

**PRESS RELEASE**

**INTESA SANPAOLO SUPPORTS ITALIAN TALENT FOR SECOND YEAR  
RUNNING AT MILAN'S INTERNATIONAL FURNITURE FAIR**

- **Intesa Sanpaolo is the institutional partner of the Salone Internazionale del Mobile.Milano for the second year in a row.**
- **Second edition of the *Intesa Sanpaolo award*: 5000-euro prize for SaloneSatellite's up-and-coming young designer**
- ***Fuorisalone* events are being held at Gallerie d'Italia on Piazza Scala and in the Piazza Cordusio branch**

*Milan, 18 April 2018* – Intesa Sanpaolo is the institutional partner of the Salone Internazionale del Mobile.Milano furniture and design fair for the second year running, and will recognise emerging Italian talent in the ninth edition of the SaloneSatellite Award, that promotes direct contacts between young designers and exhibitors. Also for *Fuorisalone*, various happenings are being planned for the public in the prestigious settings of Gallerie d'Italia and the flagship branch at Piazza Cordusio. Intesa Sanpaolo takes part in the fair with initiatives aimed at promoting emerging talent and Italy's entrepreneurial scenario, as well as to contribute to the development of SMEs and the "Made in Italy" brand.

The first event is on stage today at 3 p.m. in the Arena of SaloneSatellite (pavilions 13-15) to reveal the winning designer, among those emerging artists aged under 35, who will be awarded 5.000 euro by Intesa Sanpaolo and a work engraved by designer Luca Trazzi, that is reminiscent of his light installation *Dandelion*, set up in the Gallerie d'Italia during the Salone. For the SaloneSatellite Award, the jury composed of eminent figures in the world of architecture, and headed by Paola Antonelli, Senior Curator of New York's MoMA, will both select and award the four best design creations. Curator and founder of SaloneSatellite Marva Griffin will announce the winners with the Salone del Mobile.Milano's management.

An Intesa Sanpaolo infopoint is set across the exhibition areas of Rho-Fiera, open to the public from 9:30 a.m. to 6:30 p.m. along Corso Italia (pavilions 9-11) in the day of the fair. It will provide commercial information about the Group, and information concerning the real estate business of Intesa Sanpaolo Casa, the Group's real estate brokerage company.

For the very first time, Intesa Sanpaolo Casa will host a *Fuorisalone* event on 20 April in the piazza Cordusio branch, in cooperation with designer Luca Trazzi, who will talk about his relationship with Intesa Sanpaolo during a jazz aperitif open to the public.

*Press information:*

**Intesa Sanpaolo**  
Media Relations  
[stampa@intesasanpaolo.com](mailto:stampa@intesasanpaolo.com)