

JUNE 2022

REPORT

SALONE Portobello

DEL MOBILE



INNOVATION CYCLE



Innovating means transforming something that exists so we can move ahead, that is, creating something new or unprecedented. Always being up to date, one step ahead. Looking closely towards the most important trends in global and local behavior to benefit from what is relevant, what makes sense to us.

Gathering information at events and from surveys, but also on a day-to-day basis, when engaging with customers and suppliers, is the first step in our innovation cycle. We are always on the lookout, and we create value from everything we receive, producing solid and inspiring documentation, with Trendbooks, Talks and exclusive materials, designed especially to share information. This way, we promote a virtuous cycle of cultural expansion.

All of this helps us grow on a regular basis, consolidating a strong, expressive portfolio. Always an innovative one.

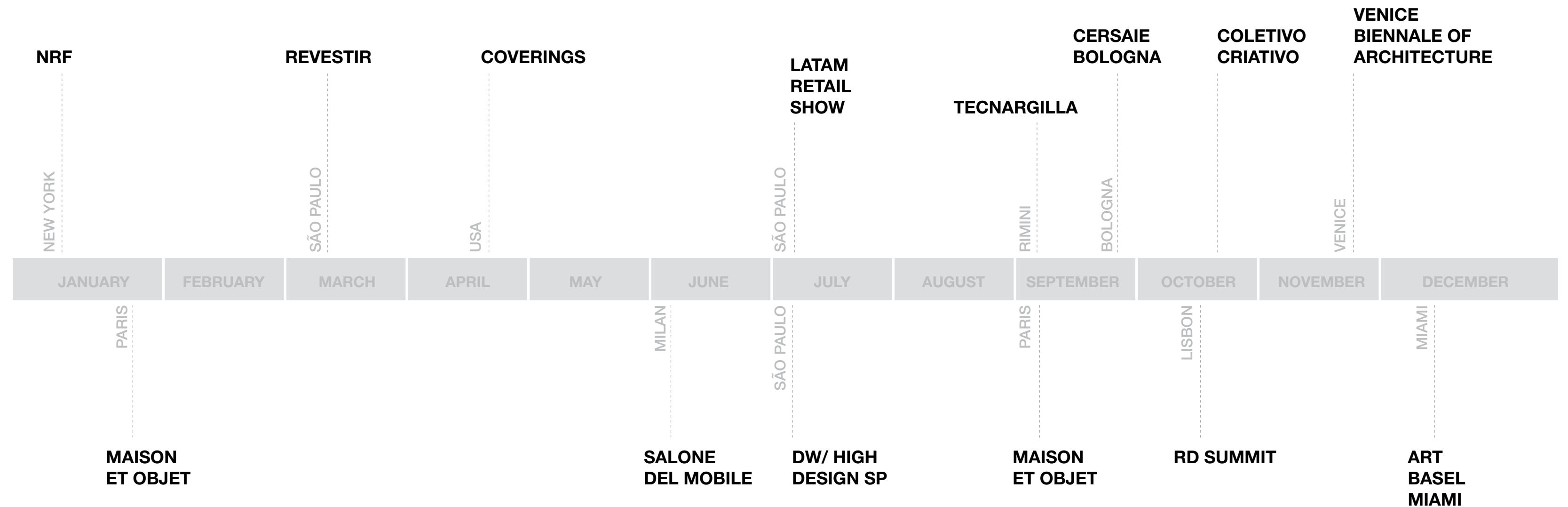


OPEN-EYED AND OPEN-MINDED. EXPLORING, STUDYING, ANALYZING, BRINGING INNOVATION TO OUR PRODUCTS.

The world's most important fairs: art, design, retail, architecture, technology, coverings. Milan, Paris, London, Venice, New York, Miami. Wherever the important releases and trends are, our team will be there.

This June 2022, after the pandemic and the quarantine period all over the world, we went to Salone del Mobile, in Milan. Before we start telling you all about it, let's give away a spoiler: everything was very different. More open, more organic... a new moment.

And, of course, all this influences trends, innovation, and our products.





Salone del Mobile Milano

Officially named Salone Internazionale del Mobile di Milano. But it is also called Salone, Salone del Mobile and Milan Design Week. In Portuguese, “Salão do Móvel de Milão”. There are several ways to refer to the largest furniture and design fair in the world, which takes place every year in Milan.

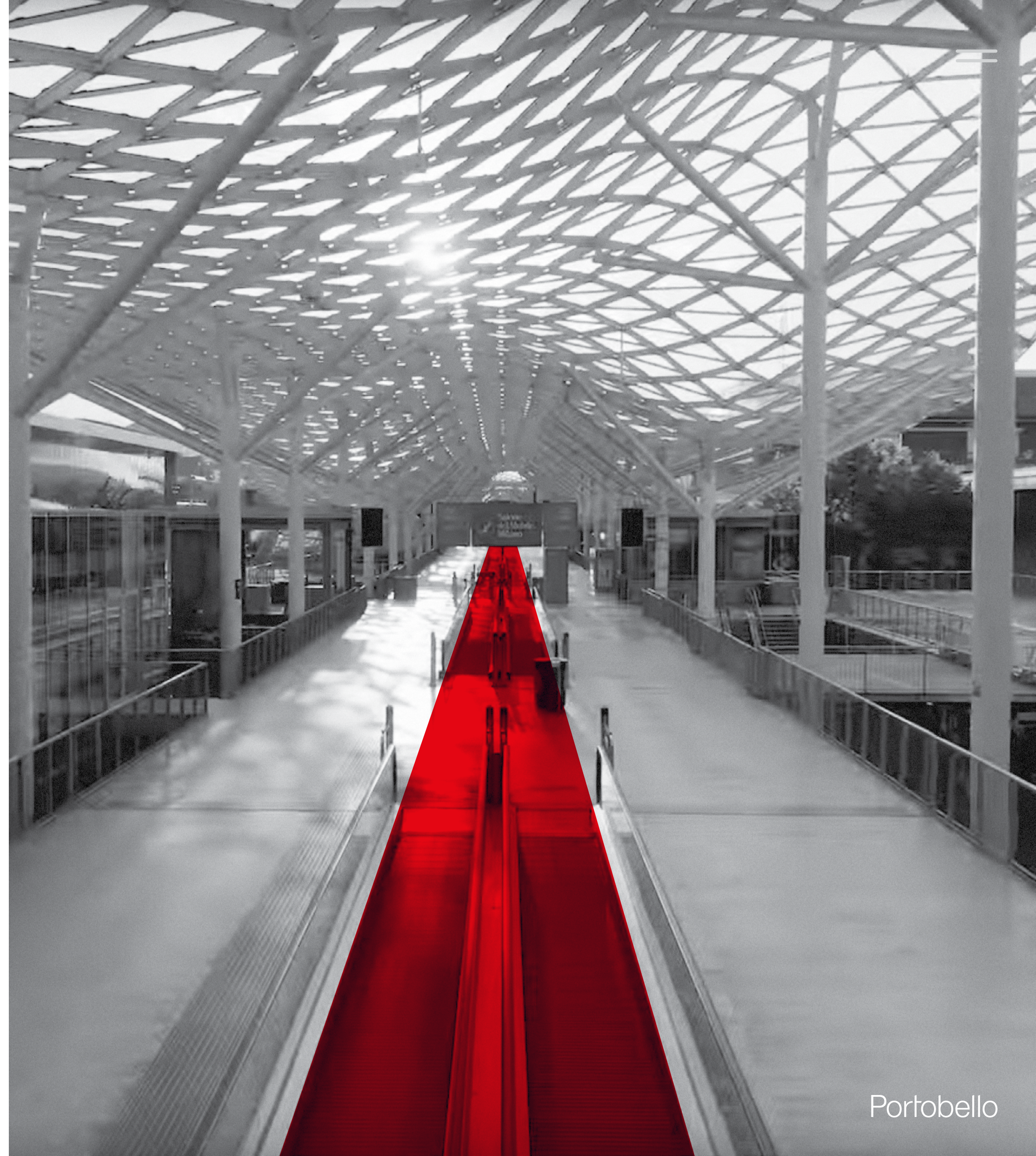
60th edition of Milan's Salone del Mobile → **6-** day event

2,175 brands → **27%** of them come from abroad → **600** young designers

262,608 visitors → **173** visiting countries

An impressively big event with clear international influence. And there's more: during the week of the Salone, Fuorisalone also takes place; it is a set of events spread across different areas of the city, full of exhibitions and installations.

It is a great deal of reference, a lot of novelty, a lot, a lot of inspiration.



SUPER TRENDS

The pandemic shook us out of automatic mode, abruptly breaking various patterns. While our households gained an unprecedented nurturing role, serving as a refuge, technology had to be updated and humanized, since it was the only way people could interact with one another. Nature, on the other hand, has gained importance, and we realize how much we need to connect with life.

RECONNECTION OF HUMAN BEINGS WITH THEIR NATURE. THAT WOULD BE A GOOD SUMMARY OF THIS YEAR'S MILAN DESIGN WEEK, AND THE TRENDS WE PRESENT HERE ARE GOING IN THIS DIRECTION.

SUPER TRENDS



Our Nature is entailed in each piece, each attitude.

Transparency is literally considered as translucency, and metaphorically, as sustainable responsibility. It is about engagement, choices of materials and every individual behavior. It is no longer a competitive advantage; it is a prerequisite. It is necessary and very important!

Comfy & Cozy is the human being at its core, focusing on comfort and warmth, on well-being. It involves ethics, ethnicity, soft touch, colors and shapes that involve us and invite us to dream. And to make it real.

And yes, **Here comes the fun!** The joy of watching the sun shine again, of looking at the colors, of going out and breathing, inspiring a moment of strong and vivid colors. Optimism, happiness, let's take advantage of them!

Hide or slide involves the optimal use of environments, with furniture that is hidden, but ready for optimal use at any time.

New times, new and better times, and design paves the way for this reconnection.





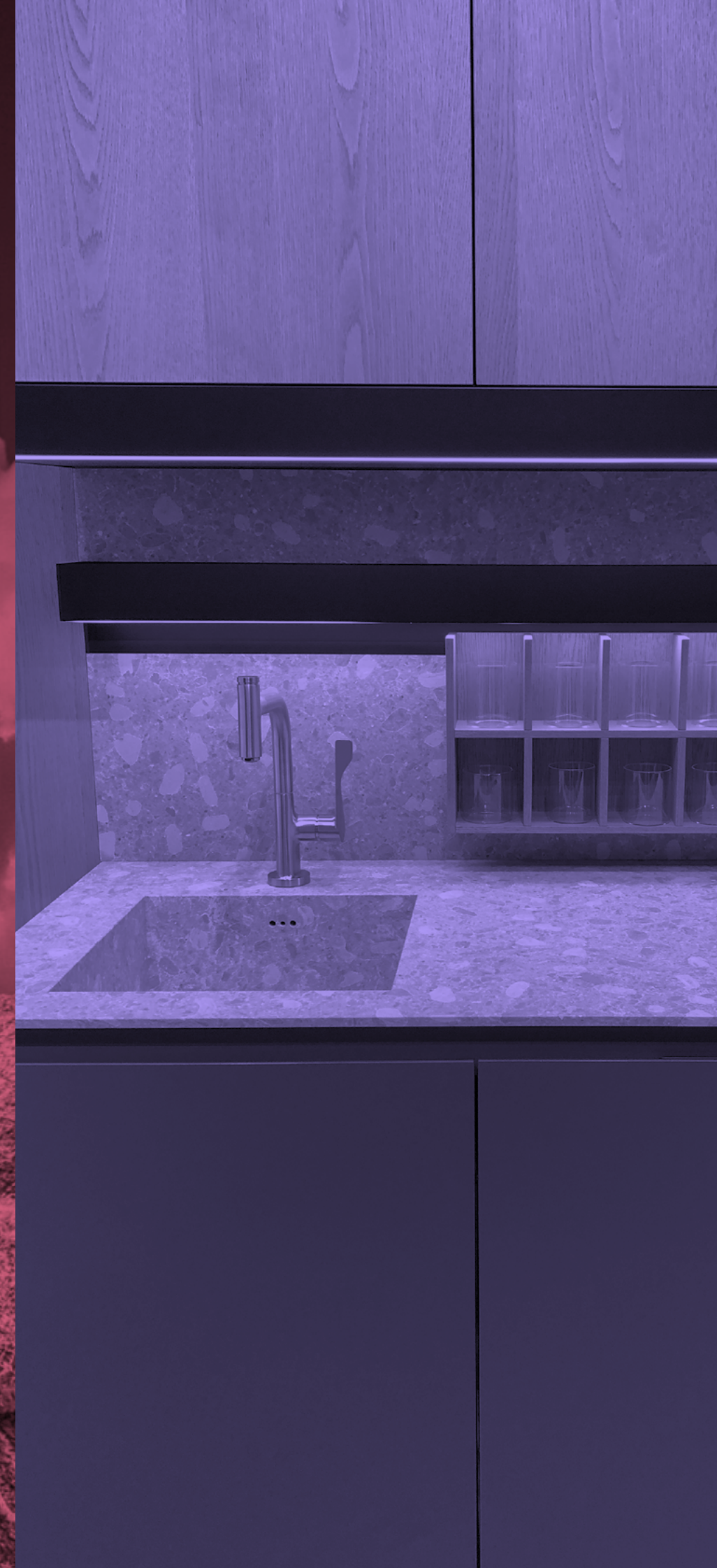
**SUSTAINABILITY
TRANSPARENCY
COLORS
MATERIALS**



**ROUNDED SHAPES
ETHICAL AND ETHNIC
COMFY TEXTURE
ASYMMETRY
COLORS
HANDMADE MATERIALS**



**SYNESTHETIC
SURREALISM
DREAMS
SYSTEM**



**EUROCUCINA
TOUCH-SENSITIVE
FOOD WORKSHOP**



**CASSINA
HERMÈS
LOUIS VUITTON
PORSCHE
MOOOI
TOM DIXON
DIOR
PAOLA LENTI**

OUR NATURE

SUSTAINABILITY

TRANSPARENCY

COLORS

MATERIALS

IN EVERY PROPOSAL, IN EVERY DETAIL, SUSTAINABILITY IS THE BACKBONE FOR VIRTUALLY ALL PROJECTS.

IT IS NO LONGER A COMPETITIVE ADVANTAGE, BUT A BEHAVIOR THAT TRANSLATES INTO 100% SUSTAINABLE FURNITURE, A GREAT DEAL OF RECYCLING, VEGAN MATERIALS AND INFORMED CHOICES.

PLENTY OF EARTH TONES, FROM INTENSE AND REFRESHING GREEN SHADES TO EARTHY ONES THAT MAKE US FEEL WELCOME AND WARM. PALETTES ADD COLOR TO ENVIRONMENTS THAT BRING US CLOSER TO NATURE, TO OUR NATURE.



SOURCE: TRIENNALE

SUSTAIN- ABILITY

— Sustainability is a must - no longer a competitive advantage. It is a recurrent theme that will always be the subject of much debate.



SOURCE: SALONE DEL MOBILE / PHOTO: MARCO MAZZONI

TRANS- PARENCY

Transparency in materials, structures and processes suggest that design and people can interact.



COLOR TREND: GREENS

The shades of Nature for our nature. Intense green shades, light and dark, recreate energetic atmospheres.



RAW MATERIALS

The trend for raw materials, highlighting their original aspect, can be seen on surfaces and objects. Doughs, clays, mixtures and rustic compositions that invite touch.



EXPRESSIVE VEINS

— Dramatic veins make an impact and have a timeless look, ranging from warm neutral shades to monochromatic versions. Innovations in printing technology are an alternative to extracting natural resources.



SLABS EVERYWHERE

Marble, a classic in interior design projects, is used rationally in small objects while Slabs cover large spaces from floor to ceiling.



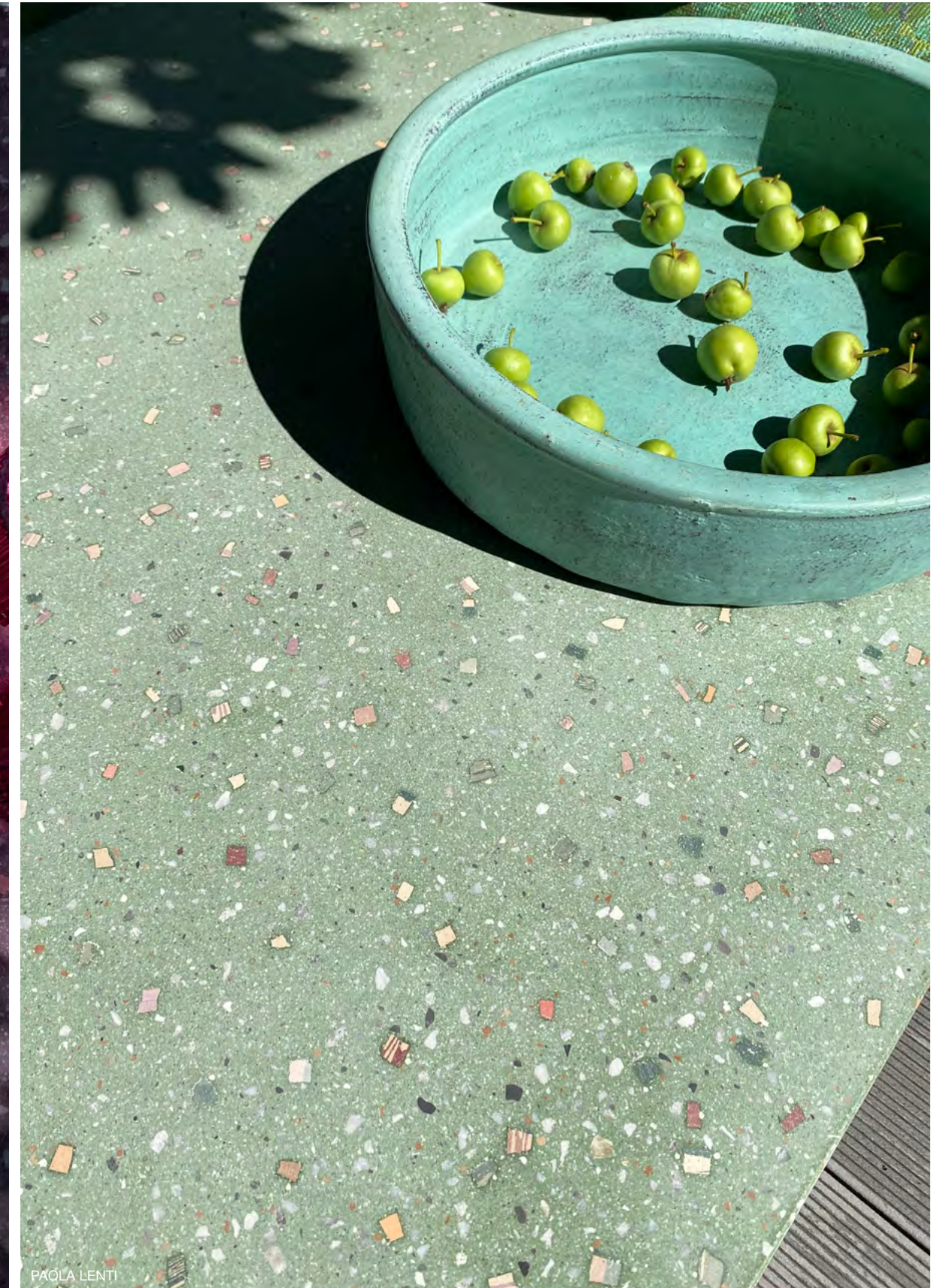
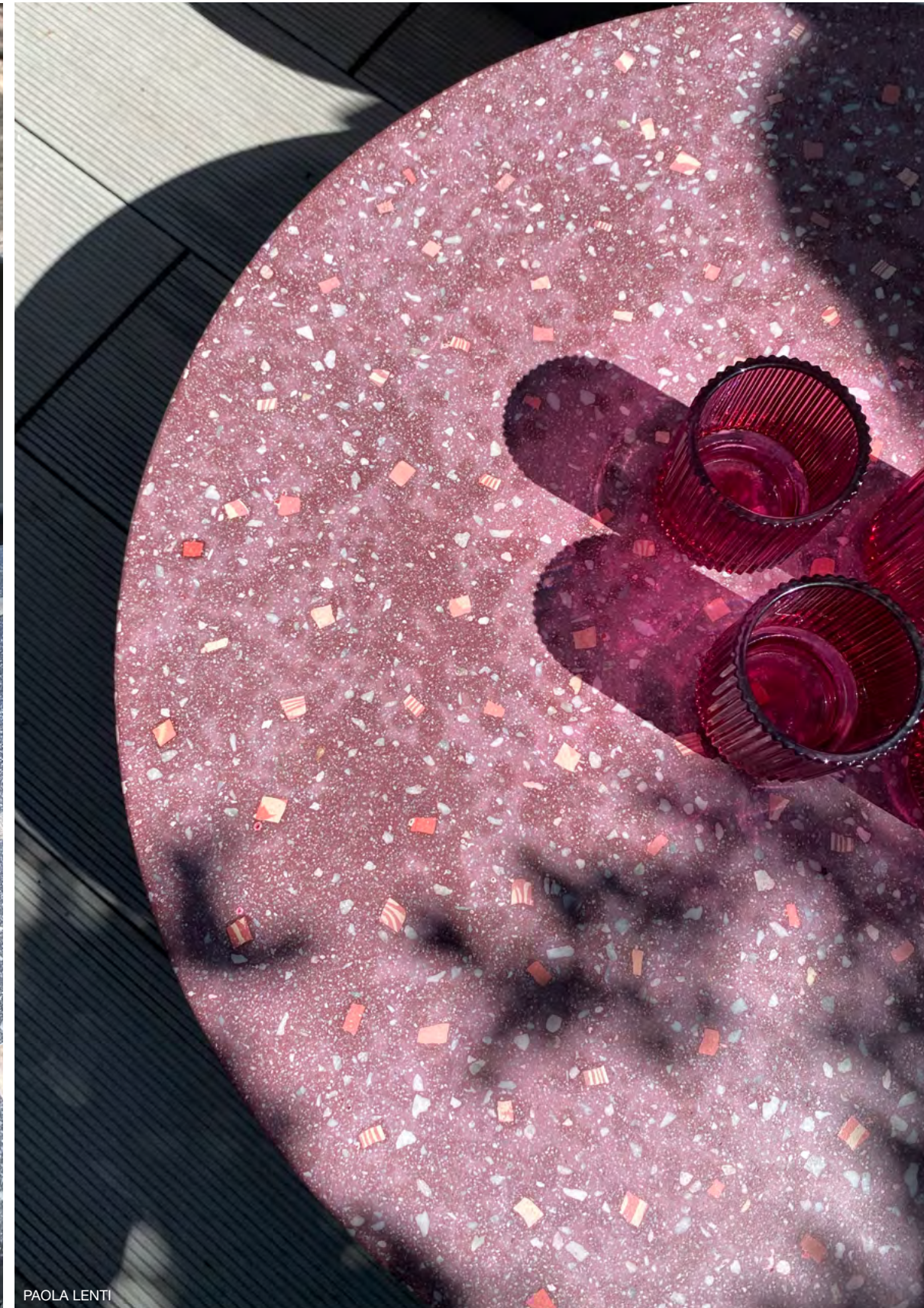
MARBLE MATERIALS

— In objects and furniture, marble is an expressive material.



TERRAZZO MATERIALS

Terrazzo has reappeared in new colors and shapes. The combination of cement with a mix of stones, aggregates or even floor leftovers, was present in colorful, maximalist versions and with new geometric patterns.



KARTELL + ILLY

Kartell and Illy have teamed up to help increase sustainability in the planet by promoting a production model based on the circular economy. Re-Chair is a creation by Antonio Citterio made from recycled Illy Iperespresso coffee capsules and is the first of a series of products that will be part of a collection.



PAOLA LENTI + CAMPANA BROTHERS

“Metamorphosis”, a collection by the Campana Brothers for Paola Lenti, transforms material fragments into infinite possibilities. It also converts “treasures”, as the designers call them, into flowers, algae and insects - unique pieces that take on organic, colorful and potent shapes.



COMFY & COZY

ROUNDED SHAPES

ETHICAL AND ETHNIC

COMFY TEXTURE

ASYMMETRY

COLORS

HANDMADE MATERIALS

THE COMFORTABLE, ORGANIC, STRIPPED FURNITURE CATCHES OUR EYE AND INVITES US TO TOUCH AND INTERACT WITH IT. ARMCHAIRS THAT LOOK LIKE PILLOWS AND SOFT FABRIC PROVE THAT COZY IS ESSENTIAL AND THE PERSONALITY OF THE OBJECTS RESULTS IN WELL-BEING. SHAPES, COLORS AND MATERIALS PLEASURELY INTERSECT TO CREATE COZY ENVIRONMENTS.



SOURCE: MOROSO

ROUNDED SHAPES, EMBRACING CURVES

Naturally organic embracing shapes have established
— that straight and orthogonal lines are no longer dominant.



ETHICAL AND ETHNIC

— Ethnic means connecting with the place of origin, understanding the process, reusing materials, working with matter in its most varied possibilities and expressions.



ETHICAL AND ETHNIC

Striking graphics refer to ancestry, with a contemporary touch. Ethnic productions ___ and objects. Rustic and with a strong earthy appeal - a celebration of origins.



COMFY TEXTURE

— Soft-touch quilted surfaces extend the comfort of rugs to walls in Moooi coverings.



TRANSPASS ASYMMETRY

— Asymmetrical, irregular, unfinished shapes. The beauty of imperfection.



EARTHY COLOR TREND

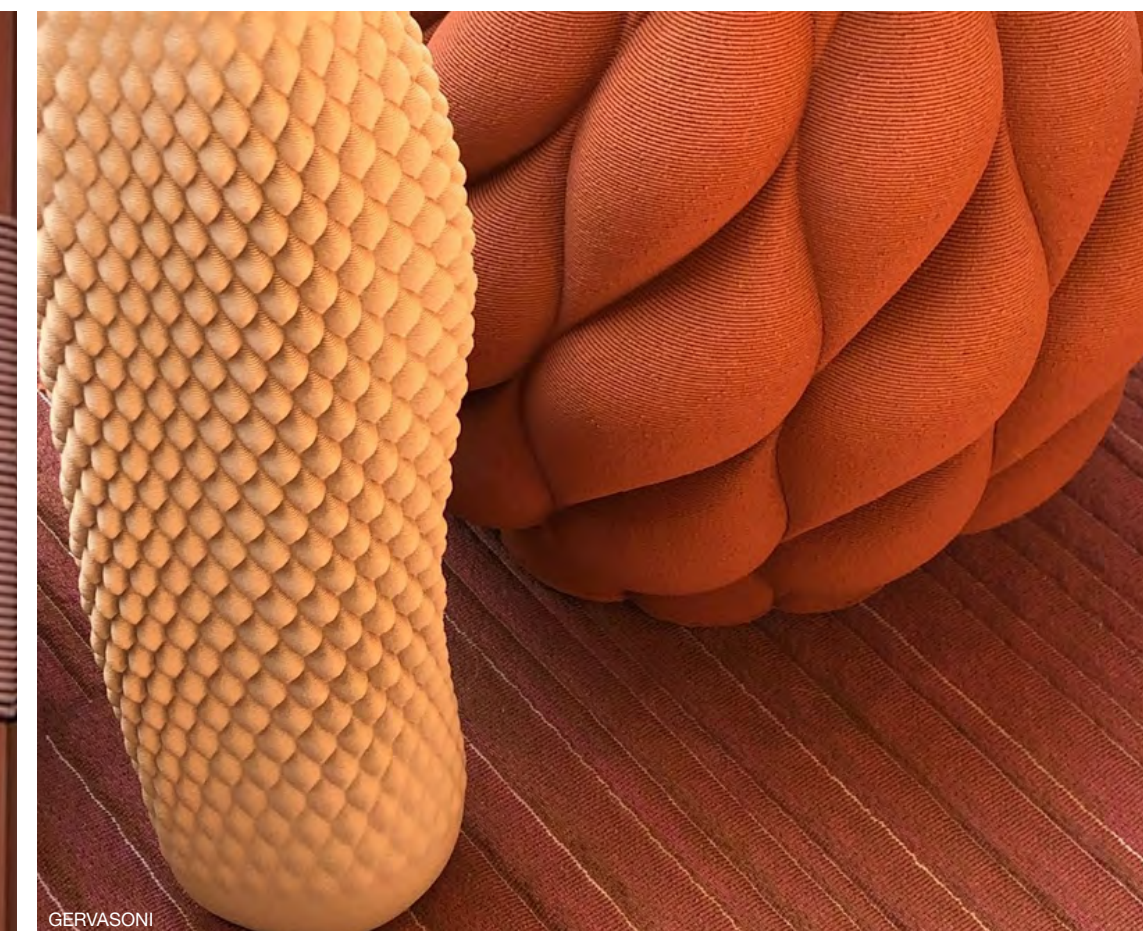
The earth and its infinite shades reflect the personality of the contemporary palette. From ocher to orange, from terracotta to marsala, the earth is generous when offering colors to design.



FLEXFORM



KETTAL



GERVASONI



KERAKOLL

COLOR TREND: MARSALAS

Neither red nor purple. Marsala was present in several brands that explored the use of color in upholstery, decorative objects, wall coverings and rugs, heating environments with its violet hue.



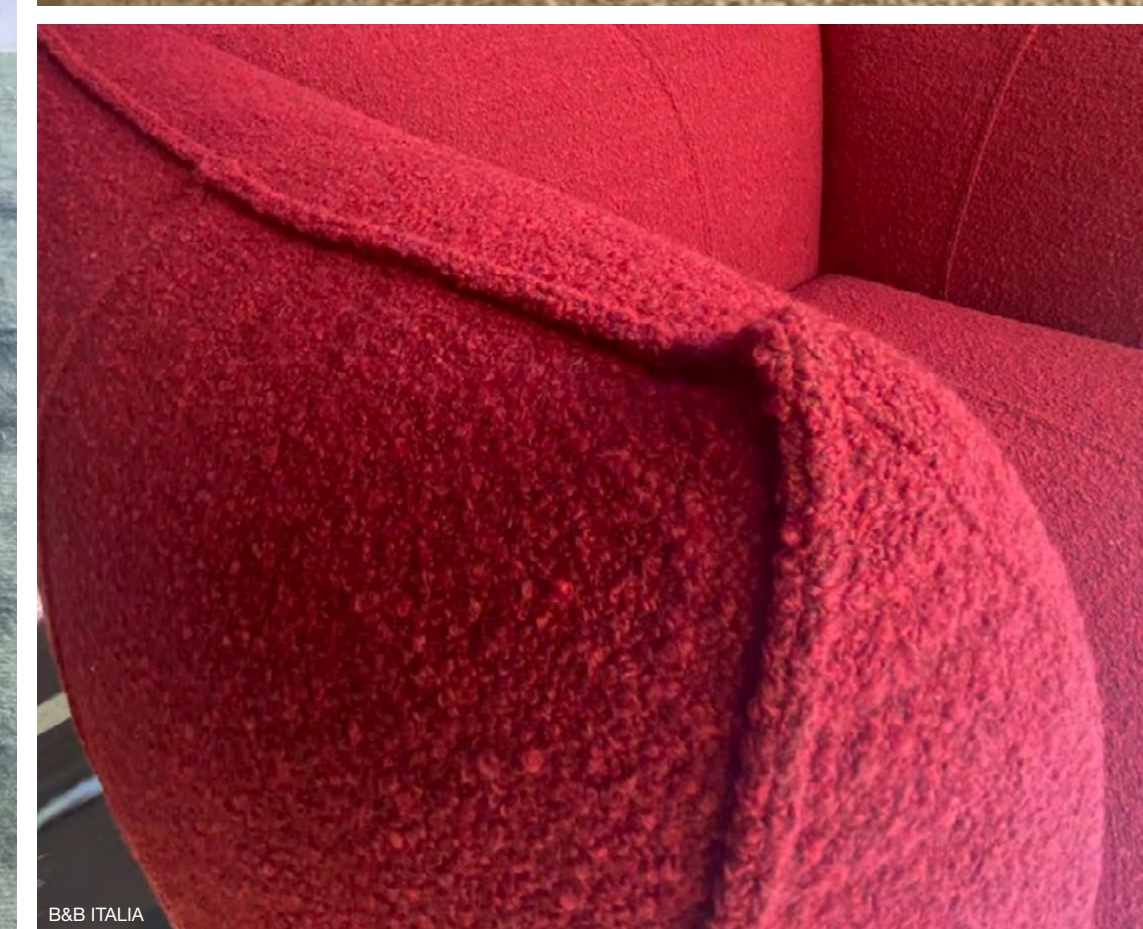
COLOR TREND: HEATED NEUTRAL SHADES

The palette of neutral colors, influenced by shades that refer to _____ silence and calm, is composed of nuances of warm sand and ash.



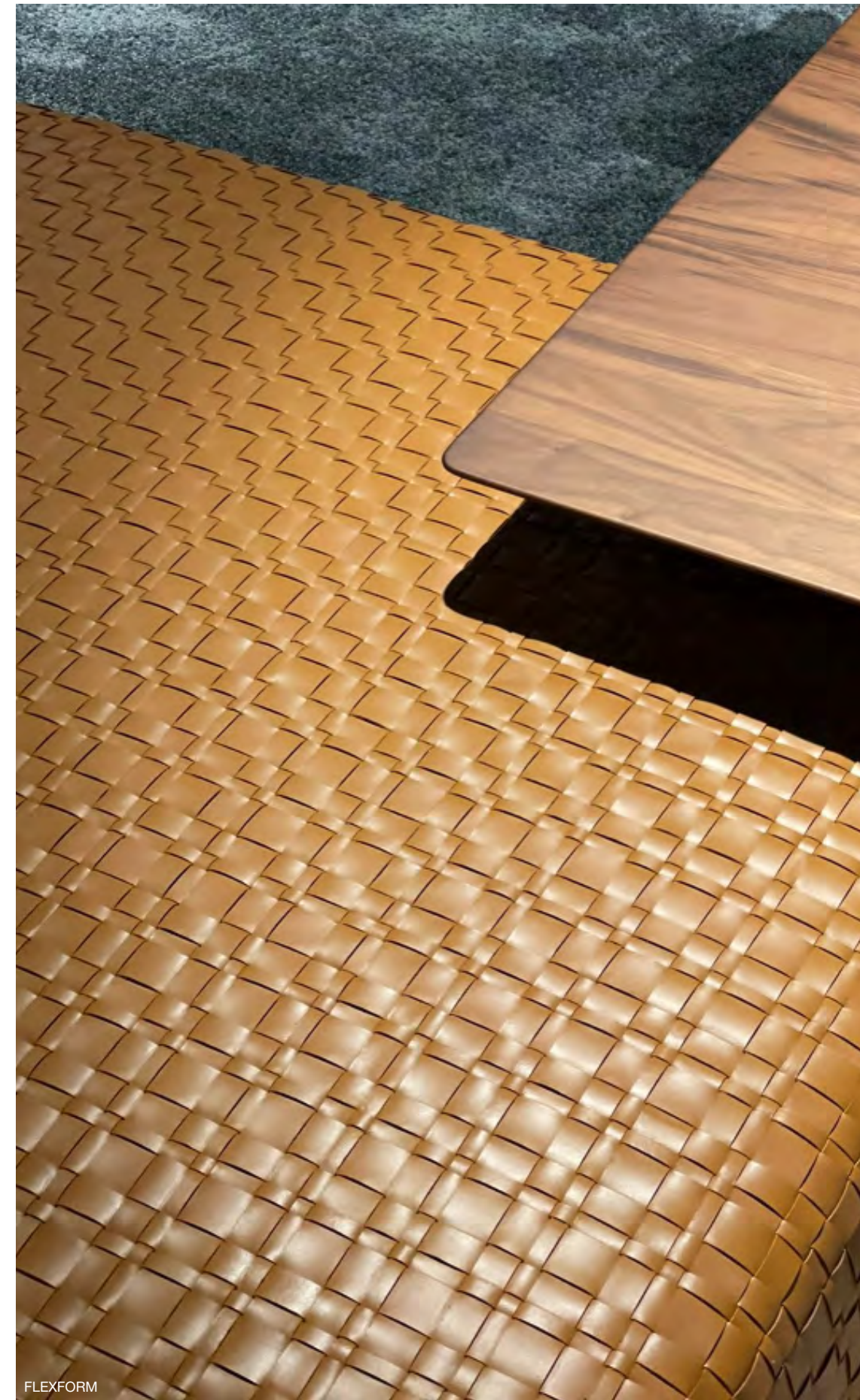
SENSORY TISSUES

The optimism, energy and creativity required to express the new trends need more elements, more color, more diversity and more daring. The intensity of vibrant colors and their striking personality spread into every room in the house to energize the days and liven up the routine.



WOVEN MATERIALS

Wefts intertwined with leather, straw and fabrics with recycled fibers showcase the aesthetics of large knits and cover upholstered furniture with a tribute to craftsmanship.



WOODEN MATERIALS

Mix of woods with marked veins in intense shades make environments warmer and cozier, and kitchens become particularly welcoming.



ARCLINEA



PORRO



ERNESTOMEDA



PORADA

HAND MADE

Fabrics and sensory surfaces are attractive to touch and express the handmade trend way more than industrial processes.



SOURCE: PAOLA LENTI



PAOLA LENTI



SOURCE: PAOLA LENTI

SUPER TRENDS

HERE COMES THE FUN

SYNESTHETIC

SURREALISM

DREAMS

SYSTEM

OPTIMISM, ENERGY AND CREATIVITY REFLECT THE MOMENT OF APPRECIATING COMFORT AND ENJOYING LIFE. MANY JOYFUL COLORS, EMBRACING ORGANIC SHAPES, FABRICS AND SOFT SURFACES THAT ARE ATTRACTIVE TO TOUCH. FUN, LIVELY AND ENJOYABLE ENVIRONMENTS - EVERYTHING REFLECTS HAPPINESS-ORIENTED ARCHITECTURAL DESIGN, WHICH IS WIDELY PRESENT IN THIS SALONE.



SOURCE: MISSONI

SYNESTHETIC MOOOI

With a multisensory approach, Moooi brought an impeccable set design that offered a complete experience. The brand's new robot-diffusers welcomed guests with glances and aromas with plenty of technology and design.



TECHNOLOGY + ART + HUMAN

— Artistic technology emulating human characteristics.



SURRE- ALISM

We keep dreaming! We are immersed in a surrealist aesthetic that evokes sensations and brings out the best in us. Lighter, more playful, with different stimuli.



SOURCE: MISSONI



SOURCE: MISSONI

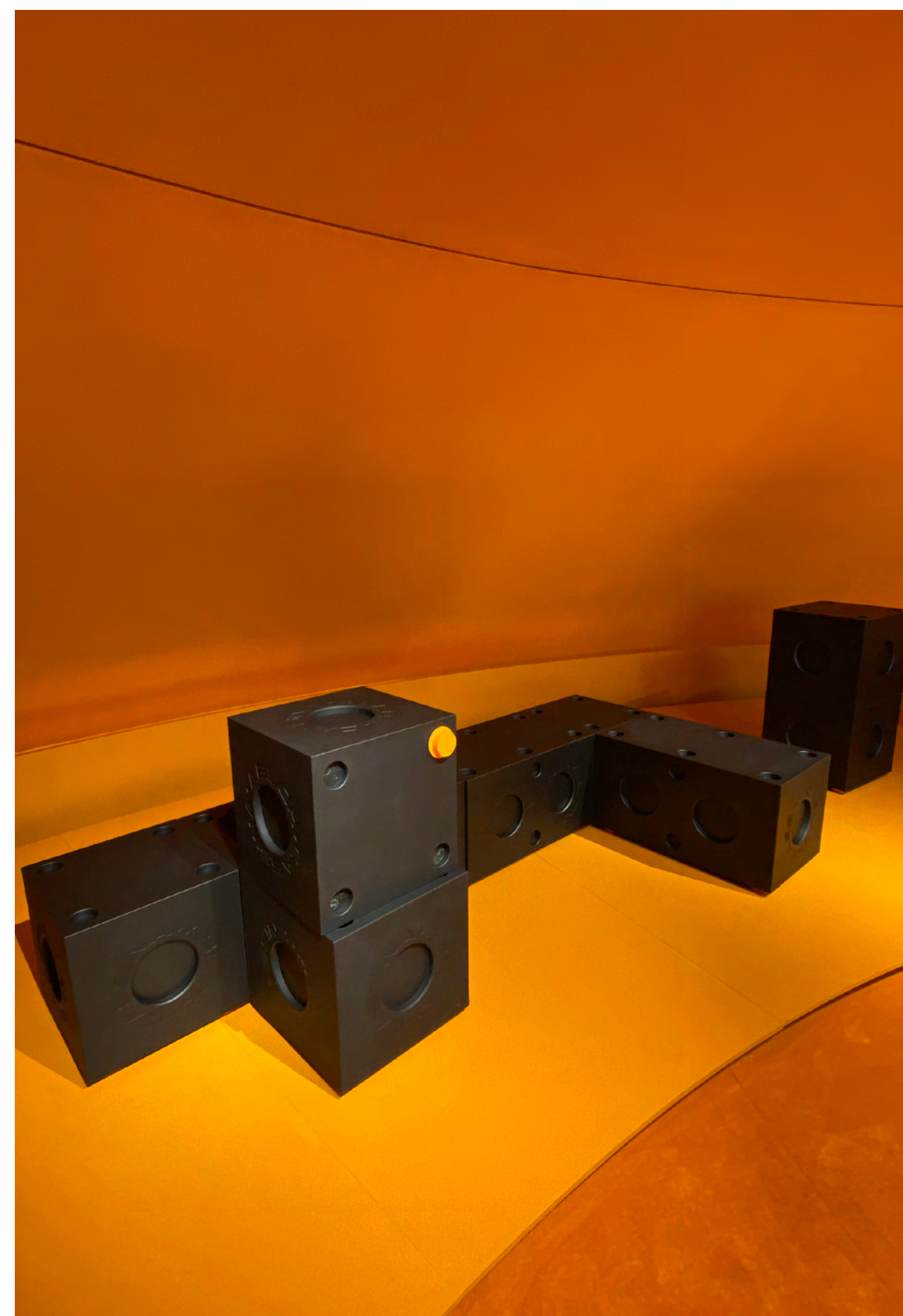
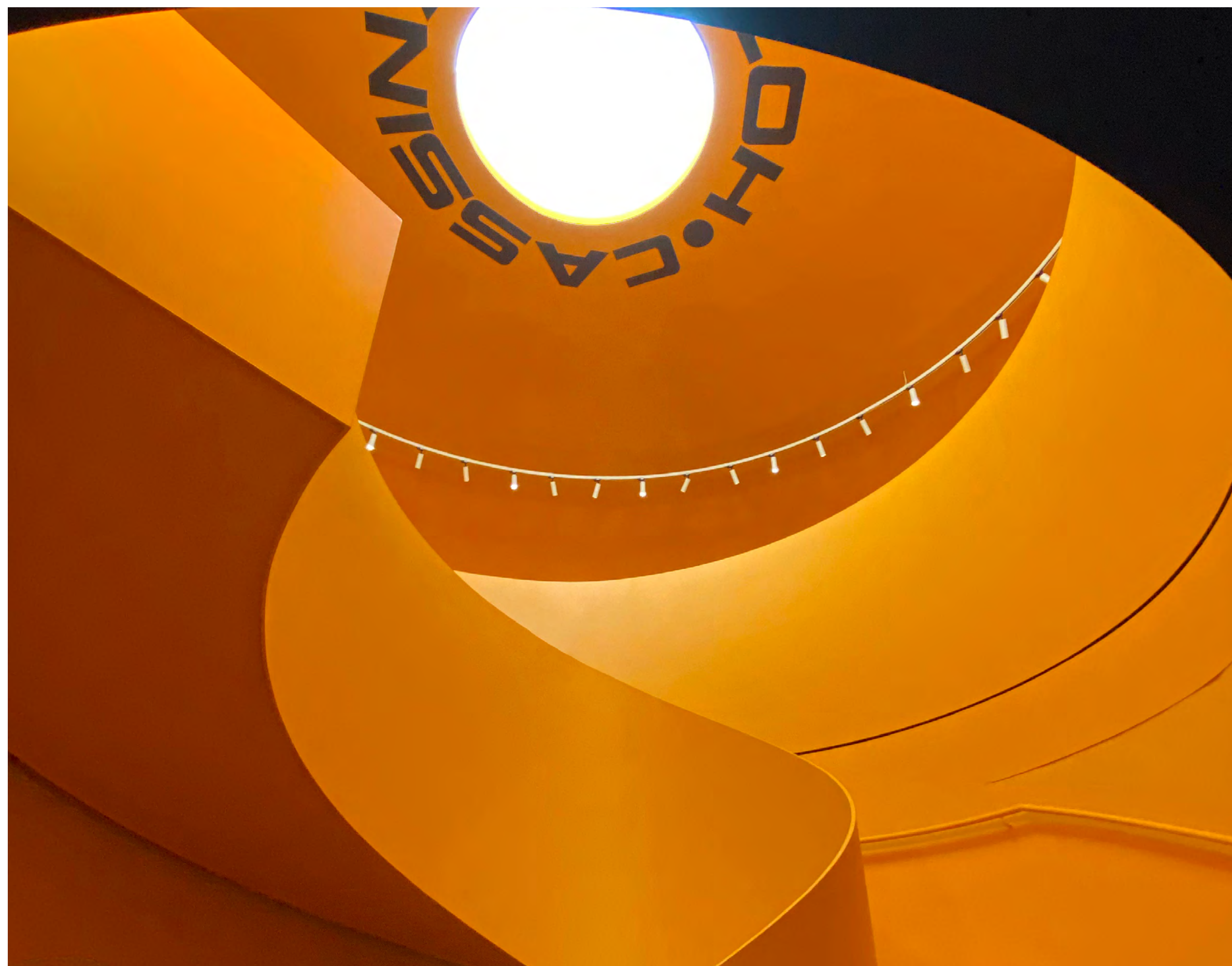
DIESEL DREAMS

The house, as the key player in our routine, has become even more humanized, with playful details in cheerful objects. It connects us to the world we dream of and can live in: our home.



CASSINA SYSTEM

#ModularImagination is an interactive, adaptable and admirable collaboration between Cassina and Virgili Abloh. Modular cubes with an internal wooden structure and biopolyurethane covering can be used as poufs, tables and even stools.



MODULES

— Playful and adaptable modular systems, in addition to their original function, encourage interaction and meet different usage needs.



SOURCE: PROSTORIA



SOURCE: ARTEMIDE



SOURCE: PROSTORIA



SOURCE: ARTEMIDE



PLAYFUL DESIGN

— Surprising pieces to interact and have fun.



PAOLA LENTI + IRMÃOS CAMPANA



CASSINA + GAETANO PESCE

SUPER TRENDS

HIDE OR SLIDE

EUROCUCINA

TOUCH-SENSITIVE

FOOD WORKSHOP

MINIMALIST FURNITURE THAT HIDES ITS DAILY USEFULNESS. MIMETIZED KITCHENS, SINKS, OVENS AND REFRIGERATORS.

LITTLE APPARENT INFORMATION GENERATES VISUAL COMFORT, BUT WITH IMPECCABLE FUNCTIONALITY, WITH BUILT-IN FURNITURE READY TO BE USED WHEN NEEDED.



ARCLINEA

EUROCUCINA — Parallel to the Salone, EuroCucina is a biannual fair dedicated to innovative, high-end cuisine.



SOURCE: BOFFI

EUROCUCINA — A highlight out among the showcased environments, marble-covered counters with hidden features, technological innovation and energy efficiency stood out in the exhibitions.



SOURCE: SALONE DEL MOBILE - PHOTO DIEGO RAVIER



VALCUCINE

TOUCH-SENSITIVE

Kitchens, sinks, ovens and refrigerators with hidden features, but easily accessible through sliding pieces and plates.



FOOD WORKSHOP

Adaptable kitchens and tools always
at hand for the art of food preparation.



FUORISALONE

INSTA- LLATIONS

CASSINA

DIOR

ISAY WEINFELD

HERMÈS

LOUIS VUITTON

PORSCHE

MOOOI

TOM DIXON

DIOR

PAOLA LENTI

FUORISALONE IS A PARALLEL WORLD WHERE WE CAN EMERGE AND DREAM, GET INSPIRED AND BREATHE THE TRENDS THAT WE SEE MATERIALIZED AT THE SALONE. IT'S ALL THERE, AND YOU NEED NOT ONLY TO LOOK AT IT, BUT ALSO TO STOP AND FEEL IT.



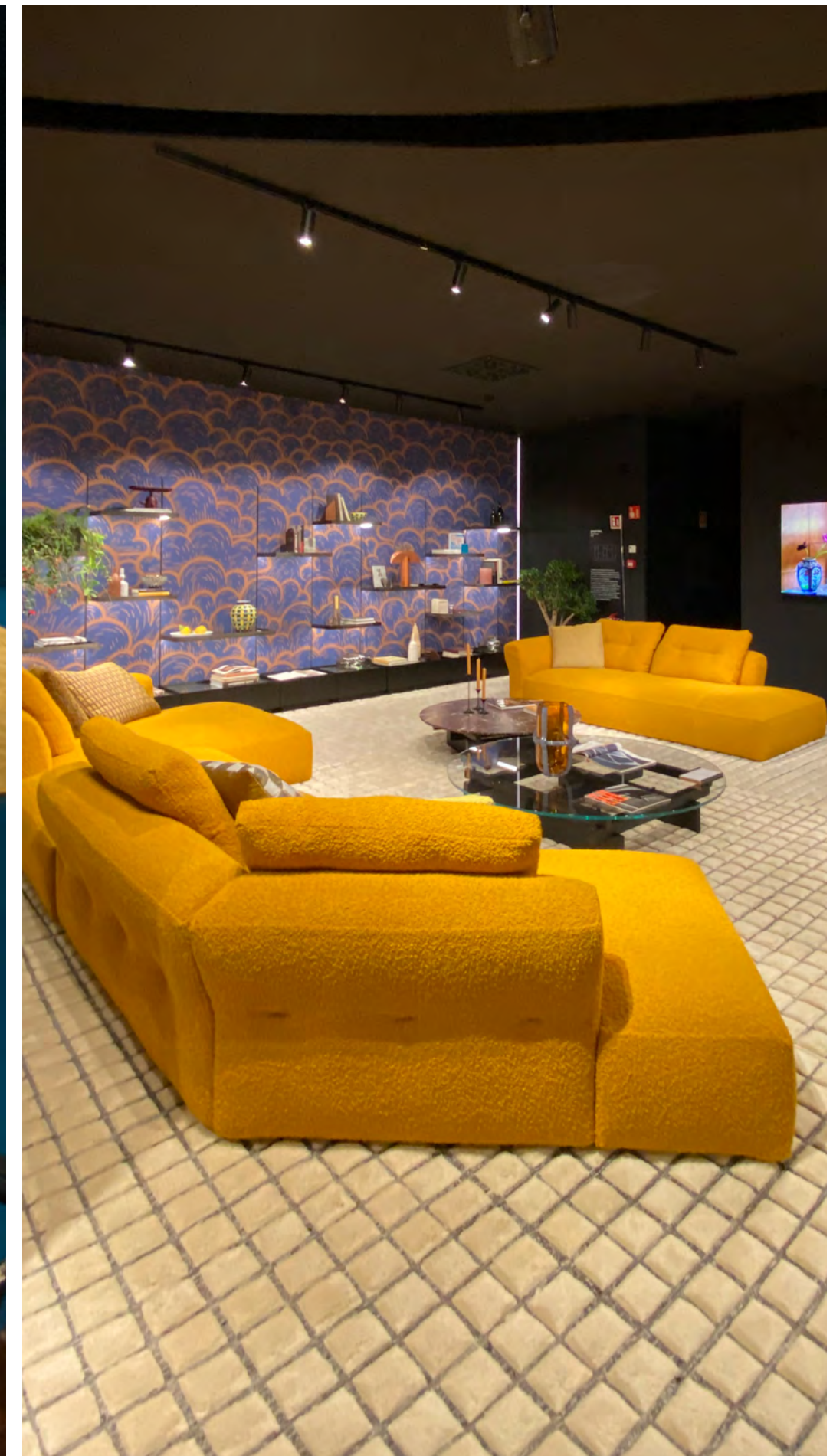
SOURCE: LOUIS VUITTON

CASSINA

Cassina proposes cheerful colors, novelties and a touch of nostalgia, with new releases of classic and unforgettable pieces such as La Leggera, by Giò Ponti. Another highlight is the pieces from the #ModularImagination collection, which has modules designed by Virgili Ablöh that can be transformed into ottomans, tables and benches.



SOURCE: / PHOTO: MARCO MENGHI



DIOR

Invited by Dior, designer Philippe Starck revamped the Medallion chair with a contemporary minimalist touch. On a large dark stage, an immersive installation presented a ballet of lights dancing over “Miss Dior”, the new name given to the chair by the designer.



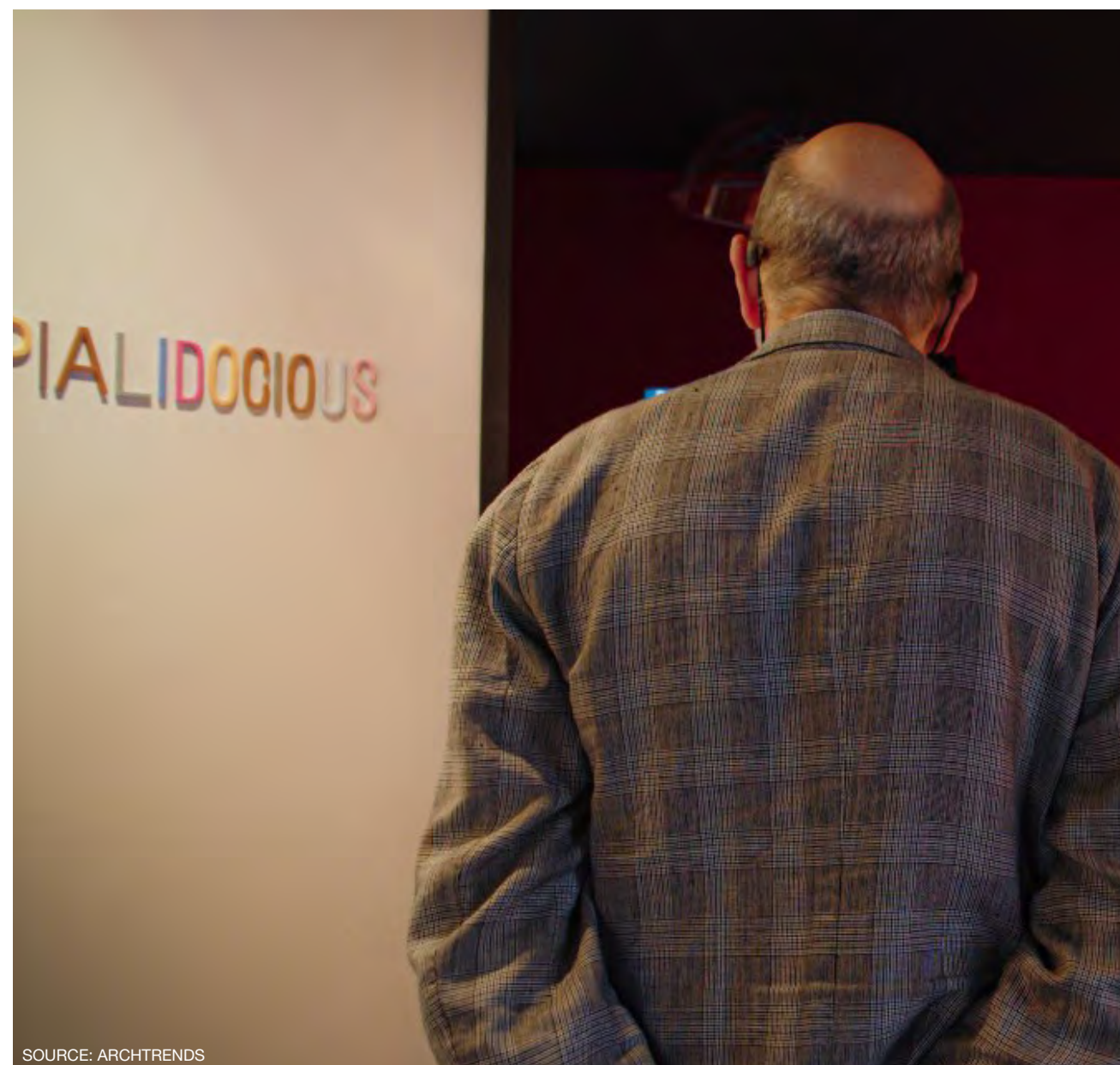
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SOURCE:

ISAY WEINFELD

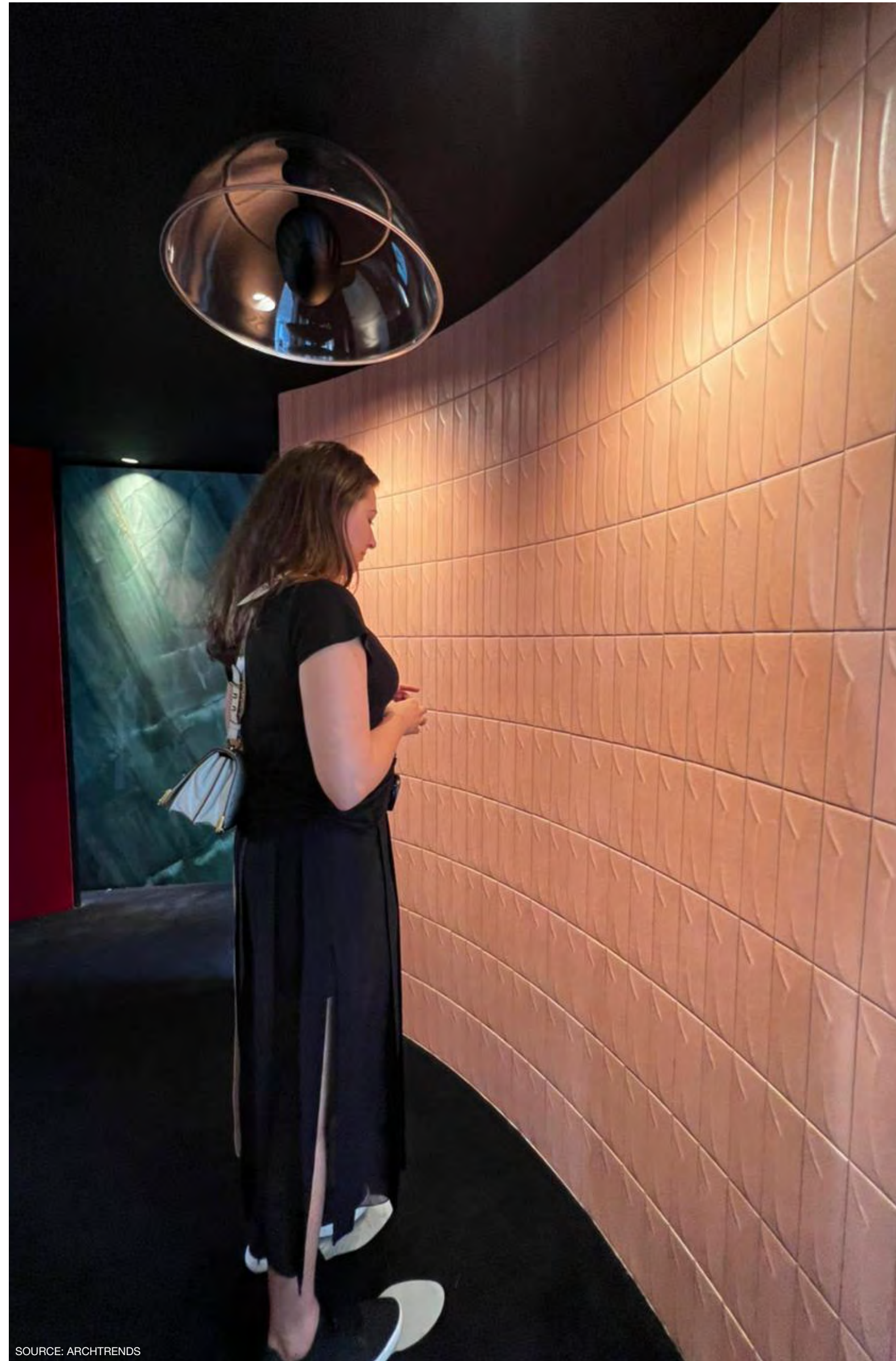
Brazilian architect Isay Weinfeld had a space in the garden of the Design Re-Generation exhibition, at the University of Milan. The exhibition *Supercalifragilisticexpialidocious* evokes emotional memories and references, built up throughout the architect's career, which compose the entire exhibition space. Like a movie theater, the structure with Portobello covering panels revealed part of the professional's life story, mixing favorite films and music, works of art and remarkable projects.



SOURCE: ARCHTRENDS

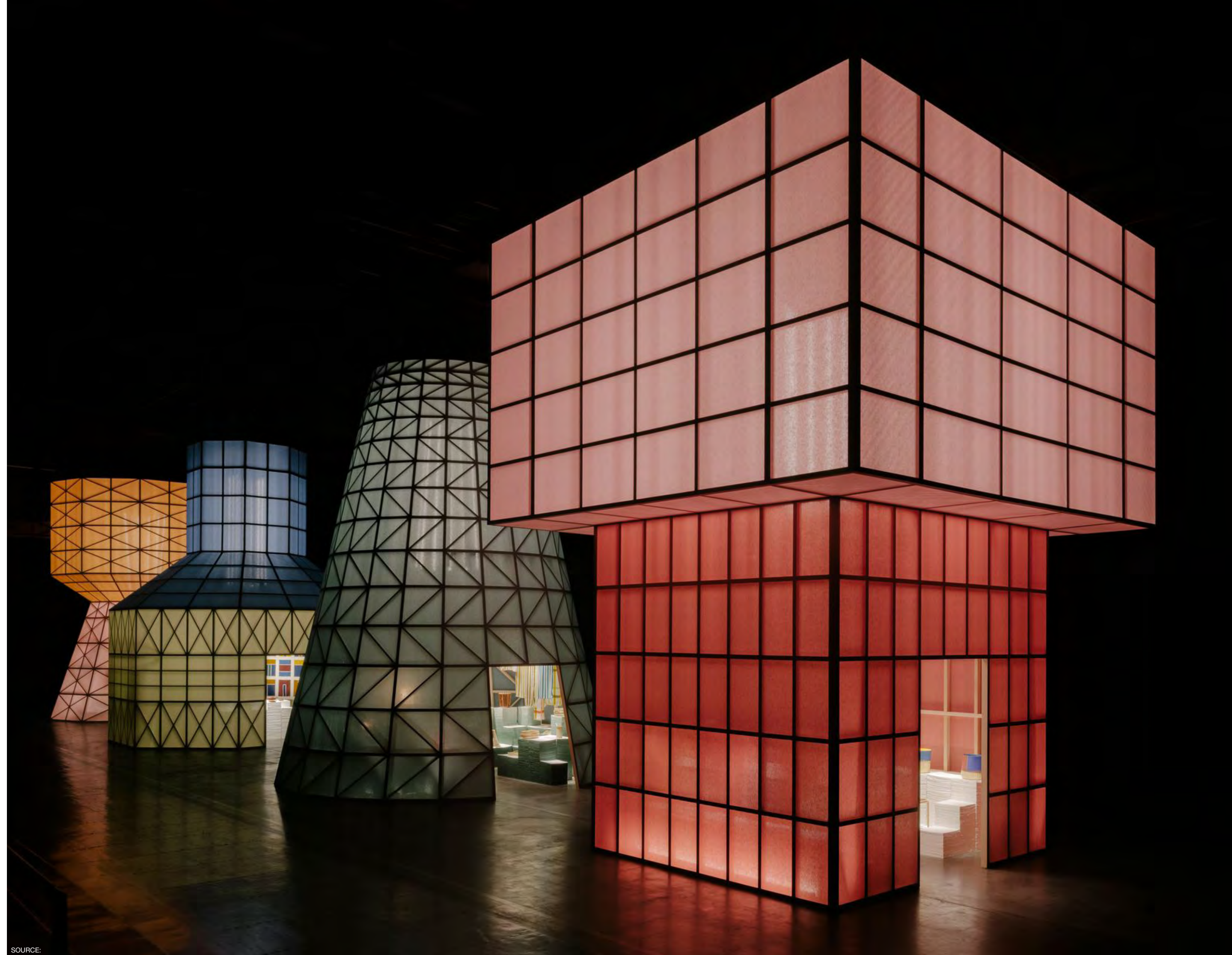


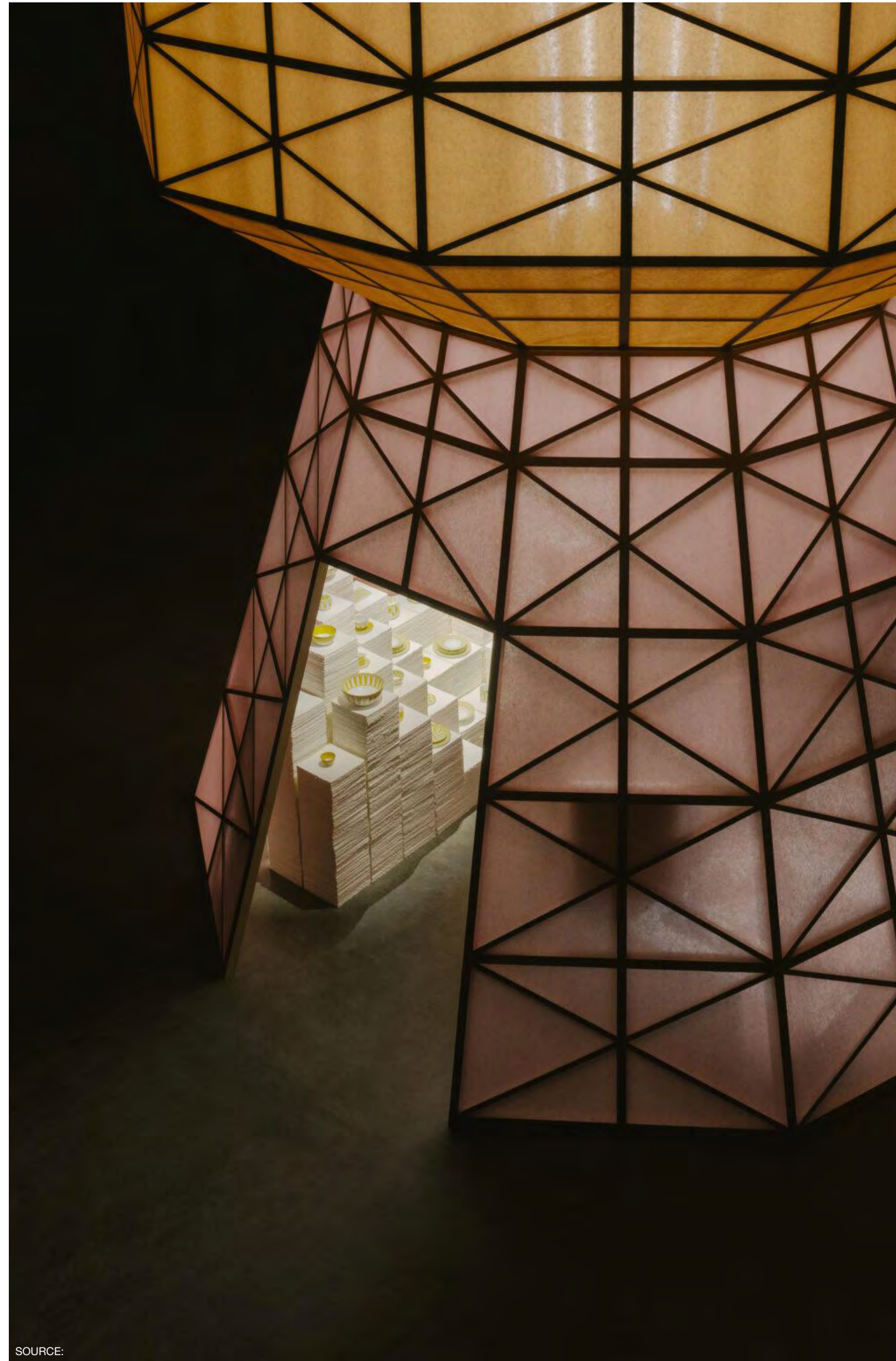
SOURCE: ARCHTRENDS



HERMÈS

The strength of lightness. The scenery built in the Hermès installation in the La Pelota space is composed of six water towers recreated with voluminous wooden structures covered with rice paper that self-illuminated in the middle of a large dark hall. A structure that is surprising for its transparency and amazing use of textiles, such as shiny cashmere. Inside it, we could see the crockery, fabrics and other items of the brand.





LOUIS VUITTON

The installation “Objets Nômades”, at Palazzo Taverna, features a collection of furniture created in collaboration with renowned designers. Each object is designed on the basis of a circular creativity approach, considering the preservation of biodiversity by using recycled and organic materials. Shapes inspired by nature on a microscopic level.



SOURCE:



SOURCE:



PORSCHE

A sculptural work of art that combines the fragility of flowers with the promising 21st century technology. Created by floral artist Ruby Barber from Studio Mary Lennox, Porsche's "The Art of Dreams" is a dreamlike installation on display at Palazzo Clerici, which became even more lively thanks to choreographed performances.



SOURCE: VOGUE ITALIA



SOURCE: VOGUE ITALIA

MOOOI

“A Life Extraordinary” is an immersive exhibition, composed of four indoor environments, where the worlds of design and technology intersect. The installation involves collaborations with companies, artists and designers. One example is the partnership with IDEO, which leverages robotics to introduce a dancing aroma diffuser that brings Moooi’s indoor environments to life through aroma and interaction.



SOURCE: MOOOI



TOM DIXON

Award-winning designer Tom Dixon celebrates his brand's 20th anniversary with the "Twenty" installation at Palazzo Serbelloni, which is home to Sotheby's galleries and office. The exhibition includes modified, updated and rethought editions of the company's most popular design pieces.



SOURCE: TOM DIXON / PHOTO: LISA FOTONDO



PAOLA LENTI

Interesting mix of plain design with an informal touch. The “Teatime” collection subverts the minimalism of contemporary garden furniture design with its minty green and blue fabrics that adorn the sofas in simple ways. All materials used are sustainable, environmentally friendly and durable. They are also resistant to heat, sun and abrasion.





SOURCE: PAOLA LENTI



Portobello