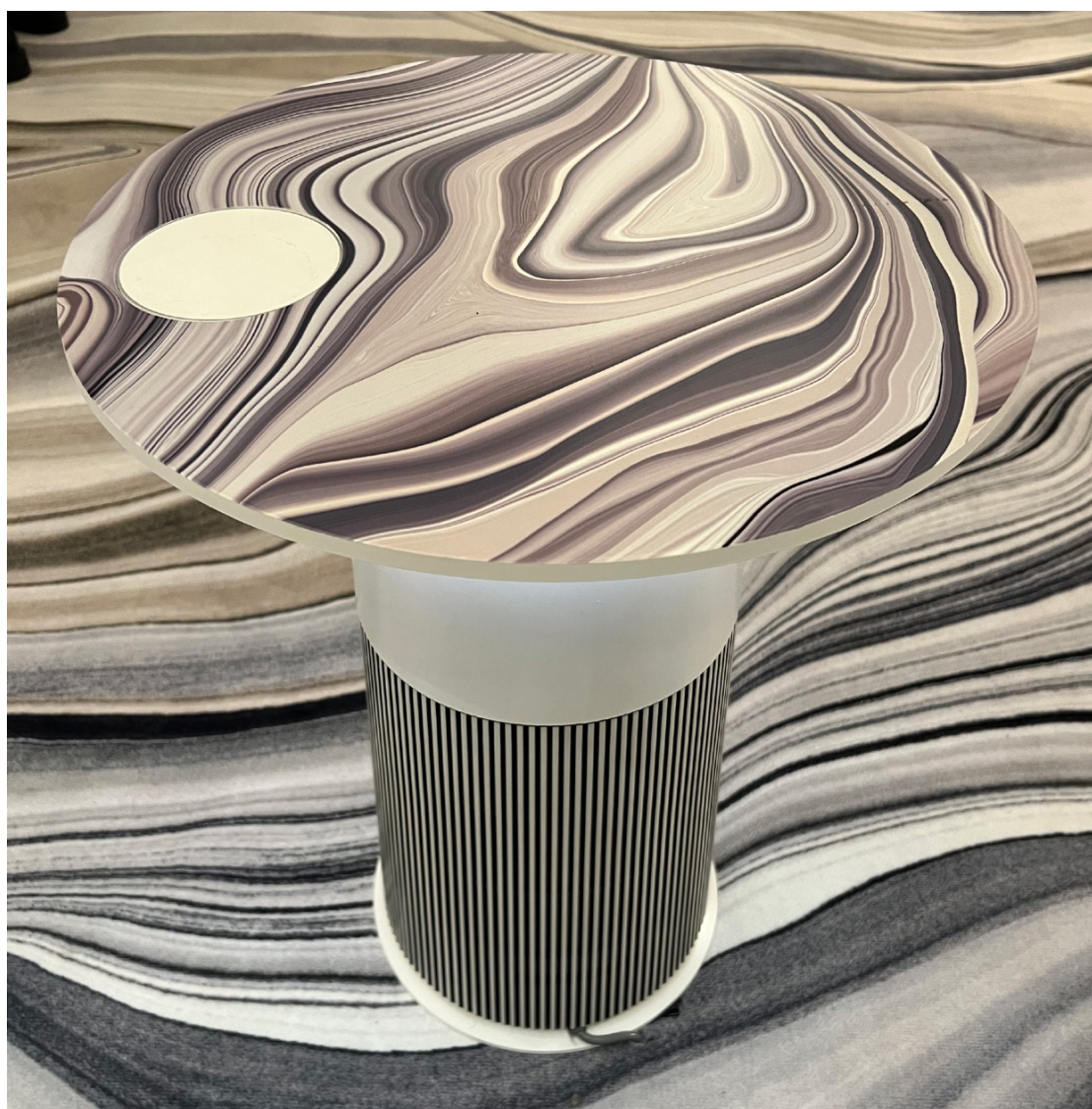


## M O O O I

[CLICK HERE TO EXPERIENCE THE ONLINE IMMERSION](#)

Experience the extraordinary life. Multisensory design and Neo Real. Physical and digital worlds converging. AI powered a personalized interior scent, thanks to a partnership with EveryHuman. In partnership with LG, panels were created using OLED technology, presenting artwork-like screens. This immersion can be experienced online, through interactions with specially featured pieces, such as Hubble Bubble, a lamp with led bubbles.





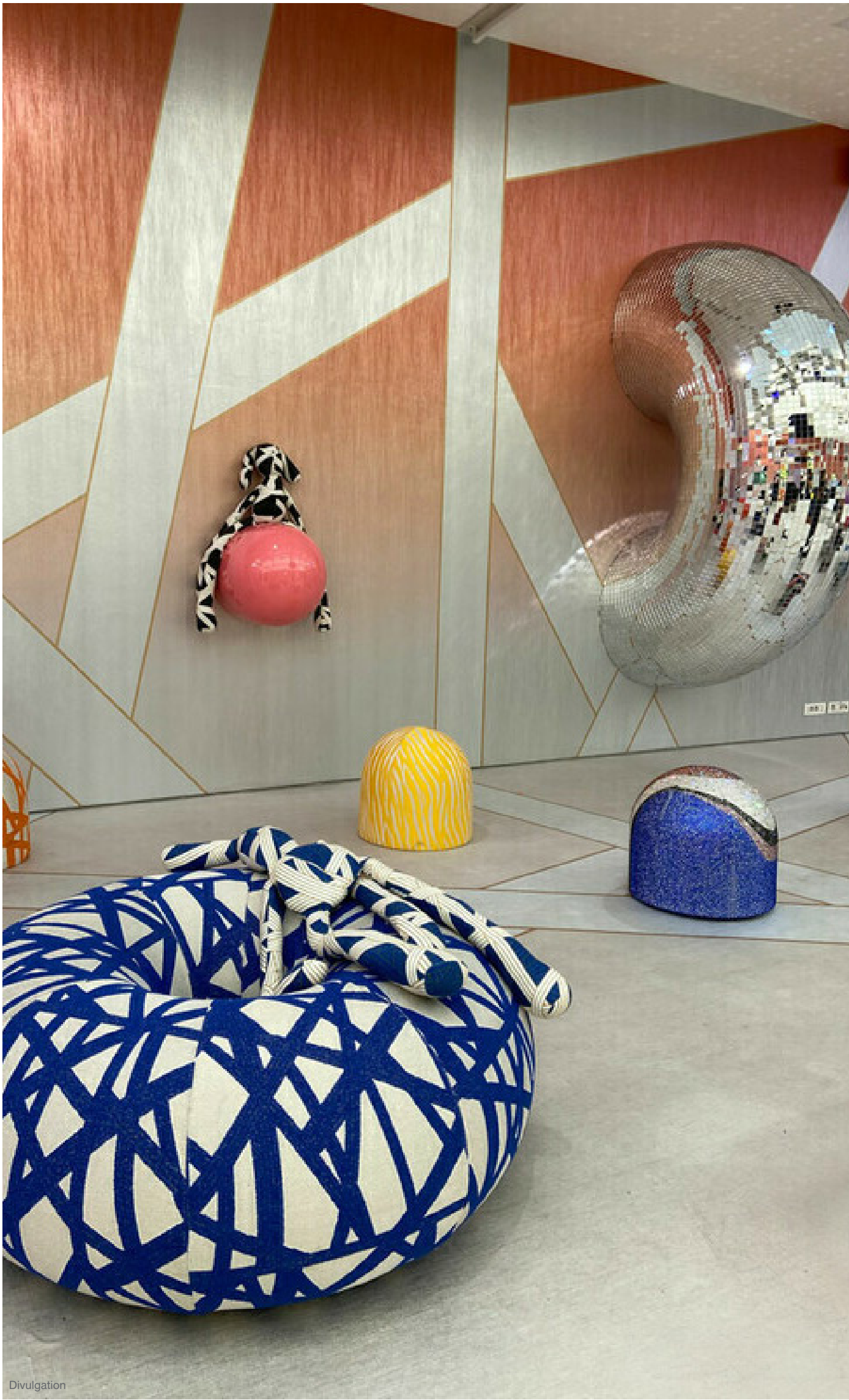


# M I S S O N I



Living inside out. A dive into a macrotrend we have mentioned in our TrendBook, in a multi-zigzag-textured version. A fantastic landscape of unusual and ironic shapes and creatures. A fully carpeted pleasant environment, with poufs, and a surreal scenographic configuration.





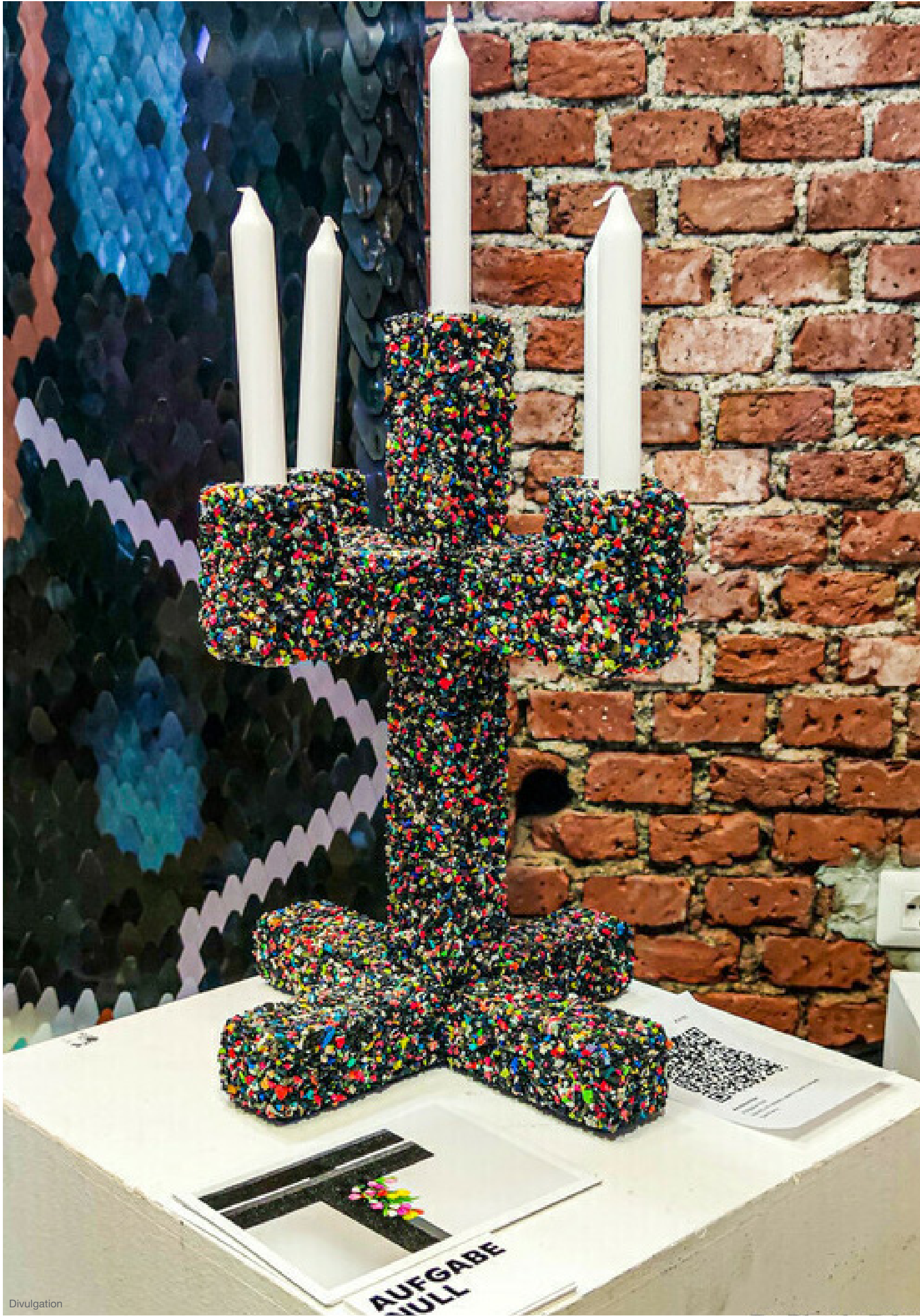


# ROSSANA ORLANDI



Everything Orlandi introduces into her cabinet of curiosities projects an unnormative and mysterious future. In this Salone di Mobili, the gallerist bets on new design professionals, such as Draga Obradovic and Aurel K. Basedow, creators of a chromatic cascade that seems to melt from the ceiling before our eyes. It also draws attention to an installation where we feel the connection with nature and well-being.







Our presence in events with strong international influence, such as Salone di Mobili, Fuorisalone and Euroluce, is particularly important, and is part of the **Portobello Innovation Cycle**.

We visit the most diverse environments of architecture, design, fashion, art, culture, and technology, translating data into useful information, all the time, to keep continually innovating. It does not matter if it concerns our products, our everyday life, or the materials we make available. We present the most relevant trends around the world. We invite you to keep up with this tour that we started here and to go beyond the Milan fair, venturing into the trends we have noted in our **TrendBook 2023**.

CLICK HERE FOR THE TRENDBOOK 2023 



# Portobello

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