

## **Evaluation of the International Salone del Mobile 2024 Trade Fair**

The Salone del Mobile trade fair remains the most significant European event in interior design, and this year's edition confirmed that reputation 100%. The organizers of the 62nd edition of this event reported impressive figures: attendance increased by over 20% compared to the previous year, surpassing a total of 370,000 visitors in one week. Representatives of the Czech Furniture Cluster, who regularly attend Salone del Mobile as observers and visitors, echoed these statistics.

The fair featured 1,950 exhibitors from 35 countries worldwide, with all 16 halls fully occupied. This year, two halls were dedicated to Eurocucina, showcasing kitchens, while another two hosted Salone del Bagno, focusing on bathrooms (details in a separate press release). For the second year, the fair adopted a new layout concept, abandoning the previous style-specific hall divisions. Now, attendees must navigate the entire venue, a departure from past editions.

Despite exploring almost the entire exhibition space, representatives of the Czech Furniture Cluster noted no groundbreaking innovations or trends. The prevailing trend of rounded shapes and details, prominent last year, remains dominant. While this design direction fascinated in 2023, it offered no surprises this year. In fact, this trend has intensified in sofas, with some models appearing notably relaxed and casual. Regarding color schemes, no dramatic innovations emerged. Brown tones, highly popular last year, have largely disappeared. Brown, often perceived as heavy and, in some cases, even depressing, seems to have been phased out without being missed. Instead, darker shades, particularly in wood finishes, have become the standard. Additionally, lighter wood tones are more prevalent than in the previous year.

A diverse color palette is apparent, with bold warm tones and muted shades of red and orange, often resembling terracotta, standing out. On the other hand, cooler shades of blue and green are also prominently featured in various applications.

For several seasons now, interior design has been increasingly focused on user needs. Large storage spaces, such as tall bookshelves and extensive living room walls, were widely showcased. These systems often include glass cabinets and open shelves, sometimes integrated with LED lighting for a modern aesthetic.

In smaller furniture items, such as coffee and side tables, no significant changes were observed. Tabletops remain predominantly round or organic in shape, often presented in sets where individual pieces differ in color, size, or height.

Similarly, no groundbreaking developments were noted in beds. Upholstered headboards continue to dominate, whether as part of entirely upholstered, plush, and robust designs or as lighter, more minimalist constructions with panel-based materials.

Salone del Mobile 2024 offered continuity rather than radical change. Rounded shapes, a balanced yet bold color palette, and a focus on practical user-oriented solutions underline current design priorities. While the lack of revolutionary trends might suggest a maturing industry, the fair nonetheless provided a comprehensive and inspiring look at today's interior design landscape.