



A NEW CHAPTER IN DESIGN





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Milan, Where Design Becomes Directions

Every April, Milan becomes more than a city. It becomes a reference point.

From 21 to 26 April 2026, the global design community gathers once again at Salone del Mobile.Milano, a fair that, since 1961, has evolved into the most influential platform for shaping how we live, design, and experience space.

With over 1,900 exhibitors and an increasingly international audience, Salone today operates at multiple levels at once: as a marketplace, a cultural

platform, and a space for exchange between disciplines. But what makes 2026 particularly relevant is not scale. It is direction.

This is a year where the conversation shifts – from objects to meaning, from aesthetics to substance, from presentation to experience.







SALONE RARITAS

One of the biggest official nouveautés is Salone Raritas, a new platform dedicated to collectible design, limited editions, unique pieces, antiques, and high-end creative manufacturing. It debuts in Pavilion 9 as part of the wider Raritas route across Pavilions 9–11, curated by Annalisa Rosso and designed by Formafantasma. Officially, it will feature 25 exhibitors and is intended to bridge the gap between creative production and the broader design market.

For visitors, this means 2026 will have a stronger collectible and gallery-adjacent energy than previous editions. For brands, it means the fair is increasingly rewarding singularity, curation, and design language over simple volume.





SALONE CONTRACT

Another major development is the launch phase of Salone Contract, a long-term initiative developed with OMA, led by Rem Koolhaas and David Gianotten. The full platform is planned for 2027, but 2026 already includes three key elements:

- a lecture by Rem Koolhaas,
- a day of international forums organised with OMA,
- and a contract-focused journey through the pavilions.

This is particularly important for specifiers, hospitality players, developers, and contract-oriented brands. It signals that the fair is treating the contract sector less as a product category and more as an integrated ecosystem of design, production, delivery, and services.

“AUREA, AN ARCHITECTURAL FICTION”

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A MATTER OF *Salone*

The theme of this year's edition, "A Matter of Salone," reflects a deeper change in the way design is being approached.

Material is no longer simply a surface.
It becomes origin, process, and narrative.

Across the fair, this translates into a more grounded and intentional design language. Interiors feel more tactile, more human, more connected to how people actually live. Craftsmanship is no longer hidden — it is exposed, celebrated, and understood as part of the value of the piece.

In parallel, the fair expands its scope through new initiatives that reinforce this direction.

The introduction of Salone Raritas signals a growing interest in collectible design and limited-edition pieces, where uniqueness replaces repetition. At the same time, Salone Contract, developed in collaboration with OMA, reflects the increasing importance of large-scale projects, hospitality, and integrated design thinking.

Installations such as Aurea further blur the line between interior and narrative, transforming space into something closer to a lived experience than a staged environment.

What emerges is a clear shift:
*design is no longer only something you see.
It is something you enter.*

NAVIGATING *Milan*

To experience Salone fully, one must understand that it does not exist in a single place.

The fair at Rho Fiera remains the structural core — where brands present their collections, where innovation is formalised, and where the industry meets.

But Milan itself becomes an extension of the fair.

In districts such as Brera, Via Durini, Tortona, and 5Vie, design spills into streets, courtyards, galleries, and historic buildings. Independent platforms like Alcova continue to redefine how design is exhibited, often in unexpected architectural contexts.

The most meaningful visits are those that move between these two dimensions — the precision of the fair and the spontaneity of the city.

Together, they form the real Salone experience.





The atmosphere OF 2026

Rather than a dominant visual trend, 2026 is defined by a shared sensibility.

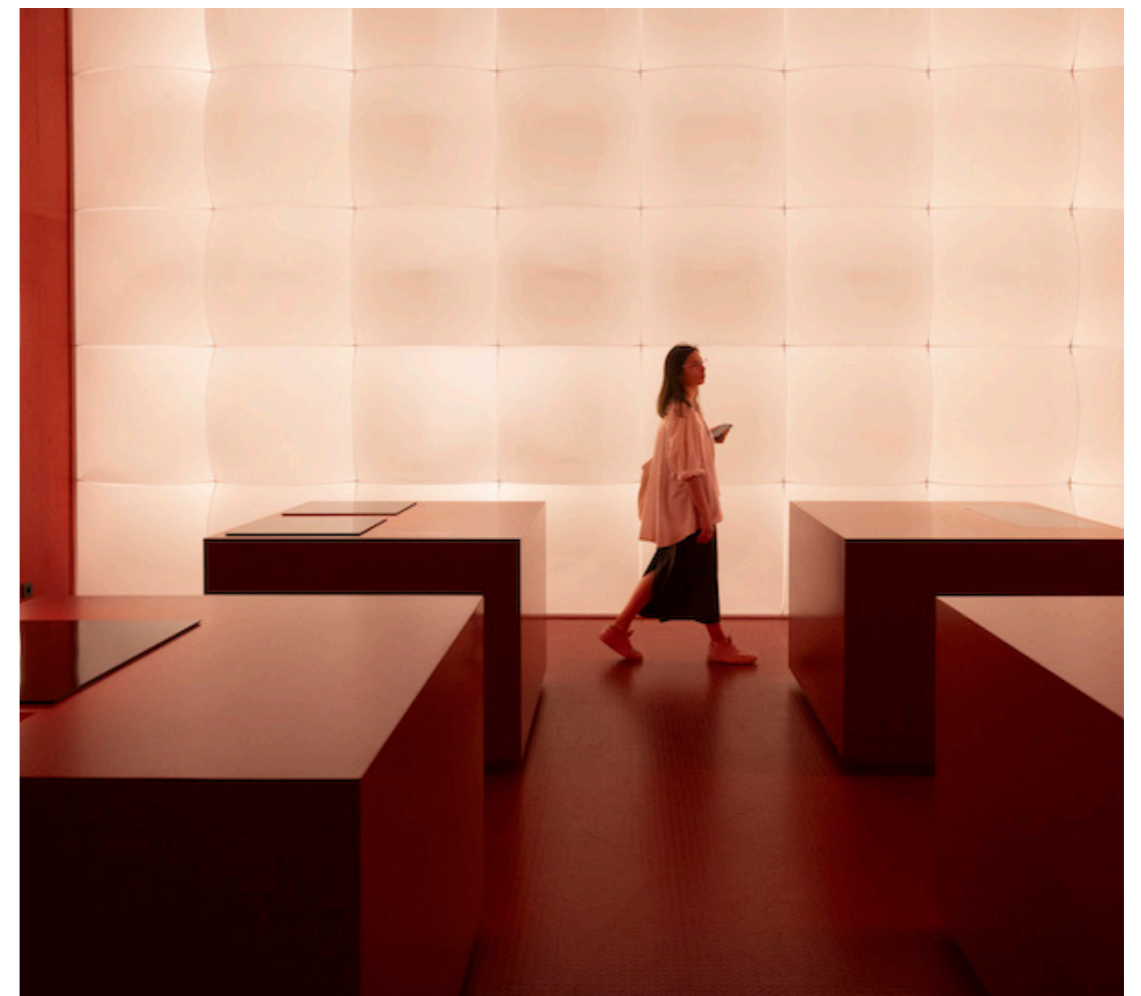
Spaces feel softer, quieter, and more deliberate. Materials are chosen for how they age, not just how they appear. Forms become more architectural, less decorative.

There is a sense of restraint — but not minimalism in the traditional sense. Instead, it is a kind of controlled richness, where every element carries weight.

This is what many now refer to as *quiet luxury*: not a reduction of design, but a refinement of intention.

At the same time, there is a growing emphasis on emotion. Interiors are increasingly conceived as environments that influence mood, behaviour, and perception.

Design, in this context, becomes less about statement — and more about presence.





SENTTA AT SALONE DEL MOBILE 2026

From presence to position

For Sentta, 2026 marks a decisive moment.

After years of building its identity, refining its language, and expanding its vision, the brand arrives in Milan with a new level of clarity. This is not simply another participation.

It is a positioning.
A step into a space that is fully its own.

A STAND AS AN *Experience*

Located at Pavilion 18 – Stand C20, Senta presents a concept that moves beyond the traditional logic of exhibition.

Rather than displaying products, the stand is conceived as an environment – a sequence of atmospheres that unfold through movement, light, and material.

Objects are not isolated.
They exist in relation to each other, to the space, and to the visitor.

As you move through the stand, the experience becomes layered.

- Textures invite touch.
- Light reveals depth.
- Forms create rhythm.

What emerges is not a collection of pieces, but a coherent narrative – one that reflects how interiors are lived rather than how they are staged.



AN EVOLVING *Narrative*

Throughout 2026, Sentta will unveil five additional collections, each exploring a different dimension of contemporary interiors. Some will be more architectural. Others more relaxed.

Some will emphasise structure. Others will focus on comfort and fluidity. Together, they form an expanding universe — one that reflects not a single idea of living, but multiple ways of inhabiting space. This gradual unveiling is intentional.

It allows each collection to be understood on its own terms. Explore first 5 collections of the year on Sentta's stand!



WHY IT MATTERS

What makes Senta's presence in 2026 particularly relevant is how closely it aligns with the broader evolution of the fair.

At a moment when Salone is moving toward materiality, experience, and narrative, Senta responds not by following, but by participating in that shift.

The stand becomes a place not only to discover products, but to understand a perspective.

And that is where its value lies.





YOUR VISIT

From 21 to 26 April 2026, Senta invites you to step inside this evolving world.

Pavilion 18 – Stand C20

Whether you come to explore, to specify, or simply to be inspired, this is a space designed to offer more than information.

It offers experience.

Final Invitation

This is not about what is new.
It is about what is next.
Come curious.
Leave with a new perspective.



ABOUT senta.

SENTTA is more than a furniture design brand, it's a luxury brand. Based in the north of Portugal – Porto, SENTTA, a premium brand of the Fenabel's Group, harnesses the savoir-faire of world-renowned product designers and over 30 years of industry expertise to create sumptuous and distinctive tables and chairs.

SENTTA's elite team strives to create moments of design seduction, while seamlessly exporting the collections around the world through a select network of interior designers and luxury retailers.

All distinctive products follow a zero waste policy and are registered next to the

responsible entity.

SENTTA is synonymous with single pieces that reflect the designer's vision of their culture mixed with fashion and together make up the exquisite and charming Senta collection. The designer's compass is kept by an uncompromising desire for creative innovation balanced with the integrity of the materials, the artisanal techniques employed and the brand's very own narrative element.



sentta.

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