



Fauteuil pivotant, Nendo pour Paola Lenti, Mottainai © Sergio Chimenti

Created by the Italian wood association Federlegno Arredo in 1961, Milan's Salone del Mobile is a forward-looking mirror of the design market. Between unveiled prototypes and forthcoming collections, new processes and material innovations, this major international gathering – where Italian players are largely represented – offers a glimpse into the immediate future. In the turmoil of the post-Covid era and an unsteady market, issues of product quality and sustainability, over time and with respect for the material, naturally resurface. In this essence of “doing things right”, artisanal know-how is very popular with specifiers, as Pierre-Yves Rochon's reflection illustrates. For this year's show, the interior architect has designed an installation called “Villa Héritage”, a haven of elegance celebrating a timeless language in the madness of the Fiera: a tribute to a living, innovative Italian heritage. While design and craftsmanship fuel the peninsula's creativity, it's always surprising to note the absence of a strict equivalent to the French Living Heritage Company label (awarded for five years on very specific criteria of know-how, transmission...). In Italy, arts and crafts do indeed benefit from a national support program, run by the Fondazione Cologni dei Mestieri d'Arte, and from labels issued by certain regions, such as Piedmont and Lombardy. Important from a cultural point of view – this famous heritage, Pierre-Yves Rochon's common thread – these recognitions don't necessarily

bridge the gap between workshop know-how and its transformation for larger-scale production... Unless you're at least a hundred years old: the Italian register of Historic Companies created by the Unioncamere Nazionale (Italian Union of Chambers of Commerce, Industry, Crafts and Agriculture) includes specialists such as Bitossi Ceramiche among these jewels of the economy and culture.

#### Design as a principle of emancipation

However, in Italy, while many economic success stories are the result of family sagas, the starting point for these achievements simply remains the workshop, as in the case of the Scavolini brand, launched by a young cabinetmaker who is now an international player. These developments are fostered by the geographical concentration of activities, and the pooling of resources and logistics, thereby facilitating the consolidation of a market. This is the image of Italy's famous industrial triangles, such as the “chair” triangle in Friuli-Venezia Giulia in the north-east of the country. Alongside the right context, enhancing know-how is another way of evolving from the processing of raw materials to the finished product, and moving from manufacturer to recognized brand, as Mattiazzi attests. Founded in 1979, Mattiazzi's reputation for