

MILANO DESIGN WEEK 2023

During this Fuorisalone 2023 **Salvioni Milano Durini** colours itself with novelty. In a range of new and carefully selected palettes to interpret the increasingly contemporary taste of design, the spaces of the multi-brand showroom change identity, giving life to material, emotional, artistic and above all sensory-inspired patterns. The variety of furnishing proposals which, as always, enrich the exhibition spaces finds a new and suggestive identity following an even more audacious pattern, challenging the visitor to orient himself in the renewed atmospheres where the desire to create once again intimate and at the same time luxurious spaces dominated by the unmistakable touch of high-end design, is strongly perceived.

In this renovating perspective, the six apartments of the showroom have also been renamed to better reflect the atmospheres they contain: starting from the top we find "Sand Traces" in honor of the sand colours and the characteristic granular effect of the walls. The style adopted here reflects the love for the exotic, the different, the warm tones of the earth freed from the softer thicknesses of beds and sofas with large and generous shapes. On the floor below, the palette takes on darker traits where woods and geometric motifs intertwine in a continuum of extreme elegance. "Forest Scent" represents the multifaceted ability of colour to configure itself in antithetical and complementary aspects and dimensions depending on how you decide to approach it; a hymn to versatility. Softer and more discreet, the second floor "Anis Breath" reflects a journey through the shades of anis, juniper and sage, the representation of a relaxed lifestyle where the furnishings find an almost conceptual three-dimensionality. "Amber Light" is instead pure expression of colour, a spot of liveliness and power that shows itself by involving the visitor in a journey that smacks of the East, of mystery and above all of energy. The artistic contribution of this floor includes stentorian and warrior statues profiled on metal and nuances of great visual power. The ground floor, neutral by definition except for the window this year filled with the incredible installation of Ligne Roset, transcends into the basement apartment, for the occasion sparkling with a rich and sumptuous yellow. "Lemon Dress" represents the desire to dare and experiment, unleashing unexpected nuances that enhance the space, enliven it, giving it that unmistakable extra touch capable of making the feeling of living and touching the true design of our time. United in colour, these apartments create a kaleidoscope of sensations, tell a story as well as the inexhaustible passion that Salvioni Design Solutions has always put into offering its customers solutions and concept inspirations, declined in the art of furnish the home.

The great guests of this Fuorisalone2023 are **Tribù** and **Ligne Roset** to whom the terraces of the showroom and the large window overlooking via Durini have been reserved respectively. A worthy representative of outdoor furniture, **Tribù** offers a varied selection of SS23 and UKIYO collections, inspired by Japanese architecture, OTTO and NOMAD, designed with sculptural perfection to emphasize the unique characteristics of high-end teak wood. **Ligne Roset** has instead set up CHIAROSCURO, a sophisticated scenography created in collaboration with the architect Aurèlie Remann where materials and shapes offer the visitor an unprecedented design experience.

The contribution offered by **Wallpepper** and **Catellani&Smith**, long-term partners whose strong stylistic imprint lives on in the wallpapers and in the brilliant luminous furnishing solutions placed on all floors of the store, is once again indispensable. The prestigious **Kohro** brand, specialized in the creation of precious furnishing fabrics, finds space in the basement. Finally, it is necessary to mention the exclusive contribution of **Lladrò**, whose precious porcelain creations enrich the "Forest Scent" top to give it an even more marked personality.

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