

Road to Salone 2024

The Salone del Mobile.Milano is an Event that puts the focus on the visitor experience, giving value and relevance to the exhibitors involved and optimising incoming flows of people by redesigning the paths through the Exhibition and organising new common areas inside the pavilions.

87%
of visitors said they were satisfied
with the visitor experience in 2023.

Exhibition experience

After the success of Salone del Mobile.Milano 2023, we have continued the work of listening to our main stakeholders.

This approach allowed us to collect desiderata and evidences that have been transferred to Lombardini22 in order to develop a proposal for innovative initiatives to integrate into the layout at the next Salone del Mobile.

1.200
interviews with
visitors during
Salone 23

How can we enhance the experience of the Salone to increase its value, quality and appeal?

EXPOSITION

EXPERIENCE



Focus on people



Improve the experience



Increase efficiency

“(...) the beating heart of the beating heart of **exhibition innovation is the experience** (...)” and developing an experience-driven project means “**valuing people’s time**”.

The neurosciences come to our aid



+



+



Time

TIME FLIES WHEN YOU'RE HAVING FUN

How do people perceive the passing of time?

Value map

DESIRE GUIDES US THROUGH SPACE

How do we create an environment in which people can move intuitively?

Episodes

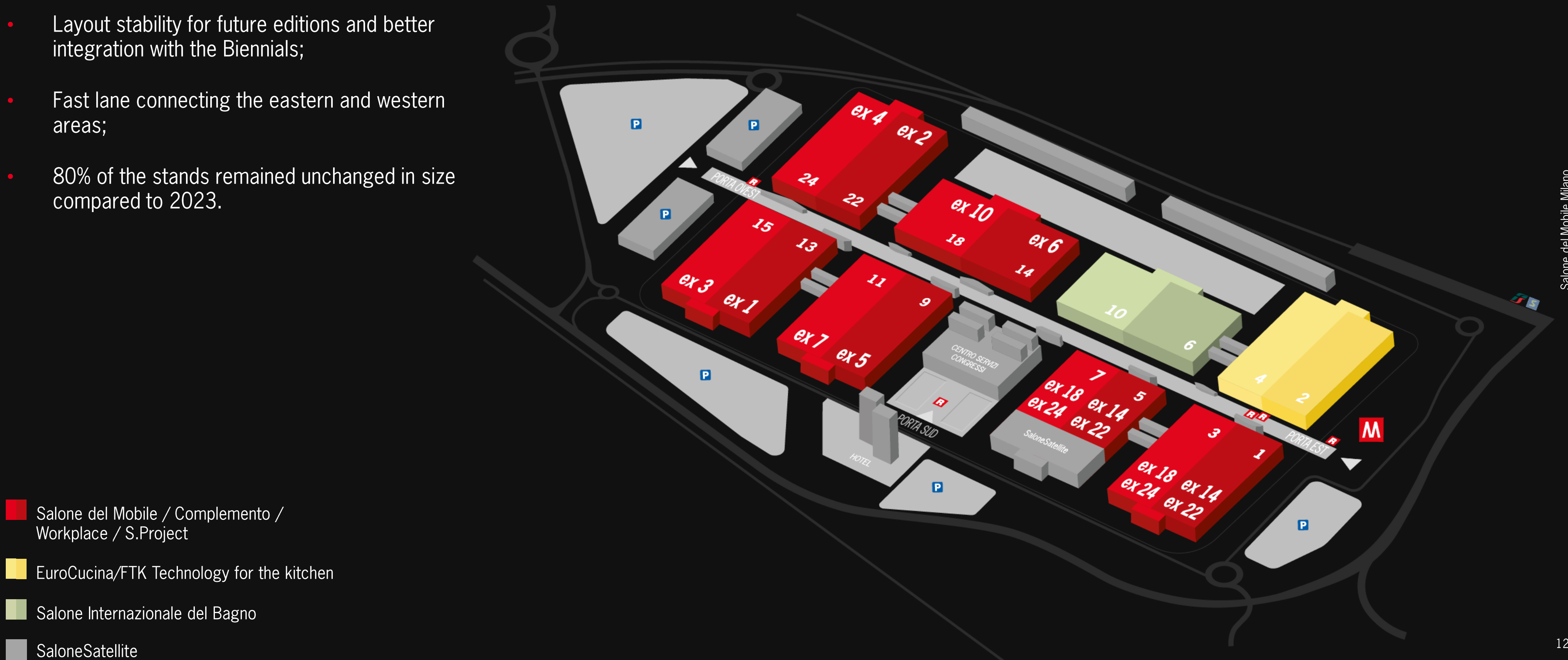
LET'S TAKE A BREAK

How can we avoid fatigue and enhance the experience?

“Exhibitions are places of exchange and interaction, places where things happen that don’t happen elsewhere.”

Layout 2024

- Better use made of the area between the various pavilions;
- Layout stability for future editions and better integration with the Biennials;
- Fast lane connecting the eastern and western areas;
- 80% of the stands remained unchanged in size compared to 2023.



Events and installations

Continuing along the path embarked on in 2023, this year the Exhibition district will again be the site of cultural installations and events that aim to enhance the overall experience.

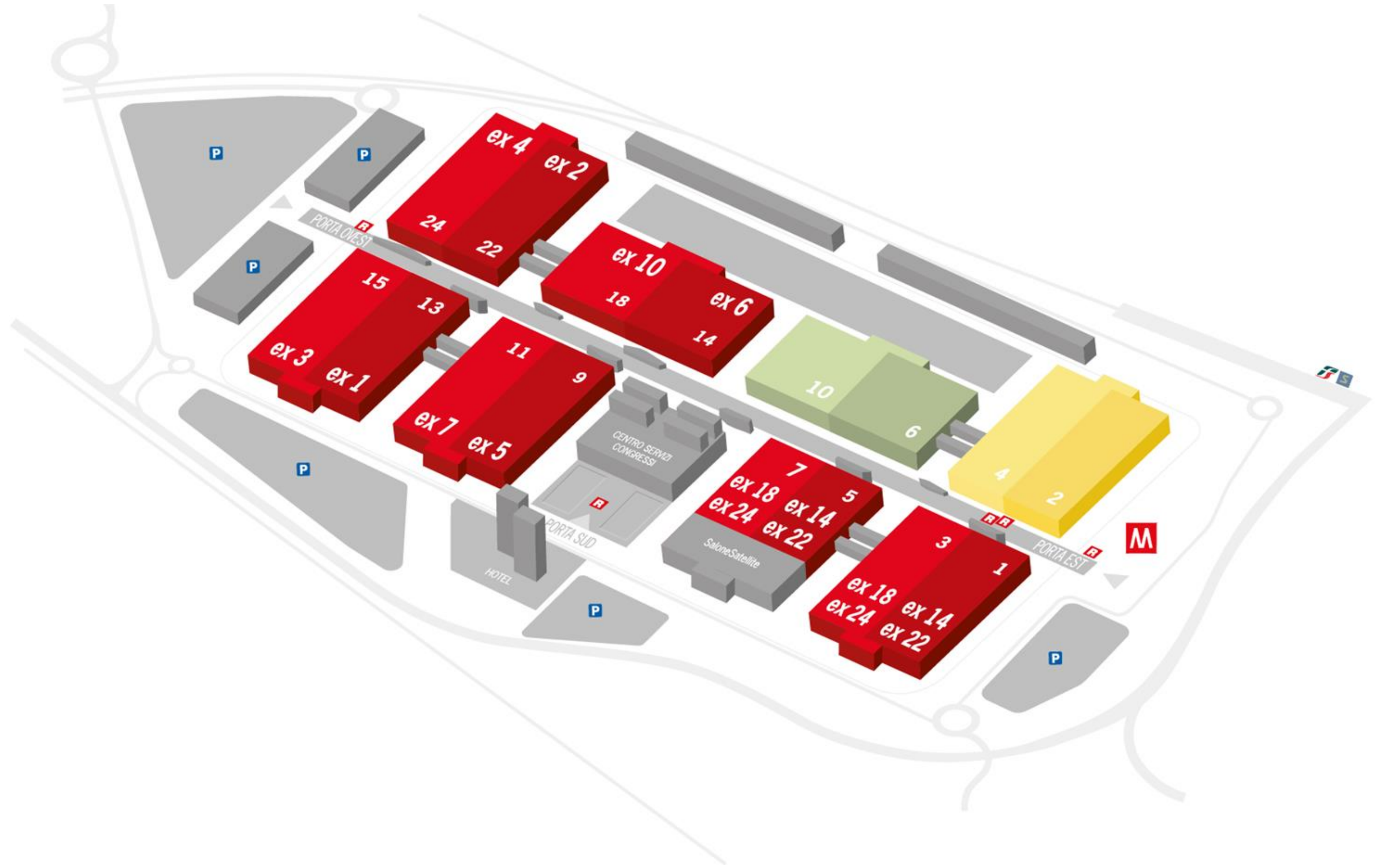
85%
of visitors think the Salone is a
memorable experience.

Food Design

Main Installation x
Salone del Bagno

Arena / Talk - Bookshop

Main Installation x
Salone del Mobile



- Salone del Mobile / Complemento / Workplace / S.Project
- EuroCucina/FTK Technology for the kitchen
- Salone internazionale del Bagno
- SaloneSatellite

* Titles and curators under embargo until February 2024 (Press Conference)

In 2024, the Salone will again host **Talk**, featuring international names from the world of design culture, as well as promoting vertical **workshops** and more opportunities for sharing profiled on the Event's targets.



Services for Exhibitors

The Salone del Mobile provides exhibiting businesses with access to a series of services designed to enhance the trade fair experience, including:

- evening opening of the pavilions for events;
- ticket office integrated with a dedicated customer invitation management area (inviti clientela);
- simplified ticket purchase for visitors;
- dedicated communication tools to facilitate information about a brand's location in the Trade Fair;
- instant readout of visitor data via free Salone App.



Worldwide media presence

An **International Press Tour** to present the first previews of Salone del Mobile 2024, renewing the successful format of recent years, thanks to the introduction of consolidated and new elements of communication.



2023



European Roadshow: Copenaghen, 29-11.

European Roadshow : Berlin, 27-11.

European Roadshow : London, 22-11.

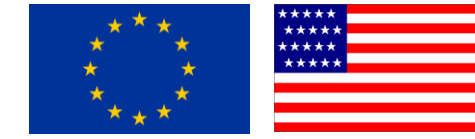
European Roadshow : Paris, 21-11.

Red night in Shanghai, 07-11.

November



2024



International Roadshow: Chicago, 22-02-24.

Press Conference SdM, 07-02

February



Dicember

January

05-12-23 Miami event

International Roadshow: Dallas, 23-01-24.

International Roadshow: New York, 25-01-24.



TBD

Arabia Saudita and India



Adv campaign 2024

For the Salone 2024 adv campaign, a competition has been launched with the aim of creating a communication path that will stay relevant in the long term and is consistent with all the touchpoints that will be activated.

The agencies and independent operators involved replied to a brief with these objectives and the request to develop a creative concept around the theme of living.

Publicis

ADVERTISING
AGENCY

Pentagram

INDIPENDENT
DESIGN STUDIO

Serviceplan

ADVERTISING
AGENCY

Auge

INDEPENDENT
ADVERTISING
AGENCY

StudioPesca

CREATIVE
STUDIO

«Everyone wants to be at the Salone del Mobile.Milano»

Incoming & Promotion

Thanks to the Incoming Project in collaboration with ICE, the Salone del Mobile will continue to select and invite journalists and industry players, giving them the chance to experience the Exhibition and the city to the full.

452
operators and journalists from
64 countries, selected and
hosted during Salone 23.

In 2023, the media distribution plan was revised to reach out to and target growth areas including North America, the Arabian Peninsula, Australia and Mexico.

In 2023, the plan reached a total of **125** international publications. 50% in Europe, 27% in Asia, and 13% in the United States and Canada, with a total investment of over **€600K**. Promotion in Italian media involved 43 publications, with a value of **€236K**.



Digital&Content

Work continues to optimise and implement digital services, with the aim of providing all our exhibitors with tools to use them correctly and deliver an enhanced digital experience.

Hence the decision to produce vertical training webinars for Exhibitors.

Optimisation of user profiling.

Review of the user experience in the registration process.

Improved support on how to use the services.

The Salone's narrative on digital channels is packed with content diversified according to the landing platform, the aim being to expand and build loyalty in the community and to promote the value of the businesses involved by acting as a point of reference for industry experts, in the framework of an interconnected, state-of-the-art ecosystem.



4 m
Users in our digital
community.

100 m
Impressions of our
content.

To enhance and amplify the experience at the Salone del Mobile, we have developed an offering of services designed for exhibitors:

BASIC
SERVICES

Brand page

'Contact us'
form

Digital
exhibitor
catalogue

Simplified document
upload backend

Product
pages

Matchmaking

Booking an
appointment at
the stand

Product
page QR
code

Wayfinding

The **Wayfinding** service will be optimised by developing theme paths around the various pavilions.

SaloneSatellite

As well as maintaining its relevance within the Salone del Mobile, the SaloneSatellite will organise an **exhibition in the city** for its 25th anniversary.

550

young designers from 31 countries hosted during Salone 23.



Other events

Evening at La Scala

The event that opens the Salone del Mobile. It is attended by VIP guests, institutional representatives and partners.

Events in the city

Once again this year, the Salone will organise various events in the city to engage with its audience and consolidate its relationship with Milan.

Activations in Milan

For each edition of the Salone and to consolidate the relationship between the Exhibition and Milan, the Salone will advertise in the city's most iconic and busiest areas both before and during the exhibition period.

Sustainability

The sustainable approach to social, environmental and economic issues is a value that the Salone del Mobile.Milano has always considered to be important and, today more than ever, an absolute priority.

This is testified by its joining the UN Global Compact, the world-leading initiative for business sustainability, and obtaining **ISO 20121** certification in 2023 of its event sustainability management system.

This builds on the work performed and achievements in 2023, and continues along the Salone del Mobile's sustainability path with a focus on the following points:

- communication;
- displays;
- mobility;
- hospitality.





16-21 April 2024