



Red in progress. Salone del Mobile : Milano meets Riyadh

(Riyadh, Saudi Arabia)

Salone Del Mobile.Milano made its Middle East debut in Riyadh transforming the King Abdullah Financial District, under the white arches designed by Henning Larsen, into a stage for design, dialogue and business exchange featuring 38 renowned Italian brands and laying the cornerstone for the landmark 2026 edition. The scenography features huge red structures in the form of bookcases, podiums and meeting spaces. The lighting enhances both the venue and the exhibition. Indirect light bathes

the overhanging structures, while integrated lighting highlights the works using micro-projectors. The angles of the scenographic furniture modules incorporate lines of light programmed to create pulsations using a matrix programming system. The pavilion attracted remarkable attendance and strong engagement from visitors, who were drawn to the creative products that reflect the identity of the Kingdom of Saudi Arabia through pioneering contemporary designs. © Salone del Mobile.Milano

contracting authority
Salone del Mobile Milano
Architecture and Design
Commission at the Saudi
Arabia Ministry of Culture
architect
Gioforma
executive producer
BLACK Engineer

competition
2025
delivery
2025
lighting design
les éclairieurs