

## Salone de Mobile @ Milano Day 2.0

The Salone party is roughly built up in 3 parts in Milano. Of course the fair, you have the City Centre where the regular shops are combined with art & furniture and there is the Zona Tortona.

Day 2.0 was reserved for Tortona. A neighborhood located a bit southwest of Milano's city centre, all around Via Tortona. This is where art meets commerce, in a neighborhood of old warehouses, plants and production facilities, with an architectural 50-60's feeling.

Roughly there are 3 groups: Young and upcoming professionals, not able or not willing to pay the high booth rates. Cool, urban and trendy design brands that do not want to be seen in such a commercial area as the fair. And the final group: some major companies sowing their state of the art creative solutions.

First we bought an umbrella since the weather did not meet our Caribbean spring standards. Bisazza Mosaic had to be visited first, as we are working on Mambo with them. One of the most innovative glass mosaic producers created a kind of church & bathroom feeling in an old warehouse. Our Italian friend displayed a dark but a gorgeous feeling.

Next steps, Moooi, Linteloo & Modular; 2 Dutch & 1 Belgium companies have a permanent showroom @ Via Tortona, all in a building designed by Paolo Navaro.

Linteloo, famous for their variety in sofas & rough tables. The "Pleasure" is their new sofa model, great comfort in sitting, covered with tender linen in mixed colors. Roderick Vos designed the new "xxx" table, the next development of his father's VNU table.

