

# NICHE

LUXURY LIFESTYLE MAGAZINE

Milan Edition

Italy Awards 2026

## Salone Del Mobile

*Maria Porro*

In a world of abstraction, President of Salone del Mobile Milano thinks returning to when materials revealed a deeper narrative rooted in tactility, emotion, and creative transformation is the surest way forward.





# MILAN LUMINA

*Milan in a New Light*

## In the Heart of Milan

Where the Duomo Cathedral stands tall as a witness to time, a new concept is born that connects architectural grandeur with the grandeur of human achievement. Lumina Milano is not simply an ordinary awards ceremony, but a refined celebration of success, beauty, and continuity where every recognition becomes a moment of light, connecting past, present, and future under the sky of Milan.

Just as the Duomo reflects stability through time, with its domes that have withstood centuries of transformation, the Lumina Milano awards celebrate achievements that leave a lasting impact. The famous cathedral, which took six centuries to build, teaches us an important lesson: true achievements are not measured by speed, but by the impact they leave. This is how honorees are chosen at Lumina Milano - not only for their success today, but for their extended influence on tomorrow. The award is not merely a momentary recognition, but a flame added to a chain of light extending across generations. Each honoree becomes part of a larger narrative - a narrative of success that inspires and illuminates the path for others.



# Lighting The Path

## *To The Future*

Lumina Milano is not just an awards ceremony; it is a complete experience where each guest becomes part of an exceptional moment that feels distinguished and luminous. From the moment of arrival at the carefully illuminated event corridors, to the moment when each honoree's name is announced under lights that mimic the brilliance of stars, every detail is designed to create an unforgettable memory. The venue itself transforms into a poem of light and shadow, where modern lighting intertwines with the splendor of classical Italian architecture. Every element is designed, from attendance invitations crafted as art pieces to lighting arrangements that mimic sunset on the Duomo's domes, to musical moments that blend classical and contemporary styles. At Lumina Milano, every award given is more than just a certificate of appreciation; it is a «moment of light» documented and illuminated in a way that makes it eternal. The ceremony transforms into a living exhibition of human stories: businesspeople who built empires, artists who created what touches the soul, community leaders who changed thousands of lives, women who broke barriers and redefined the possible.


The choice of Milan is not coincidental. This city that combines ancient heritage with renewed modernity, art with business, beauty with function, is the perfect place for a celebration that honors excellence in all its forms. Under Milan's sky, where history breathes in every stone and every corner, Lumina Milano finds its natural environment. Lumina Milano doesn't only celebrate what has been achieved, but what is to come. Every recognition is a message to future generations: achievement is possible, excellence is attainable, and light awaits those who carry it. Just as the cathedral connects centuries, Lumina Milano connects past, present, and future. Today's honorees are an extension of a chain of pioneers who preceded them, and the beginning of inspiration for those who will come after. When the ceremony ends, and guests return to their lives, they carry more than just a beautiful memory. They carry a sense that they were part of something bigger, a moment of light in humanity's journey toward excellence. Lumina Milano becomes part of each honoree's story, a luminous chapter in their life's book. Just as the Duomo Cathedral has radiated its light over Milan for centuries, Lumina Milano will continue to illuminate the path of excellence and achievement, celebrating those who choose to be light in a world that needs more illumination. Under Milan's sky, where history meets the present and art embraces achievement, a new tradition is born, a tradition that transforms recognition into eternal light.

Dina El Sherbiny has never been defined by a single role, but by the depth she brings to every character she embodies. There is something unmistakably real about her presence on screen, an authenticity that makes every performance feel lived rather than performed. In an industry often driven by visibility, she has built her career on something far more lasting: emotional truth. Her journey began in front of the camera as a television presenter, where her natural charisma first connected her with audiences. From there, she transitioned into acting, gradually shaping a path defined not by sudden breakthroughs, but by steady evolution. Early works such as **"Hekayat Banat"** introduced her to viewers, while later roles in **"Grand Hotel"** marked a turning point, establishing her as a household name. What followed was a series of carefully chosen projects that reflected both growth and intention. In **"La Torad Wa la To-stabdal,"** she explored emotional intensity with confidence, while **"Kamel El Adad"** showcased her ability to lead with both relatability and depth. In **"Darwish,"** she further demonstrated her range, navigating complex narratives with a grounded and human approach. **"I've always believed that the most powerful performances are the honest ones,"** she once shared. What distinguishes Dina is her ability to balance vulnerability with strength. She approaches her characters with sensitivity, allowing their complexities to unfold with quiet confidence. In her recent role in **"Etnen Gherna,"** Dina delivers a performance that further affirms this trajectory. It reflects a moment where experience and instinct come together with purpose, elevating the narrative with depth and sincerity. At Niche Milan, we proudly honor Dina El Sherbiny for her remarkable performance. Her journey is a testament to sincerity, growth, and a presence that endures.

Photography: Abdullah Sabry



# DINA EL SHERBINY




Some careers are built step by step, while others are shaped by the courage to change direction. Karim Fahmy's journey is one of those rare stories where passion leads the way, transforming a different path into lasting success. Karim Fahmy is a prominent Egyptian actor, screenwriter, and former dentist who has carved a distinctive place in the Arab entertainment industry through his versatility and charm. Born on December 4, 1982, in Cairo, he initially pursued dentistry before choosing to follow his passion for storytelling and performance. He first gained recognition as a writer, contributing to projects such as **Bebo we Beshir**, **Hatoly Ragel**, **Hassan we Bokloz**, and **Dido**. "Writing allowed me to understand characters before becoming them," he once shared, a mindset that later shaped his transition into acting. As an actor, Karim quickly proved his presence on screen. Known for his natural performance and ability to move between romantic, comedic, and dramatic roles, he has appeared in works such as **Sukkar Mor**, **Ali Baba**, **Hekayat Banat**, and **Ana Le Habibi**. In recognition of his impactful performance, at Niche Milan, Karim Fahmy is awarded for his role in **We Nensa Ely Kan**. Today, he continues to evolve as one of Egypt's most recognizable stars.

# KARIM FAHMY



Antonella Salvucci represents a rare kind of international artist, one whose career moves effortlessly across borders, cultures, and creative disciplines. From her early beginnings as a fashion model in Italy and France, where she graced the covers of leading publications, to her evolution into a globally recognized actress, her journey reflects both ambition and refined artistic direction. Driven by a passion for performance, Salvucci trained under renowned acting coaches including **Anna Strasberg** and **Ivana Chubbuck**, later expanding her studies in Los Angeles. This foundation allowed her to approach acting with both technical precision and emotional depth, shaping a career that bridges European and international cinema. Her transition to screen brought early success in Italian television, followed by a defining moment when she was cast as the lead in *L'educazione sentimentale di Eugénie*. From there, her presence expanded through collaborations with acclaimed directors such as Paolo Sorrentino, as well as roles in a diverse range of international productions across the United States and beyond. Salvucci's career continues to evolve through projects that reflect both artistic ambition and global reach, including collaborations with major names in international cinema. Beyond her work on screen, she remains actively engaged in promoting women's empowerment and supporting social causes, reinforcing her role as both an artist and a voice of influence. Her journey is one defined not only by versatility, but by purpose, presence, and a truly international vision.

# ANTONELLA SALVUCCI



Music, for Hisham Kharma, has never been just about sound. It is a space where cultures meet, emotions unfold, and stories are told without words. Through a unique approach, he has created a musical identity that feels both deeply personal and universally understood. Born in Cairo, Kharma did not follow a traditional path into music. He began playing piano early, yet first studied computer science and built a career in creative advertising before fully committing to composing and producing. This shift shaped a distinctive artistic journey rooted in both logic and emotion. His work is defined by a seamless fusion of electronic, orchestral, and oriental elements, creating a sound that is modern yet culturally grounded. Influenced by cities like Miami, Hamburg, and Dubai, his music carries a global perspective. From **First Voyage (2010)** to **The Arabesque (2012)**, **Al Yaqeen (2016)**, **Kun (2019)**, and **Ufuq (2025)**, his albums trace an evolving vision. Known for immersive performances at landmarks such as the Pyramids and international stages, he creates experiences where music and atmosphere merge. In recognition of this vision, he is awarded “**The Creative Fusion**” for Ufuq. His compositions for film and television, including **El Nehaya** and **Suits Bel Araby**, further expand his reach, blending storytelling with cinematic depth and emotional precision. Today, Kharma continues shaping a new language of sound that connects cultures and transforms how music is experienced.

# HISHAM KHARMA

# NICHE

# *Global*



## DEFINING A NEW FUTURE

The future of Niche reflects a vision defined by growth, refinement, and global influence. Expanding across Egypt, Saudi Arabia, the United Kingdom, and Italy, Niche continues to elevate its presence through carefully curated experiences that blend luxury with meaningful connections. Each destination represents a new chapter shaped by cultural depth, precision, and distinction. From the 8th edition in Egypt to the evolving impact in KSA and the debut in the UK, Niche strengthens its role as a platform for excellence and influence. With every step forward, Niche redefines what it means to create experiences that are not only larger in scale, but richer in value and lasting impression.

# FROM ITS ORIGINS *To A Global Design Icon*



It began as an idea rooted in post-war Italy, when design was not yet the global language it is today, but a growing expression of culture, industry, and identity. Salone del Mobile.Milano emerged from this moment as a response to a simple need: to create a platform where Italian furniture could be showcased to the world. Over time, it transformed into something far greater, becoming one of the most influential design events globally, shaping conversations far beyond furniture itself. Founded in 1961 in Milan, the Salone was originally a trade fair designed to promote Italian furnishings and support a rapidly evolving manufacturing sector. In its early years, the focus was clear and practical, connecting producers with buyers and opening international markets. Yet even then, there was an underlying vision that extended beyond commerce. The Salone quickly became a meeting point where creativity and industry could intersect, laying the foundation for a broader cultural impact. As the decades passed, the event expanded in both scale and ambition. What began as a furniture fair evolved into a system of exhibitions that now includes platforms such as SaloneSatellite, founded in 1998 by Marva Griffin Wilshire to support emerging designers, and thematic exhibitions that explore lighting, workplaces, and design innovation. This expansion reflects a shift in how design itself is understood, no longer limited to objects, but extending into experiences, environments, and ideas. Behind this evolution are key figures who have guided the Salone through different phases of growth. Today, under the leadership of Maria Porro, the event continues to balance its heritage with a forward-looking perspective. Her background in both creative and strategic fields reflects the dual nature of the Salone itself, where artistic vision meets global business. Alongside her, Claudio Feltrin has played a crucial role in strengthening the connection between the exhibition and the wider Italian design industry, ensuring its continued relevance on an international scale. Operationally, the complexity of the Salone is managed by figures such as Marco Sabetta, who has overseen its growth into a multifaceted event that brings together various sectors of the home furnishing system. His role highlights how the Salone has moved beyond a single exhibition into an integrated platform that reflects the full scope of contemporary design. What makes the history of the Salone particularly significant is not only its longevity, but its ability to adapt. From a post-war trade fair to a global cultural phenomenon, it has continuously responded to changes in design, technology, and society. Today, it stands as a symbol of how an industry event can evolve into a space for dialogue, experimentation, and vision, connecting generations of designers while redefining the role of design in the modern world.



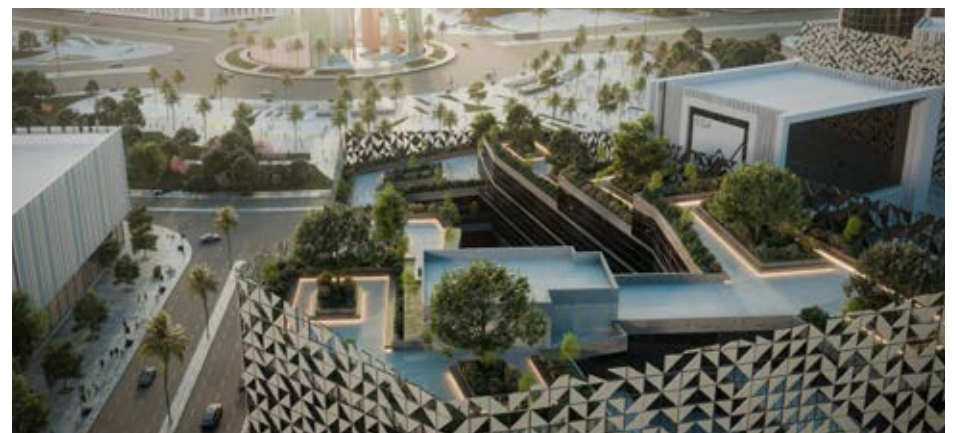
Salone del Mobile.Milano

# NICHE AWARDS ITALY

In a region undergoing rapid urban transformation in terms of ideology and faces that are leading the charge of change, MSc. Arch. Ahmed Ashour stands out as a figure driven by unique characteristics such as ambition, precision, and a deeply human approach to architecture. As the founder and CEO of Archplan Developments, MSc. Arch. Ahmed Ashour has positioned himself at the intersection of innovation and thoughtful purpose, working and seeking to build a body of work that reflects both intellectual depth and forward thinking design. But the story of a man capable and willing to change the Egyptian



real estate landscape didn't start from thin air. Educated in the United Kingdom, MSc. Arch. Ahmed Ashour developed a research-led perspective that continues to define his experience today. His academic focus on architecture and master planning - particularly the relationship between built environments and human psychology - has shaped his belief that spaces should do more than function; they should influence how people feel, interact, and live. This philosophy has become the solid and encompassing foundation upon which Archplan Developments was established in 2021. At the core of Ashour's expertise lies his ability to translate global ideas into regionally relevant architectural solutions. His projects are not only technically refined but also emotionally resonant, reflecting a careful balance between aesthetics, sustainability, and user experience. This approach is perhaps most evident in the firm's ongoing developments, including the "Il Cuore" series - projects that embody a grand new vision for urban and corporate habitat in Egypt, and particularly in the New Administrative Capital. The inspiration for these changes is none other than the Bosco Verticale, which is an iconic vertical forest concept that redefined contemporary urban design. By adapting the idea and the philosophy behind the Bosco Verticale in Egypt through the "Il Cuore" series, MSc. Arch. Ahmed has introduced a model where greenery and architecture coexist seamlessly, transforming buildings into living ecosystems. And just like the "Bosco Verticale" was designed by renowned Italian architect Stefano Boeri, MSc. Arch. Ahmed Ashour was inspired greatly by his work that he collaborated with him to bring both of their visions to life in Egypt and begin the first steps towards a greener future. As Archplan continues to expand its footprint across the region, Ashour's ambition remains clear: to create architecture that is both globally inspired and locally meaningful. His work reflects a commitment to elevating design standards while responding to the evolving needs of modern cities. In a world where architecture increasingly defines how we experience life and is defined by experience itself, MSc. Arch. Ahmed Ashour is the outlier as a young mind shaping a future that is as sustainable as it is inspiring.





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# *A Matter of Salone* **Where Design Begins Before Form**

At the ever evolving core of Salone del Mobile, design is no longer presented as a finished object, but as a living process that begins long before form takes shape. With its 2026 communication campaign, *A Matter of Salone*, the institution moves beyond aesthetics and function to explore something more fundamental: the origin of design itself. Following the human-centered narrative of the previous year, the new campaign shifts its focus toward matter - not simply as a physical substance, but as a vessel of meaning, memory, and transformation. It asks a deceptively simple question: what does design mean today? The answer unfolds not through words alone, but through a layered visual language where materials become storytellers.

Conceived as a multidisciplinary project, *A Matter of Salone* brings together a collective of contemporary creatives under the direction of Motel409. Photographers such as Charles Negre, Eduard Sánchez Ribot, and Alecio Ferrari collaborate alongside set designers including Studio Végété, Laura Doardo, and Stilema Studio. Together, they construct a visual narrative that feels both tangible and abstract, where light, texture, and gesture converge to express the invisible processes behind design. At the center of this narrative lies a powerful idea: matter is not passive. It holds energy, history, and potential waiting to be activated. It is both what something is made of and what truly matters. This duality forms the conceptual backbone of the campaign, transforming materials into symbols of design thinking itself.

Six distinct materials guide the story, each embodying a fundamental principle. Stone represents origin - a raw, elemental presence that invites reinterpretation through excavation and transformation. The petal introduces sensuality and fragility, enhanced by advanced techniques that blur the line between nature and innovation. Wood becomes a symbol of continuity, linking human craftsmanship to the natural world through its adaptability and warmth. Other materials push the narrative further. Sponge, with its fluid and ever-changing form, speaks of reinvention - its ability to compress, expand, and reshape reflecting the evolving nature of design. The egg, universally associated with birth and renewal, anchors the campaign's connection to emerging talent, particularly within SaloneSatellite, where new generations challenge established norms. Finally, the rare earth magnet represents uniqueness and scarcity, echoing the ethos behind Salone Raritas, where rare and collectible design takes center stage.



**Salone del Mobile.Milano**



The campaign unfolds as a three-act visual journey. It begins with an intimate encounter, with close-up images that reveal the texture and essence of each material. It then transitions into archetypal forms, presenting objects in their most essential state. Finally, the human gesture enters the frame: hands shaping, tools carving, materials responding. This progression transforms raw matter into meaningful artefacts, capturing the dialogue between creator and creation. What distinguishes A Matter of Salone is its refusal to simply illustrate design. Instead, it seeks to evoke it - to make the viewer feel the tension, unpredictability, and emotion embedded within the act of making. As the creatives behind the campaign suggest, working with raw materials introduces an element of surprise; the outcome is never fully controlled, and it is precisely within this uncertainty that innovation emerges. This emphasis on emotion is crucial. In a world increasingly driven by speed and digital abstraction, the campaign reintroduces a sense of tactility and presence. It reminds us that design is not only intellectual but also deeply sensory, as a process that engages the hand as much as the mind. Ultimately, A Matter of Salone is more than a communication campaign. It is a philosophical statement about the role of design today. By placing matter at the center, it reframes design as an act of transformation that bridges the physical and the conceptual, the individual and the collective. In doing so, the Salone once again reaffirms its role not just as a global showcase, but as a cultural force that continues to question, reinterpret, and redefine what design can be. Here, matter is no longer just a starting point. It is the story, the process, and the future itself.





# DINNER INCREDIBLE

## A Culinary Experience with a Purpose

What if a dinner could tell a story, support a community, and connect cultures all at once? This is the idea behind Dinner Incredible, a concept created by Chef Giorgio Diana, where every plate goes beyond taste to carry meaning. Born in Sardinia, Italy, Chef Giorgio Diana built his career through years of dedication, global experience, and a deep passion for gastronomy. From training in Munich to working alongside Michelin-starred chefs and leading award-winning restaurants across Europe, the Middle East, and Asia, his journey reflects a continuous pursuit of excellence. His culinary style blends Mediterranean roots with modern techniques, Asian influences, and a touch of molecular creativity. In 2022, after years of international success, he introduced Dinner Incredible. The concept was born during a challenging time for the food industry, as small producers and local farmers around the world were deeply affected by the global pandemic. Chef Giorgio saw an opportunity to create something meaningful, not just for diners, but for the entire food ecosystem. Dinner Incredible is not just about fine dining. It is about creating experiences that bring people closer to the origins of food. Each event is carefully curated, often featuring collaborations with renowned chefs from around the world. The ingredients used are thoughtfully sourced from small-scale producers, giving them a platform to be seen, valued, and supported. What makes Dinner Incredible unique is its ability to combine storytelling with gastronomy. Every dish reflects a journey, whether it is inspired by a region, a culture, or a specific ingredient. Guests are not simply attending a dinner, they are becoming part of an experience that connects them to a wider global narrative. The concept also highlights the importance of sustainability and conscious dining. By focusing on quality over quantity and supporting local and international producers, Dinner Incredible encourages a more thoughtful approach to food consumption. It is a reminder that behind every ingredient, there is a story worth sharing. With Chef Giorgio Diana's global vision and experience, Dinner Incredible continues to grow as a platform that celebrates creativity, culture, and collaboration. It stands as a reflection of his belief that food can do more than satisfy appetite. It can inspire, connect, and create lasting impact. In a world where dining is often fast and routine, Dinner Incredible offers something different. It invites people to slow down, to experience, and to truly appreciate the journey behind every dish.



**DINNER INCREDIBLE**

**WEBSITE**

[www.dinnerincredible.com](http://www.dinnerincredible.com)



# Where **HERITAGE BUILDS THE FUTURE**

In an industry shaped by constant innovation, few companies manage to preserve their heritage while advancing toward the future with clarity and purpose. Sberna stands as one of those rare examples, a company where tradition is not left behind, but refined, elevated, and transformed into a foundation for modern excellence. At the core of Sberna lies a legacy that dates back to the second half of the nineteenth century, rooted in the original historic kiln. This heritage continues to define the company's philosophy today, where the knowledge of lime production is not only preserved, but integrated into a contemporary system driven by research and technological advancement. It is this balance between past and present that gives Sberna its distinct identity. The company's commitment to innovation is embodied in its Research and Development laboratory, where continuous work is dedicated to enhancing existing products and creating new solutions that respond to the evolving needs of modern construction. From challenges related to humidity and insulation to structural resistance and durability, Sberna approaches each aspect with precision, expertise, and a forward-thinking mindset. What distinguishes Sberna is not only its products, but the system behind them. With highly specialized personnel, advanced laboratory equipment aligned with European standards, and strict control over raw materials and production processes, the company ensures a level of quality that meets both technical and market expectations. Certifications such as ETA, CE marking, and ISO 9001 further reinforce its commitment to reliability and safety. Beyond production, Sberna positions itself as a partner rather than a supplier. The company offers comprehensive pre- and post-sales support, including technical consultancy, site inspections, cost estimation, and assistance in defining project specifications. Its expertise extends to the design and calculation of external thermal insulation systems, ensuring that each solution is not only efficient, but tailored to the specific needs of every project. Operational efficiency also plays a key role in Sberna's structure. Through the automation of palletizing, storage, and transportation processes, the company guarantees punctual deliveries and optimized logistics, reinforcing its reputation for reliability. Sberna is more than a manufacturer, it is a company that understands the value of continuity, the importance of innovation, and the responsibility of building for the future. By combining historical knowledge with modern technology, it continues to shape a construction landscape defined by performance, precision, and enduring quality.



## **SBERNA**

WEBSITE  
[www.sberna.it](http://www.sberna.it)

# ITALY AWARDS

Art has the power to connect, to inspire, and to transform, and no one embodies that belief more than Dina Fahmy El Rouby, an artist and the founder of Art LINX. From the very beginning, she refused to confine herself to a single artistic style or medium. An Egyptian-Spanish artist and cultural leader, Dina has built a career rooted in exploration, innovation, and global perspective. Her work draws inspiration from travel, memory, and human experience, seamlessly blending diverse cultural influences into evocative and conceptual art. Through her vision, she has redefined the role of art in today's world. Building on her international acclaim, Dina translated her artistic vision into Art LINX, a contemporary platform guided by the motto **"Linking Through Art."** More than a gallery, it serves as a hub for cultural exchange, connecting people, ideas, and creativity across borders. The platform brings together pioneer and emerging artists, showcasing works that span painting, Arabic calligraphy, photography, digital art, and augmented reality. Each exhibition is designed to engage audiences, encouraging dialogue and reflection while celebrating artistic innovation.



Art LINX made a remarkable debut with its inaugural exhibition, *Golden Years: Pioneers of Egyptian Art*, a tribute to the masters who shaped modern Egyptian art. Featuring over fifty artists and seventy works, the exhibition offered visitors a journey through Egypt's artistic heritage, blending the country's cultural roots with international movements. It was a statement of Art LINX's mission to honor the past while inspiring the present and future through meaningful artistic experiences. Beyond exhibitions, it emphasizes accessibility, education, and community engagement. The gallery welcomes international groups and students, offering guided tours and in-depth explanations by pioneer artists. These non-commercial visits aim to enrich participants' knowledge, broaden cultural perspectives, and foster creativity, creating a space where art becomes a tool for learning and personal development. With a strong international presence, it continues to collaborate with global brands and cultural institutions, curating immersive exhibitions that transcend traditional boundaries. From exhibitions like *From Nile to Han in Seoul* to AR-driven solo shows, the platform blends heritage, technology, and contemporary expression, positioning Art LINX as a leading force in the art world. Through Dina's vision and the platform's ongoing work, Art LINX is more than a gallery. It is a connector, a creator, and a space where art inspires, educates, and unites. It exemplifies the transformative power of contemporary art, proving that creativity can transcend borders, celebrate culture, and bring people together in meaningful ways.

# ART LINX: CONNECTING CULTURES THROUGH INNOVATION AND CREATIVITY



INSATAGRAM: dina\_fahmy\_elrouby  
INSATAGRAM: artlinxgallery  
FACEBOOK: Dina Fahmy El Rouby  
FACEBOOK: Art LINX Gallery  
WEBSITE: [www.linxgallery.com](http://www.linxgallery.com)

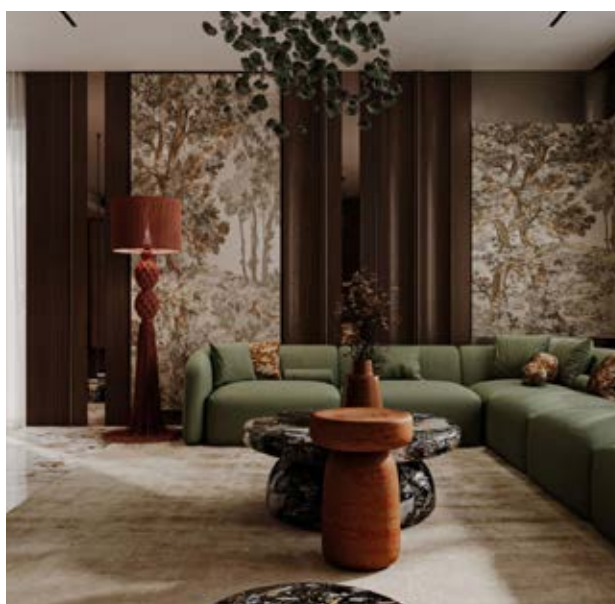


  
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Overseas and especially in Saudi Arabia's rapidly evolving design landscape, few names reflect the balance between grand ambition and meticulous execution quite like Awab Elsaid. As the founder of Awab Elsaid Designs, he has consistently built a reputation for delivering sophisticated corporate environments that combine elegance with functionality. From the outset, his goal was to create a studio capable of handling projects at every stage - from concept development to final execution. This integrated approach has in turn enabled his firm to grow quickly, particularly through its focus on corporate office projects across Riyadh, where the grand jewel of his latest achievements lie within Kingdom Centre Tower, one of the city's most recognizable architectural landmarks. Designing office spaces for such an iconic structure required precision, coordination, and the ability to deliver high end environments within demanding timelines. Beyond interiors however, Elsaid has also expanded into product design through A-Line, a furniture brand that allows the studio to craft bespoke pieces tailored to each project's spatial language. No longer will elements of the overall design be isolated during the process, this vertical integration ensures a cohesive design narrative where architecture, interiors, and furniture work seamlessly together. Today, Awab Elsaid's trajectory reflects a broader ambition: to scale his studio's influence while continuing to deliver spaces that elevate the standards of contemporary design in the region and beyond.



# Crafting Spaces That Are Felt Beyond What Is Seen

In a world where details are measured by emotion before dimension, Hussein Oraibi emerges as a creator of spaces that are not merely seen, but deeply lived. From the very beginning, design was never just lines on paper for him; it was a story unfolding within walls, where every corner holds meaning, and every beam of light carries its own rhythm. From this vision, Plan B Concept was born in 2014, not simply as a design studio, but as a philosophy redefining how people connect with their environments. Hussein's academic journey at the American University of Science and Technology marked the foundation of a deeper pursuit. There, he learned that beauty cannot exist without purpose, and that a successful space serves its inhabitants while maintaining an effortless elegance. This balance would later define his work, where functionality and luxury meet in quiet harmony, not loudly expressed, but subtly felt. At Plan B Concept, a project is never approached as a collection of separate rooms or isolated elements. Instead, it is treated as a complete narrative, beginning with an idea and culminating in the finest details. Hussein leads each project with a meticulous eye, capturing nuances others might overlook, ensuring that execution reflects the purity of the original vision. In this process, design becomes a lived experience, where a home becomes an extension of identity rather than just a place to live. What distinguishes this approach is its emphasis on lifestyle. The spaces created are not only visually refined but also intuitive, comfortable, and deeply connected to those who inhabit them. The use of premium materials and international brands is not an end in itself, but a means to craft a sensory journey, one where the client feels immersed in a concept rather than confined within a structure. Over time, the studio has built a strong reputation grounded in precision, commitment, and excellence. This success is no coincidence, but the result of a clear vision: that true design is not measured solely by what is seen, but by what is felt. And within lines and spaces, Hussein Oraibi continues to write his story, a story of a designer who sees every space as an opportunity to create a more beautiful, harmonious, and meaningful way of living.



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# MAESTRIA ARTIGIANA + INNOVAZIONE

## *Skilled Craftsmanship + Innovation*



At the heart of Salone del Mobile, where global design narratives converge each April, a quieter yet more radical transformation is taking place. Within SaloneSatellite, the industry's youngest voices are not simply presenting ideas - they are reshaping the very language of design. Now in its 27th edition, SaloneSatellite continues to serve as a launchpad for designers under 35, but its 2026 theme, Skilled Craftsmanship + Innovation, signals a deeper shift. In a generation raised on digital fluency and artificial intelligence, there is an unexpected return to the tactile - to the human gesture, the imperfection, and the intimacy of making. Craftsmanship is no longer viewed as a relic of the past, but as a powerful tool for imagining the future. This new wave of designers approaches creation with a hybrid mindset. Their work exists at the intersection of hand and machine, tradition and technology. Materials are reconsidered, processes reimaged, and production methods challenged. The result is a form of design that does not reject industry, but instead enriches it - introducing individuality, narrative, and emotional depth into systems often defined by standardization. More importantly, young designers today are shifting the purpose of design itself. No longer confined to objects, their work engages with systems - addressing sustainability, circular economies, and the relationship between people and their environments. Reclaimed materials, local techniques, and slower methods of production are not aesthetic choices, but conscious responses to a rapidly changing world. There is also a growing emphasis on identity and storytelling. Designers from across continents are using Milan as a global stage to express cultural narratives that have long been underrepresented. In doing so, they transform design into a medium of dialogue - one that speaks of heritage, equity, and belonging. The SaloneSatellite Award further reinforces this direction, recognizing not just finished products, but the ideas behind them. It celebrates foresight over finality, rewarding projects that hint at what design can become rather than what it already is. In this space of experimentation and exchange, the future of design is not being anticipated - it is being actively constructed. And through the hands and minds of its youngest creators, it is becoming more thoughtful, more inclusive, and ultimately, more human.



Salone del Mobile.Milano

# *Amigos Caffè* **BREWING HERITAGE, DELIVERING EXCELLENCE**

In the world of coffee, where tradition and craftsmanship define true quality, Amigos Caffè stands as a testament to both heritage and evolution. Founded in 1980 by Severino Mingardi and his wife Maria Sincovich, the company began its journey from a modest 40-square-meter warehouse in the suburbs of Trieste, equipped with a small roaster and a vision rooted in passion. What started as a humble family endeavor quickly grew into a dynamic enterprise, driven by dedication and a commitment to excellence. Over the years, Amigos Caffè expanded its operations, eventually establishing its headquarters in Muggia in 1999. Today, the company operates within an 11,000-square-meter facility, with 5,000 square meters dedicated to production and storage, reflecting both its growth and its forward-looking approach. Now in its third generation, Amigos Caffè continues to honor its origins while embracing modern innovation. The company oversees every stage of coffee production—from the careful selection of beans to roasting, grinding, and packaging. With a production capacity reaching up to 1,600 kilograms per hour, it combines efficiency with precision, ensuring consistent quality across all its products. Its ability to offer private labeling services further highlights its adaptability and strong position within the global market.

Quality remains at the heart of the Amigos philosophy. The brand has received recognition from the International Taste Institute in Brussels and the Bellavita Awards, reinforcing its reputation for excellence. Certifications such as Kosher and its inclusion in the Eccellenze Italiane register further emphasize its commitment to maintaining high standards that meet both local and international expectations. The company's portfolio includes twelve distinctive coffee blends, developed to cater to a wide range of preferences while preserving the authenticity of Italian coffee culture. Each blend reflects a careful balance between tradition and innovation, offering a refined experience that speaks to both connoisseurs and everyday consumers. With 93 percent of its production exported, Amigos Caffè has established a strong international presence, particularly across Central and North-Eastern Europe. This global reach reflects not only the quality of its products, but also its ability to adapt to diverse markets while maintaining a consistent identity. Amigos Caffè is more than a coffee producer, it is a story of continuity, craftsmanship, and vision. A brand that began with simplicity, and continues to grow with purpose.



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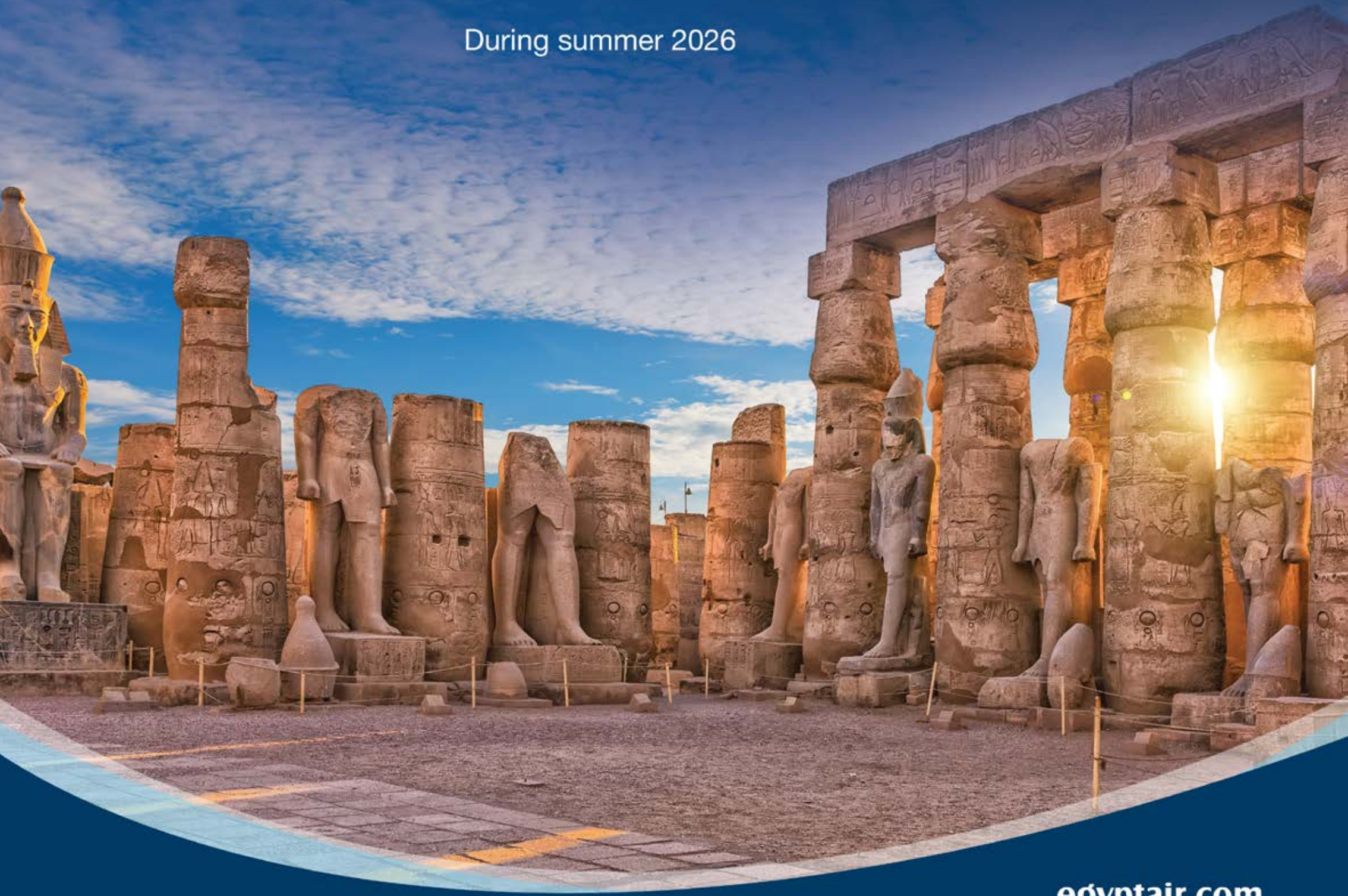
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A man with a beard and glasses, wearing a black jacket, is sitting in the driver's seat of a red sports car. The car's interior is black with red accents. The background is slightly blurred, showing the car's structure and some mechanical parts.

# CEO *Letter*

I was like everyone else in my younger dreams: a dreamer. I dreamt of far too much for someone my age, but since then I have never settled for anything less. I took a huge risk the first time I acquired the magazine license from the UK. There were a lot of doubts but I kept moving forward - not to prove anyone wrong out of spite, but to realise a young man's dreams. The first success was the only indication I ever needed to continue paving the way. Now, throughout the many years, and countless team members that are all vying for the same dream and adding their own efforts to the culmination that is Niche today, I find myself writing to you today in the first Italy magazine edition. I stand proud of the work my team has put in to make this possible. I stand proud knowing this is just the beginning for Niche Global. The journey ahead is laced with obstacles, just as it is choke-full of opportunities for all eyes to see and make use of. My advice is to not pay attention to the noise surrounding you. People will doubt you; people will poke holes in your dreams, but no one knows your plan better than you. Keep your head straight and push forward. It is the only way to guarantee success. I will leave you with a quote about persistence and the path to success: "Chi vince, persiste." Those who win, are the ones that keep persisting. So dear reader - persist.

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A portrait of a man with a short beard and mustache, smiling broadly. He is wearing a black, short-sleeved, ribbed t-shirt. The background is a plain, light gray.

*Journey*  
**OF**  
*Strength,*

*Nour Khatab*

It doesn't begin with a workout. It begins with a moment quiet, personal, and often invisible to the world. A moment when someone decides they want more for themselves. More strength, more energy, more life. But between that moment and the result lies a long, uncertain road. This is where Captain Nour Khatab steps in not as a distant coach, but as a companion who understands the weight of that first step. Through FitHub, he transforms what feels overwhelming into something possible, guiding individuals with patience, purpose, and unwavering belief. Nour's story is not one of instant success, but of transformation born from struggle and determination. Before he became a leader in the fitness world, he was simply someone searching for change. He challenged himself to rebuild not just physically, but mentally. Day after day, choice after choice, he discovered something powerful: fitness was not about appearance alone, but about reclaiming control over one's life. That realization changed everything. It planted a deeper purpose within him, a calling to help others experience the same awakening. What makes FitHub different is not just expertise, but perspective.

Nour does not sell quick results or temporary transformations. Instead, he invites people into a different way of thinking, one that values progress over perfection, and sustainability over speed. He understands the temptation of shortcuts, the frustration of slow results, and the emotional highs and lows that come with change. That's why his approach is rooted in education and awareness, helping individuals rebuild their relationship with fitness from the ground up. Every journey at FitHub is deeply personal. There are no generic plans, no one-size-fits-all solutions. Each program is shaped around the individual, their lifestyle, their challenges, their dreams. It's not just about how a body looks, but how a person lives. Through continuous support and honest communication, Nour and his team create a space where people feel seen, understood, and motivated to keep going, even when the path feels difficult. In the end, FitHub is not about reaching a final destination. It is about learning how to keep moving forward with strength, clarity, and resilience. Nour Khatab stands as proof that transformation is not reserved for a few, but possible for anyone willing to begin. And with the right guidance, that beginning can turn into a lifelong journey, one that reshapes not only the body, but the entire way we experience life.



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# BY GIUSEPPE, BY NATURE



In the contemporary architectural landscape, where innovation often risks overshadowing human experience, Giuseppe Tortato stands out as a designer who successfully bridges both worlds. Through his Milan-based studio, Giuseppe Tortato Architeti, he has cultivated a distinctive approach rooted in research, sustainability, and the sensory relationship between people and space. Tortato's work is defined by a multidisciplinary philosophy that moves fluidly between architecture and interior design while maintaining a consistent focus on the human experience. Rather than treating buildings as isolated objects, he approaches them as living environments, carefully considering how light, material, and spatial composition influence the way people feel and interact. Nature, in particular, plays a central role in his design language, often integrated into his projects as both a visual and experiential element. This sensitivity to both innovation and humanity is perhaps most clearly embodied in one of his standout projects: the headquarters of AB Medica in Cerro Maggiore. Designed to reflect the company's position at the forefront of medical and surgical technology, particularly in robotics, the building is a striking example of how architecture can communicate identity through structural form. At first glance, the structure presents itself as a dynamic, elongated prism with a pre-coated aluminum roof, its sharp triangular geometry immediately conveying a sense of movement and speed,

echoing the rapid pace of technological advancement that defines AB Medica's work. The façades are composed of a carefully orchestrated interplay between ventilated walls with plaster finish on expanded glass panels and sections of painted stretched sheet metal, punctuated by generous glazed surfaces that introduce transparency and rhythm. This layering not only enhances the building's visual complexity but also reflects the intricate processes taking place within. Yet, beyond its bold exterior, the project reveals a deeply considered functional core. The building is organized across multiple levels, each thoughtfully designed to accommodate the diverse needs of a cutting-edge medical company. Laboratories, offices, meeting rooms, and a conference hall coexist with storage spaces and communal areas, all connected through a central architectural gesture: the entrance foyer. This vertical space acts as both a physical and conceptual nucleus, anchoring the entire structure. With its full-height volume and sculptural staircase, the foyer creates a sense of openness and continuity, guiding movement while reinforcing the building's identity. It is here that Tortato's sensitivity to spatial experience becomes most evident, transforming circulation into an architectural statement. Light, too, is treated as a fundamental design element. Through the use of glazed partitions and carefully positioned openings, natural light penetrates deep into the interior, enhancing both functionality and comfort. On the upper level, triangular roof apertures introduce daylight while forming intimate patio spaces enriched with greenery, subtly reconnecting the built environment with nature. The AB Medica headquarters encapsulates Tortato's broader vision: a seamless integration of innovation, performance, and human-centred design. It is not merely a workplace, but a reflection of the company's ethos, dynamic, forward-thinking, and deeply attuned to the future. As his studio continues to expand its reach across sectors including residential, retail, and hospitality, Giuseppe Tortato remains a defining voice in contemporary architecture. His work demonstrates that true innovation lies not only in advanced forms or materials, but in the ability to create spaces that resonate intellectually, emotionally, and experientially with those who inhabit them.



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Francesca Lanzavecchia's story does not begin with objects, but with quiet, persistent questions that shaped her way of seeing the world. Born in Pavia in 1983, she grew up guided by an irrepressible artistic spirit: restless, observant, and endlessly curious. While many might have let such a spirit drift, Francesca chose to discipline it, to give it structure without silencing its voice. At the Politecnico di Milano, she studied Industrial Design, mastering problem-solving strategies and the precision of lateral thinking. Yet beneath this structured learning, a deeper desire remained, one that longed for emotion, meaning, and poetry. That desire led her to Eindhoven and the Design Academy, where everything began to align. Graduating with honors in 2008, Francesca discovered her own language of design fluid, multifaceted, and unconstrained. Here, design was no longer just about function or aesthetics; it became a narrative force. Each creation turned into a story, a fragment of a larger visual alphabet capable of shaping reality and connecting people across cultures and experiences. In her world, objects are never silent. They breathe through the lives they touch. They are companions to our routines, keepers of habits, and witnesses to the small, intimate rituals that define who we are. A chair, a table, a simple object, each holds memory and emotion. This philosophy infused her work with humanity. Francesca became more than a designer; she evolved into a researcher exploring possibilities, an engineer structuring ideas, an artisan shaping materials, and ultimately, a storyteller bringing life into form. Her creations reveal a delicate balance between elegance and empathy. Through projects such as No Country For Old Men, she embraced Universal Design, advocating for inclusivity in a world that often overlooks fragility. She focused on those at the margins, the elderly, the vulnerable, designing pieces that act like a second skin, supporting physical limitations while restoring dignity and independence. In 2010, her vision expanded beyond borders when she co-founded Lanzavecchia + Wai, a studio connecting Milan and Singapore. As Creative Director, she drew inspiration from cultural diversity, transforming contrasts into creativity. Working with renowned brands and institutions, and receiving international recognition, Francesca Lanzavecchia continues to prove that design is not merely something we see, it is something we feel, inhabit, and carry with us through life. **Photography:** Sara Magni for Radici | Luca Caizzi for Zanotta.

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# Trading Beyond Borders

In an increasingly interconnected global economy, the ability to navigate international markets with precision and confidence has become a defining factor for business success. At the forefront of this movement is Global Macro Trade (GMT), a company that has positioned itself as both a strategic partner and a bridge between regions, industries, and opportunities. Established as a trade, export management, and consulting firm, GMT was built on a clear and focused purpose: to guide companies, institutions, and professionals through the complexities of international expansion. Rather than offering standard solutions, the company operates with a tailored, hands-on approach, leveraging its multilingual expertise and deep market understanding to deliver results that are both efficient and sustainable. What distinguishes GMT in a competitive landscape is its hybrid identity. It is not merely a consultancy, nor solely a trading entity - it is a fully integrated platform that combines import, export, storage, distribution, and strategic advisory under one cohesive structure. This versatility allows GMT to respond to the diverse and evolving needs of its clients with agility, precision, and reliability. At the heart of the company lies a strong commitment to excellence. GMT's mission is rooted in exceeding expectations, ensuring that every client engagement is defined by professionalism, trust, and measurable value. Its team, composed of seasoned professionals with both technical and commercial expertise, brings together years of experience and a shared dedication to continuous growth. This culture of curiosity and constant market observation, particularly within Arab markets, has become a defining characteristic of the company's identity. GMT's vision further reinforces its role as a connector between worlds. By combining European presence with Arab origins, the company offers a unique perspective that enables seamless communication and understanding across regions. This dual cultural fluency allows GMT to operate as a true intermediary facilitating not only transactions, but meaningful business relationships that transcend geographical boundaries. One of GMT's most impactful offerings lies in its export management services. Acting as a local extension of its clients' operations, the company provides comprehensive support throughout the entire expansion journey. From initial audits and strategic planning to market mapping and commercial network development, GMT ensures that each step is carefully aligned with the client's objectives. By representing clients directly in Europe, attending meetings, negotiating deals, and participating in major trade fairs, the company eliminates the need for constant travel while maintaining a strong on-the-ground presence. Beyond consultancy, GMT plays a pivotal role in international trade, particularly between Italy and the Gulf region. Based in Brescia, one of Italy's key manufacturing hubs, the company provides clients across Saudi Arabia and the GCC with direct access to certified Italian producers and high-quality industrial products. This proximity to source not only enhances efficiency but also ensures authenticity and reliability in every transaction. Unlike conventional trading companies, GMT operates as a dedicated sourcing office, streamlining procurement processes and opening doors to exclusive distribution opportunities. By enabling clients to become official agents or distributors for selected manufacturers, the company goes beyond supply as it creates long-term business value. Ultimately, Global Macro Trade is defined by its commitment to partnership. Every project is approached with a long-term perspective, built on transparency, mutual trust, and shared success. In a world where global expansion can often feel complex and uncertain, GMT offers clarity, structure, and opportunity - transforming ambition into tangible growth across borders.



GLOBAL MACRO TRADE

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# ITALY

## Awards

# ITALY

Ahmed Hamdy Studio is an Egyptian menswear brand established in 2015, created with a vision to redefine modern men's fashion by combining European elegance with local craftsmanship. Since its launch, the brand has focused on delivering high-quality clothing that reflects sophistication, contemporary style, and attention to detail. The core concept behind Ahmed Hamdy Studio lies in its unique approach to fashion: blending Italian-inspired design with Egyptian production. By using premium Italian fabrics while manufacturing locally, the brand offers garments that embody both international style standards and the strength of Egyptian craftsmanship. This combination allows the brand to provide modern, stylish clothing while maintaining accessibility for the regional market. Ahmed Hamdy Studio primarily targets men who seek refined, premium-quality fashion that aligns with global trends. Its collections focus on delivering modern silhouettes, elegant casualwear, and versatile pieces that suit both everyday wear and more polished occasions. The brand emphasizes clean lines, contemporary aesthetics, and carefully selected materials, ensuring that each piece reflects both quality and style. Beyond fashion, the brand represents a lifestyle built around confidence, elegance, and modern masculinity. Through its designs and branding, Ahmed Hamdy Studio aims to appeal to ambitious men who value both appearance and quality in their wardrobe choices. Looking ahead, the vision of Ahmed Hamdy Studio is to become a recognized luxury menswear brand both locally and internationally. By continuing to focus on innovative designs, premium materials, and superior craftsmanship, the brand seeks to strengthen its presence in the fashion industry while expanding its reach to new markets. In essence, Ahmed Hamdy Studio stands as an example of how international inspiration and local expertise can come together to create a distinctive and evolving menswear brand. Through its commitment to quality, style, and modern design, the brand continues to position itself as a rising name in the contemporary fashion scene.

**AH**  
AHMED HAMDY

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# *Crafting Excellence* **THROUGH TIME**

In the world of haute pâtisserie, where precision meets artistry, Andrea Tortora stands as a name defined by both heritage and innovation. Born into a fourth-generation family of pastry chefs, his journey is not simply one of talent, but of legacy carried forward with intention, discipline, and a deeply rooted passion for craft. From an early age, Tortora was immersed in the culture of pastry, learning not only techniques, but values that would later shape his philosophy. His career soon expanded beyond borders, taking him from Paris to London, from Singapore to Venice, each destination adding a new layer of perspective to his evolving identity as a pastry chef. These international experiences refined his approach, allowing him to merge tradition with contemporary elegance in a way that feels both authentic and progressive. A defining chapter of his career came during his years leading the pastry department at the renowned St. Hubertus restaurant. It was here, in 2018, that Tortora contributed to achieving the restaurant's third Michelin star, a milestone that reflects not only technical mastery, but a profound understanding of balance, detail, and creativity. This achievement positioned him among the most respected figures in modern pastry.

Recognition followed naturally. At just thirty years old, Tortora earned the title of Maestro AMPI, becoming part of the prestigious Accademia Maestri Pasticceri Italiani. He was named Pastry Chef of the Year 2017 by both *Il Gambero Rosso* and *Identità Golose*, and in 2018, the *Espresso Guide* honored him with the title of Pastry of the Year. Each accolade reflects a career built on consistency, refinement, and a relentless pursuit of excellence. Throughout his journey, Tortora collaborated with some of the most influential chefs in the culinary world, including Norbert Niederkofler, whose mentorship played a pivotal role in shaping his vision. Yet, he continues to honor his first mentor, Maurilio Giacomelli, whose influence remains fundamental to his craft.

In 2017, Andrea Tortora launched his own project, AT Pâtissier, a natural extension of his philosophy. Through this venture, he focuses on creating artisanal leavened products that embody contemporary elegance while remaining deeply connected to tradition. At the heart of his work lies Carletto, his sourdough starter, created at the age of seventeen with his grandfather. More than an ingredient, it represents continuity, memory, and the essence of his journey, one that continues to evolve, yet always remains true to its origins.

**AT**  
**PÂTISSIER**

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# Giò Forma

## DESIGNING EXPERIENCES THAT REDEFINE SPACE

What if architecture could do more than shape buildings? What if it could create emotion, tell stories, and transform the way people experience space? This is the vision behind Giò Forma, a renowned design, art, and architecture studio founded in 1998 in Milan by Cristiana Picco, Florian Boje, and Claudio Santucci. Over the past two decades, Giò Forma has built a reputation as a multidisciplinary, award-winning studio working across architecture, art, and experience design. Its work moves beyond traditional structures, focusing instead on how people interact with space. With an academic background spanning Milan and San Francisco, and years of international practice, Florian Boje's approach blends creativity with technical depth, resulting in projects that are both visually striking and conceptually powerful. Giò Forma has become a globally recognized studio, known for creating immersive and meaningful environments. Operating at the intersection of architecture, stage design, and experiential installations, the studio consistently challenges conventional boundaries. One of its most iconic works is the Maraya Concert Hall in AIUla—developed in collaboration with Black Engineering—in Saudi Arabia, a mirrored architectural landmark that reflects the surrounding desert, creating a powerful dialogue between nature and design. Similarly, projects such as the Cartier Pavilion “**Legendary Thrill**” at Milan Design Week and the Lumen Museum of Mountain Photography in Italy demonstrate Giò Forma's ability to merge storytelling with spatial design, turning each project into a unique, immersive experience. Beyond individual landmarks, the studio has contributed to major cultural and hospitality developments worldwide. From the King Fahd Cultural Center in Riyadh to the First Islamic Arts Biennale in Jeddah, both developed with Black Engineering, Giò Forma continues to shape spaces that celebrate culture and identity. Its work also extends into luxury hospitality, with projects such as the Chedi UNESCO Hotel and the Marriott Autograph Collection Hotel in AIUla, where design plays a central role in defining the guest experience. Giò Forma's influence goes beyond built projects. The studio was selected as a finalist in the Riyadh Airport design competition, ranking among the top design firms worldwide, an acknowledgment of its commitment to innovation, scale, and global impact. At its core, Giò Forma is driven by the belief that design should go beyond aesthetics. It should engage, inspire, and leave a lasting impression. Through the studio's multidisciplinary approach, each project becomes more than a structure—it becomes an experience. In a world where design is constantly evolving, Giò Forma continues to push boundaries, proving that architecture is not just about space, but about how that space makes people feel.

**GIÒFORMA**  
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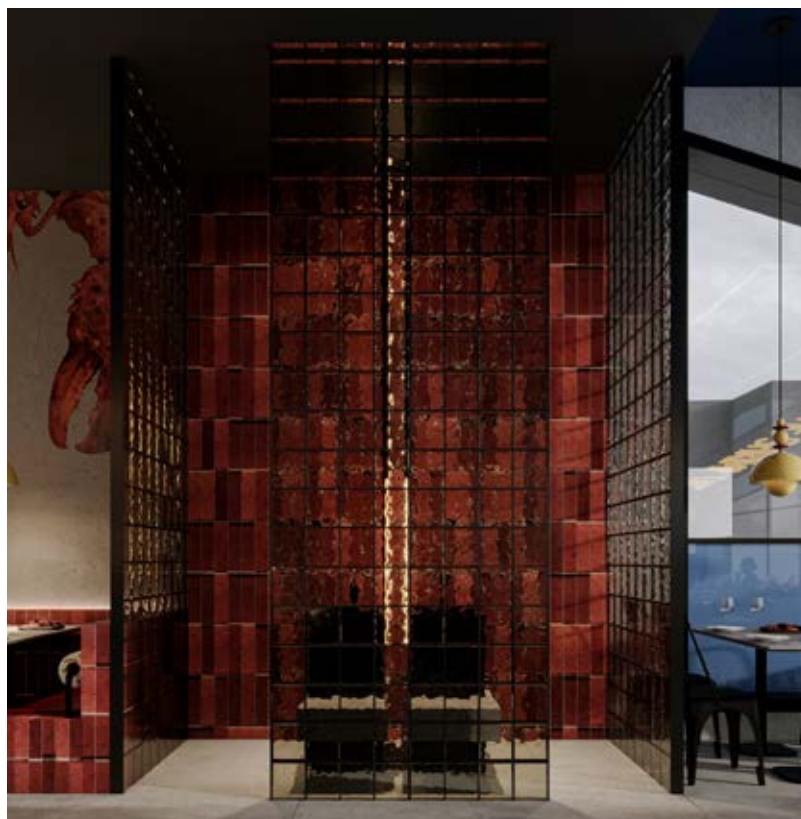


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## Timeless designs .. The Elite Architect of Saudi Arabia



Success for architect Khaled Hashem begins not with buildings, but with a deep emotional connection to art, beauty, and human experience. He grew up surrounded by the elegance of European architecture, later expanding his horizons through travels across Europe and the United States. These journeys were not merely geographic; they were formative, shaping a vision in which spaces are not merely constructed but felt. Khaled carried this passion into his academic journey, earning his Bachelor's degree in Architecture from King Fahd University of Petroleum & Minerals. He then complemented his creative foundation with a Master of Business Administration, building a rare balance between artistic vision and strategic thinking. This combination allowed him to see projects not simply as structures, but as living experiences. With professional certifications including membership in the American Institute of Architects, PMP, and recognition by the Saudi Council of Engineers, his name became synonymous with credibility and excellence. His recent nomination to the Saudi Council of Engineers Board further reflects the respect he has earned within the industry. Before founding his own firm, Khaled refined his expertise at internationally recognized companies such as CallisonRTKL, Dar, and Oger International. These experiences shaped his understanding of large-scale projects, precision, and the importance of detail. Yet, deep within him, there was always a vision waiting to be realized, something more personal, more expressive.



# ITALY

## Awards

# ITALY

In 2016, that vision came to life with the founding of KH Elite Architecture in Jeddah. It was not just a company, but a manifestation of his philosophy that true luxury lies in simplicity, and that minimalism can carry profound depth. The firm quickly distinguished itself by delivering contemporary architectural and interior design solutions tailored for elite clients seeking uniqueness and refined elegance. As his journey evolved, Khaled sought not only to design but to realize his ideas fully. This led to the establishment of Elite Contracting Co. in 2023, serving as the execution arm that transforms creative concepts into tangible realities with precision and care. Believing that true success extends beyond personal achievement, the firm also invests in the future by partnering with local universities to train and inspire young designers, passing on knowledge and nurturing talent. Recognition soon followed passion. KH Elite Architecture was honored with the Luxury Lifestyle Awards 2024 for Best Luxury Contemporary Residential Interior Design and was ranked among the Top 100 Luxury Interior Designers worldwide. Yet behind every award lies a deeper story, one of persistence, vision, and an unwavering belief in the power of design. This is the story of Khaled Hashem, not just an architect, but a storyteller who transforms spaces into emotions and ideas into lasting experiences.

*Khaled Hashem*

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# When Memory Finds Its Voice Through Furniture

In a world where furniture often fades into repetition, Dalia chose a path where memory lives within every piece. Her journey in interior design grew into a storytelling practice, where each creation goes beyond function to express identity and history. Her vision was shaped by preserved copper elements that carry a sense of time and character. Through them, she discovered that beauty lies not only in the new, but in reimagining the old. This idea became the foundation of her philosophy, where every piece is a unique work of art. Her greatest influence was her mother, a distinguished interior designer. Growing up in an artistic environment, Dalia developed a deep understanding of colour, balance, and lighting values that continue to define her work today. Using natural wood, copper, and stone, Dalia treats materials as vessels of character. Her preference for hand carving adds warmth and individuality, making each design feel alive and deeply personal. Romeo & Juliet Buffet Inspired by medieval furniture, which was typically crafted in massive shapes and featured intricate carvings, Eng. Dalia Oweida added iron accents as decoration to the aesthetic buffet. She aimed to reflect the transition from medieval to Renaissance furniture, where classic forms and ornamentation returned. Nothing can represent the Italian Renaissance better than the epic story of Romeo & Juliet, which we can easily notice on the copper plate fixed in the centre of the buffet. Intricate carvings include flowers, leaves, and plants. This proves the accuracy of handwork, and Dalia's main objective is to deliver a piece of art that has its functions besides being an amazing decoration. Although details haven't been finished yet, the Cabriole legs appear thick to resemble the popular item at that time, with a curved stretcher supporting the base of the buffet. Dalia defines timeless furniture through authenticity pieces that carry artistic and historical value while remaining functional. Her work reflects a balance between past and present, creating designs that endure over time. Her talent was recognised when she was honoured by the jury at the first edition of the Niche Awards Italy 2026, in the furniture category. This achievement highlights her unique vision and reinforces the importance of craftsmanship and storytelling in contemporary design. Today, Dalia continues to draw inspiration from nature, aiming to reach a global audience through creations that are meaningful, distinctive, and impossible to replicate.



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# ROOTED IN SIMPLICITY

Marygrace Skincare is a brand that rejects the notion that skincare is often synonymous with excess, and superfluous products that do nothing but tarnish the natural beauty buried underneath. It is a brand that offers a quiet, deliberate counterpoint. Under the guiding vision of Maria Grazia Miglioli, the Italian brand approaches beauty not as a routine to be rushed, but as a ritual to be savored, refined, essential, and deeply sensorial. At its core, Marygrace Skincare is a celebration of Made in Italy excellence. Each formulation is conceived and produced entirely in Italy, reflecting a culture that values craftsmanship as much as innovation. Collaborating with specialized laboratories, the brand ensures that every product meets rigorous scientific standards while maintaining an artisanal attention to detail. This duality of precision and poetry defines its identity, resulting in skincare that is as effective as it is elegant. What distinguishes Marygrace is its global perspective on ingredients. The brand's formulations are the outcome of an ongoing journey that spans continents in search of the purest natural elements just. From the regenerative properties of Sango coral, to the ancient healing symbolism of myrrh, and the resilience embodied by edelweiss, each ingredient is carefully selected for both its functional efficacy and its cultural resonance.

These components are then not merely blended together callously in a lab; they are orchestrated into sophisticated formulations that respect the skin's natural balance while delivering visible results. Yet beyond its scientific rigor lies a philosophy of restraint. Marygrace Skincare embraces skin minimalism, rejecting the notion that more is better. Instead, it offers a curated selection of essential products designed to work in harmony, allowing users to tailor routines that are both intuitive and effective. In doing so, the brand redefines luxury - not as abundance, but as clarity and intention. This ethos extends into the sensory experience itself. Silky textures glide effortlessly across the skin, while delicate fragrances evoke a subtle, almost meditative calm. The packaging, understated yet refined, mirrors the brand's commitment to simplicity. Every detail is considered, transforming daily skincare into a moment of pause, and a return to oneself amid the noise of modern life. Ultimately, Marygrace Skincare stands as a testament to the power of thoughtful design, both in formulation and philosophy. By eliminating the superfluous, it reveals a deeper truth: that true beauty lies not in complexity, but in balance.



Marygrace  
SKINCARE



RE DESIDERIO

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## Design At Its Most Outstanding

Behind this vision stands Haitham Samir, the founder and chairman whose career began in 2004. With a background spanning interior, exterior, and landscape design, Samir has cultivated a deep understanding of how spaces influence human experience. His work is guided by a clear principle: that design should not only be seen, but felt. Over the years, he has translated this belief into a company ethos that prioritizes innovation, attention to detail, and client satisfaction. Samir's leadership is defined by both ambition and clarity of purpose. He envisions IDRAC as a company that consistently delivers work capable of influencing lives, with projects that resonate with clients long after completion. This vision is reflected in the firm's growing portfolio and its ability to adapt to evolving design trends while maintaining a strong, recognizable identity. His hands-on approach and commitment to excellence have been instrumental in shaping IDRAC into a brand synonymous with quality and reliability. IDRAC Egypt crafts experiences that elevate everyday living. Under the leadership of Haitham Samir, IDRAC continues to redefine architectural and design standards in Egypt, setting a benchmark for innovation, professionalism, and enduring creative expression that is yet to be replicated.

*Niche Awards Italy*

IDRAC Egypt distinguishes itself through a philosophy that treats every project as a holistic experience and merges creativity with functionality, and human-centered thinking. Recognized for its proficiency and aptitude in interior, exterior, and landscape design, the company has built a renowned reputation for delivering architectural solutions that are not only visually compelling but also deeply practical and enduring on the human level. But what lies at the core of IDRAC Egypt's offering is nothing short of an exceptional multidisciplinary approach. The firm operates across interior design, environmental design, and architectural consultancy with absolute mastery, crafting spaces that respond intelligently to both client needs and the contextual demands of the market. It could be designing private residences, commercial environments, or even large-scale developments, and IDRAC will always emphasize meticulous elements such as precision, material sensitivity, and spatial harmony. Each project is approached as a narrative - where light, texture, and structure are orchestrated to create environments that leave a lasting impression. Its commitment to delivering end-to-end solutions is what truly sets this company apart from the usual flock in the field. From conceptual design and planning to execution and finishing, IDRAC ensures a seamless journey for its clients, with an integrated process that not only guarantees consistency in quality but also allows for a level of customization that reflects the individuality of each client. It is this very ability to balance artistic vision with technical expertise that positions IDRAC as a trusted partner for those seeking spaces that are both elegant and efficient.



**HAI THAM SAMIR**  
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ITALY

AWARDS

# IDID IT MY WAY

## DR. SABREEN AL ZAMIL'S JOURNEY AGAINST ALL ODDS

Breaking barriers is never easy. It takes courage, determination, and the refusal to let doubt define your path. Dr. Sabreen Al Zamil did just that, stepping into a world where few women had dared to tread, and changing the landscape of medicine in Kuwait forever. From the moment she decided to pursue plastic surgery, Dr. Sabreen Al Zamil knew the road ahead would be difficult. Surgery was a man's world in Kuwait, and the idea of a woman entering this field was met with skepticism, doubt, and even ridicule. Yet she refused to let that stop her. Her determination was fueled by a dream she considered sacred, a vision she was willing to pursue no matter the obstacles. In her fifth year of medical school, she made the decision that would shape her life. She wanted to become a plastic surgeon, even though she was warned that this path would require sacrifices that few women had to consider. Her personal life, her comfort, and her normal routines were all questioned, and she was repeatedly told to give up. But Dr. Sabreen pressed on, driven by a belief in her own potential and a commitment to her goal. The challenges she faced were immediate and relentless. In one of her first experiences in the operating room, she was asked to leave and sarcastically told to "go bake a chocolate cake instead." During night duties, while her male colleagues rested in on-call rooms, she had none. She slept briefly in the head nurse's office or searched for an empty patient room, relying on coffee to stay awake, even when it began to take a toll on her health. Her perseverance was tested daily, but she never allowed the obstacles to define her. Professional setbacks followed, with attempts to delay her promotions and subtle resistance from colleagues. Yet her talent, hard work, and Kuwait's legal commitment to gender equality ensured that she continued to advance. Over the years, her determination transformed into achievement, and she became the first female plastic surgeon in Kuwait. Today, she serves as a senior consultant and Vice Chairman of the Kuwait Society of Plastic Surgeons, earning the respect of those who once doubted her. Her contributions extend far beyond her title. She was part of the official Kuwaiti medical team supporting children affected by the Iraq war in the United Kingdom. She introduced advanced techniques in Kuwait, including the use of artificial skin and fat grafting for scar treatment, and in 2020, she developed a surgical approach for masculinizing the male chest. She also founded Breast Reconstruction Awareness Day in Kuwait, creating a platform for patient education and support. Her achievements have also been recognized through prestigious awards, including the Woman of Substance Award in 2014 and recognition from the Kingdom of Saudi Arabia during the Fifth Congress of Plastic and Reconstructive Surgery in 2021. These milestones reflect not only her medical excellence but also her influence as a pioneer in her field. Dr. Sabreen's journey is a testament to discipline, ethics, and continuous learning. Her success was built on passion, resilience, and the support of her family, friends, and a few colleagues who believed in her vision. More than a story of being first, it is a story of opening doors for others. Today, more women work in plastic surgery, enjoy better conditions, and lead balanced lives. Her message is clear: pursue your dreams, remain true to yourself, be kind, and remember that perseverance can shape opportunities for generations to come.



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# ITALY AWARDS 2026





# Awad Rashad: Engineering a Future Between Craft and Innovation

Awad Rashad stands as a defining figure in Egypt's evolving wood manufacturing landscape, embodying a rare balance between inherited craftsmanship and forward-thinking innovation. As the Owner of Spaan Fire and AROART Wood, his journey reflects not only personal ambition, but a broader vision aimed at transforming traditional industries into competitive global players. Raised in an environment shaped by craftsmanship, Rashad's early exposure to his father's workshop laid the foundation for his approach to work. Observing the transformation of raw wood into functional materials instilled in him a deep appreciation for precision, patience, and process. This early influence would later merge with his academic background in engineering, forming a unique perspective that bridges technical expertise with hands-on industry knowledge. Over the years, Rashad has positioned himself as a key contributor to the development of Egypt's wood industry, particularly within the raw materials sector. Through AROART Wood, he has focused on enhancing the processes of wood cutting, preparation, and export, elevating production standards and aligning local operations with international requirements. His work reflects a strong commitment to efficiency, quality control, and scalability, enabling Egyptian wood products to compete more effectively in global markets. Parallel to this, his leadership of Spaan Fire highlights a different yet complementary dimension of his work. Specializing in fire-resistant door solutions, the company addresses critical safety needs while maintaining a strong emphasis on performance and reliability. In 2022, Rashad led the company's expansion into the United Arab Emirates, marking a strategic move that positioned Spaan Fire within a highly competitive international market and reinforced its commitment to growth beyond local boundaries.



Yet what truly defines Rashad's current trajectory is his focus on innovation. Beginning in late 2024, he initiated a new phase centered on integrating artificial intelligence into wood processing systems. This step reflects a deliberate shift toward smart production, where technology enhances traditional methods rather than replacing them. By applying AI to wood cutting operations, his approach aims to increase efficiency, reduce material waste, and optimize productivity across the entire workflow. Early testing conducted between 2024 and 2025 demonstrated strong results, with success rates reaching approximately ninety percent. These outcomes underline Rashad's ability to identify opportunities for advancement and translate them into practical, scalable solutions. His work signals a broader transformation within the industry, where traditional processing methods are redefined through technology. Beyond operations and expansion, Rashad's vision extends to shaping the future of the sector itself. He advocates for continuous learning, global exposure, and the adoption of modern tools as essential drivers of progress. His journey reflects a mindset rooted in problem-solving, adaptability, and long-term thinking. Today, Awad Rashad represents more than a business leader. He stands as a bridge between tradition and innovation, demonstrating how industries built on raw materials can evolve into modern, globally relevant systems.



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## *Not Just Designed. Defined.* **THE DIA DIFFERENCE**

In an industry saturated with shallow visual statements and fleeting trends, Design-Itude Associates, or DiA for short, has carved out a distinct and deliberate position that moves beyond aesthetics into the realm of actual meaning. Operating from the United Kingdom with an international footprint that extends to Egypt and beyond, the studio has established itself as a multi-disciplinary force driven not only by style, but by intelligence, intention, and narrative. At the core of DiA's identity lies a belief that design should not simply respond to a space but should reveal it. Each project begins with a question rather than an answer - an exploration into context, culture, and human behavior. This philosophy of narrative-led design allows the studio to create environments that feel deeply rooted rather than superficially applied. Their work does not impose; it interprets. It listens before it speaks. This approach is what sets DiA apart in a competitive global market. While many studios rely on signature styles or visual repetition, DiA resists predictability. Instead, it operates within its own unique territory, where cultural insight and creative intelligence converge. Every project is treated as a singular story, shaped by its environment and its users, resulting in spaces that are both highly personal and universally resonant. Central to this process is a disciplined commitment to mastery. For DiA, excellence is not a final outcome but a continuous practice informing every detail, every decision, and every interaction. Precision, consistency, and accountability underpin the studio's work, allowing it to build long term relationships across diverse sectors and geographies. Trust, in this sense, becomes as integral as design itself. Equally defining is the studio's sense of curiosity - one that is both expansive and purposeful. DiA does not explore for the sake of novelty, but for understanding.





This mindset fuels its ability to engage with emerging technologies, material innovations, and sustainable methodologies, ensuring that each project is not only relevant today, but resilient for the future. Their curiosity is strategic, guided by a responsibility to both people and the environment. It is within this balance of creativity and logic that DiA's concept of "creative intelligence" comes to life. Here, imagination is not detached from reality; it is structured, refined, and translated into solutions that are both expressive and functional. The studio's multidisciplinary nature allows it to operate seamlessly across architecture and interior design, merging artistic vision with technical rigor to produce work that is cohesive, considered, and enduring. Responsibility is another defining pillar of the practice. In an era where sustainability is no longer optional, DiA integrates environmental awareness into every stage of its design process.

# Niche Awards Study 2026



From material selection to spatial planning, each decision is evaluated through the lens of long-term impact. Yet, this responsibility does not come at the expense of beauty. Instead, it elevates it - proving that thoughtful design can be both ethical and exceptional. Beyond individual projects, DiA's broader ambition is rooted in longevity. The studio seeks to build relationships that evolve over time, fostering collaborations that extend beyond single commissions. This long-term perspective reflects a deeper understanding of design as an ongoing dialogue - one that adapts, grows, and matures alongside its context. In a world increasingly defined by rapid change and visual noise, Design-Itude Associates offers something rare: clarity. Their work is not about following trends, but about setting a standard where narrative, responsibility, and intelligence intersect to shape environments that truly matter. Through this lens, DiA is not simply designing spaces. It is redefining how architecture and interiors can think, feel, and endure.

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# NINE CLINICS FROM EGYPT TO FRANCE, *A Dream to Life*

Some journeys do not begin with certainty, but with a quiet, persistent feeling that something greater is possible. This was the starting point for Dr. Sherif Adib, whose path into the world of health and wellness was shaped not by routine ambition but by a deeper desire to understand the human body beyond its surface. His story is one of exploration across cities, disciplines, and perspectives until a clear vision began to take form. In New York, where the pace of life mirrors the urgency of modern health challenges, Dr. Sherif Adib studied at the Institute for Integrative Nutrition. There, he discovered that nutrition is not merely about food choices or temporary plans, but about understanding the intricate dialogue between the body, the mind, and daily habits. Earning his license as a nutritionist marked a turning point, not only professionally but intellectually. It reshaped how he viewed health not as a destination, but as a continuous process. His journey then carried him to Paris, a city that merges precision with elegance. It was here that he expanded his expertise by learning IV therapy techniques, adding a new layer to his understanding of modern wellness. But beyond the technical knowledge, Paris refined his vision. It taught him that healthcare

could be both scientific and experiential rooted in accuracy, yet delivered with intention and care. Returning to Cairo was not simply a geographical shift; it was the moment when vision met purpose. Dr. Sherif Adib sought to translate everything he had learned into something tangible, something that people could experience in their everyday lives. From this aspiration, Nine Clinics was born. It was never meant to be just another medical facility; it was designed as a holistic space where health is approached with depth, personalization, and humanity. From the very beginning, Nine Clinics stood apart. It was built on the belief that trust is the foundation of any meaningful transformation. A team of highly qualified doctors was carefully assembled not only for their expertise, but for their ability to connect with people, to listen, and to guide. As Nine Clinics began to grow, branches opened across New Cairo, Sheikh Zayed, Mohandessin, and Paris, with Riyadh soon to follow, each carrying the same philosophy and commitment. In a world increasingly saturated with quick fixes, trending solutions, and unrealistic promises, Nine Clinics chose a different path, one that required patience, education, and a shift in mindset.



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# WHERE EXPERTISE BECOMES EMPOWERMENT



For Dr. Sherif Adib, fitness and nutrition are not about chasing an ideal image. They are about creating a life that feels balanced, energized, and sustainable. Every client is seen as unique, with their own lifestyle, challenges, and aspirations. Programs are tailored with precision, taking into account not just physical metrics but daily routines, emotional patterns, and long-term goals. Clients begin to understand their bodies rather than fight them, building habits rather than relying on extremes. Education plays a central role in this process. Nine Clinics does not simply guide, it equips individuals with the knowledge they need to make conscious decisions about their health. This commitment to integrity is further reflected in an exclusive reliance on FDA-approved products, reinforcing the clinic's dedication to safety, credibility, and the trust clients place in every experience. Today, Nine Clinics stands as more than a name in the wellness industry. It represents a movement away from superficial solutions toward meaningful, lasting well-being, a space where science meets empathy, expertise meets care, and every journey is treated with intention. The message remains simple, yet profound: health is not a goal to be reached, but a way of living to be embraced.



# THE HERITAGE OF VISIONARIES

Rooted in a legacy that dates back over a century, Art Heritage stands as a testament to the enduring power of craftsmanship and artistic continuity. Established in 1920 by the renowned artist Youssef Khafagy, the company was founded on a clear vision: to preserve the integrity of classical design while creating pieces that transcend time. Today, that vision continues to evolve, carried forward through generations committed to consistently refining and redefining what heritage means in a modern context, at the hands of none other than Sir M. Sherif. A visionary leader whose journey is deeply rooted in a rich lineage of artistry and craftsmanship, Sir M. Sherif carries forward a proud family tradition of creative excellence. As the grandson of the renowned artist Youssef Khafagy, his aesthetic foundation was built upon a heritage of mastery that spans generations and continents. The roots of this legacy are particularly intertwined with the artistic landscape of Italy. His grandfather's career was defined by extensive artistic contributions across the Italian peninsula, where he spent decades immersed in the fine arts.



Khafagy's influence, however, reached far beyond the borders of Europe; his mastery of the ethereal and the sublime is perhaps most uniquely recognized by NASA, where his painting, "The Sky Deity," is prominently displayed - a testament to an artistic vision that transcends earthly boundaries. Raised within the elegance of Italian culture himself, Sir M. Sherif spent his formative years exploring the artistic essence of Rome, Venice, and Milan. This environment - shaped both by the historical grandeur of these cities and his grandfather's own global artistic footprint - continues to define his refined creative vision today. Sir M. Sherif's personal journey into the world of fine arts began at the early age of 16. Over the years, his devotion to the Art Nouveau style has earned him international acclaim and prestigious global honors - most notably the A' Design Award & Competition in Italy. His mastery is perhaps best exemplified by his celebrated accomplishments at the Palace Hotel in Como, where his work stands as a testament to exceptional craftsmanship and a profound commitment to innovation. Art Heritage is more than just a brand; it is the living continuation of a creative legacy shaped by generations. Today, that legacy is invigorated by Eng. Eslam Sherif, Chief Executive Officer of Art Heritage. As the son of Sir M. Sherif, Eslam represents the new generation of a family whose name is synonymous with art, design, and precision. Growing up immersed in the world of fine craftsmanship, Eng. Eslam inherited the passion for detail and the pursuit of excellence that have long been the hallmarks of his lineage. With a modern vision and a deep respect for the traditions that preceded him - from the galleries of Italy to the halls of NASA - he plays a pivotal role in the brand's evolution.

At the heart of Art Heritage lies a philosophy grounded in authenticity, precision, and storytelling. Each piece is conceived not merely as furniture to be used, but as a narrative - an expression of cultural identity shaped through meticulous attention to detail to be admired. This dedication to craft has allowed the company to maintain its position as a leading name in high end furniture design, where artistry and practicality exist in perfect harmony. What distinguishes Art Heritage is its ability to balance tradition with contemporary relevance. While deeply rooted in classical aesthetics, the atelier continuously adapts to modern design sensibilities, integrating updated materials, refined techniques, and subtle innovations. Technology has also played a pivotal role in this evolution, enhancing production accuracy and enabling the execution of increasingly complex, large scale projects without compromising the handmade essence that defines the brand. Looking ahead, Art Heritage's goals are firmly set on redefining tradition for a new generation. By merging historical authenticity with contemporary functionality, the company seeks to create designs that resonate with modern lifestyles while preserving their cultural depth. In an ever changing design landscape, Art Heritage remains a stark constant - proving that true craftsmanship does not fade with time, but instead evolves, carrying its legacy forward into the future with a new audience that will appreciate the beauty and the precision of each carved story onto each crafted piece. And under the astute leadership of Eng. Eslam Sherif, Art Heritage is being reimagined for a modern era - preserving its distinctly European soul while ensuring it remains a symbol of timeless elegance for generations to come.



# UGEI

## Engineering Integrated Solutions for a Changing World

In a rapidly evolving industrial landscape, companies that succeed are those capable of integrating expertise, innovation, and adaptability into a unified vision. United Group for Engineering & Investment (UGEI) stands as a compelling example of this approach, positioning itself as a multidisciplinary force within Egypt's construction and engineering sectors. Established with a clear commitment to delivering comprehensive solutions, UGEI operates across multiple domains, including construction, fit-out works, office furniture, and waste management. This diversified structure reflects a strategic understanding of modern market demands, where clients increasingly seek partners capable of offering end-to-end services rather than fragmented solutions. By combining these sectors under one integrated framework, UGEI ensures consistency, efficiency, and a high level of execution across all its projects. This approach is reflected in the company's involvement in a range of high-profile projects, where precision and adaptability are essential. Collaborations with entities such as Apache, Mars, and UC Development demonstrate UGEI's ability to operate across different industries, from corporate and industrial environments to large-scale real estate developments. Each project represents a tailored response to specific operational needs, reinforcing the company's reputation for delivering solutions that balance functionality with executional excellence. At the core of the company's strength lies its role as an exclusive agent for a portfolio of distinguished international brands. Through partnerships with companies such as Frezza, Ecologia Soluzione Ambiente, Dragflow, BYG, and Watermaster Composite, UGEI brings global standards and advanced technologies into the Egyptian market. These collaborations not only enhance the quality of its offerings but also reinforce its position as a bridge between international expertise and local implementation. This global alignment is further supported by a strong leadership vision. Eng. Hany Abdelwahab, Co-founder and Vice President of UGEI, brings over twenty-five years of experience across construction, engineering, and environmental solutions. His career spans collaborations with both multinational corporations and governmental entities, providing him with a comprehensive understanding of complex project requirements and large-scale operations. Under his guidance, the company continues to expand its capabilities while maintaining a focus on precision and reliability.



**UGEI** | UNITED  
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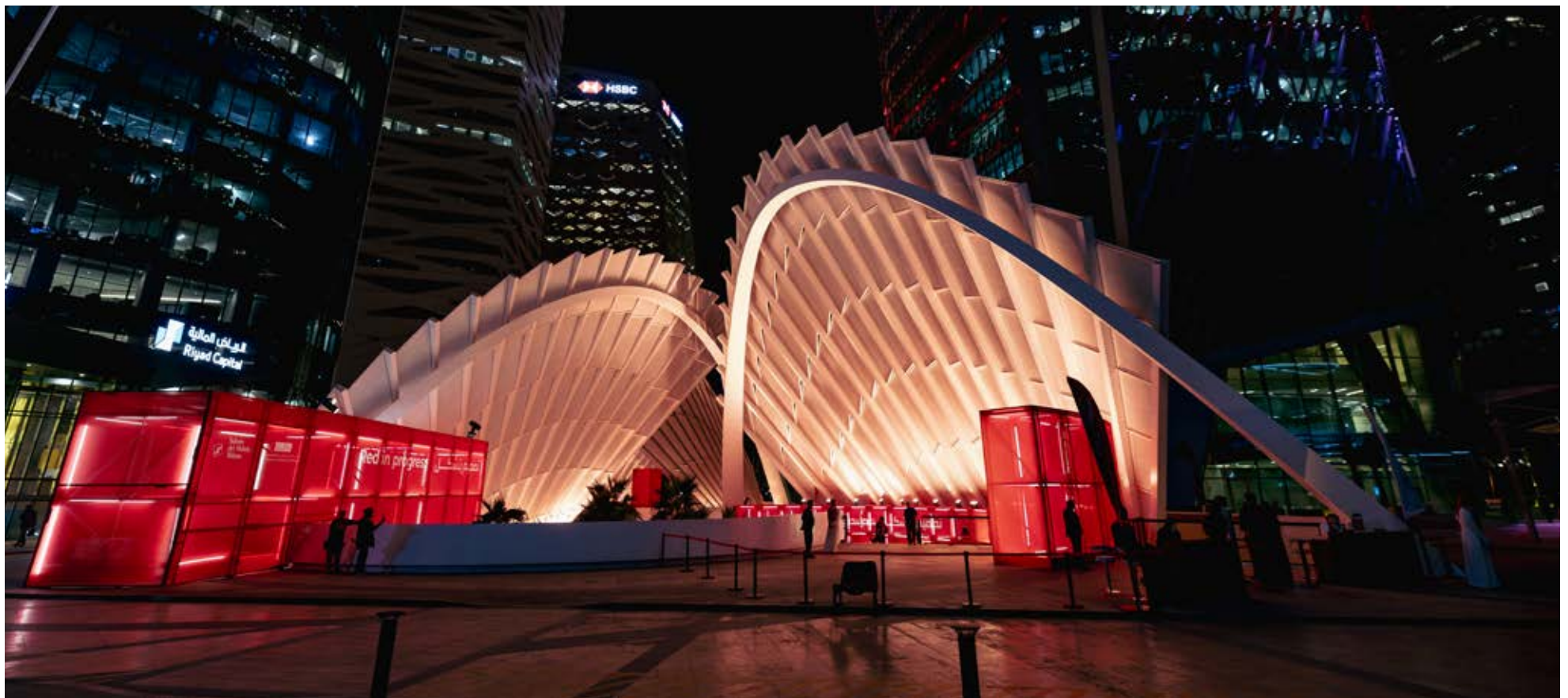
# ITALY AWARDS



UGEI's approach to project execution is defined by attention to detail and a commitment to quality. In the field of fit-out and office furniture, the company delivers solutions that combine functionality with refined design, responding to the evolving needs of modern workspaces. Whether creating corporate environments or executing specialized projects, UGEI ensures that each space reflects both efficiency and aesthetic value. Beyond traditional construction services, the company's involvement in waste management solutions highlights its forward-thinking perspective. By integrating environmentally conscious practices into its operations, UGEI contributes to addressing one of the most pressing challenges of contemporary urban development. This dimension of its work reflects a broader commitment to sustainability and responsible growth. In an industry often defined by complexity, UGEI distinguishes itself through clarity of vision and operational coherence. Its ability to manage diverse services under a unified strategy allows it to respond effectively to both local and international demands, ensuring that every project is delivered with consistency and excellence. Through its multidisciplinary approach, global partnerships, and leadership-driven vision, UGEI continues to build not only projects, but a lasting presence within the engineering and investment landscape.

# *Where Design Travels* **SALONE DEL MOBILE**

Some events define a season, and then there are institutions that define an era. The Salone del Mobile. Milano belongs unquestionably to the latter category. For over six decades, this extraordinary gathering has transcended the boundaries of a conventional trade fair, evolving into one of the most powerful cultural and commercial platforms on the global stage, a place where the future of design is not merely displayed but actively shaped. With the 64th edition set to welcome more than 1,900 exhibitors from 32 countries across 169,000 square metres of entirely sold-out exhibition space, the numbers alone speak to an institution in full command of its global authority. Yet it is Salone's strategic vision beyond the gates of Rho Fiera Milano that truly illuminates the ambition and sophistication driving its evolution. Under the leadership of President Maria Porro, the Salone has embarked on a bold and carefully orchestrated international expansion, one that is reshaping the geography of design influence itself. In Riyadh, Salone launched a landmark institutional presence with Red in Progress, a pilot event bringing together 35 Italian companies in the Saudi capital, a city undergoing one of the most extraordinary architectural and cultural transformations of our time. This was not a passing visit, but the beginning of a strategic partnership with a region that represents, in President Porro's own assessment, a key frontier for the evolution of Made in Italy. The ambition is considerable: a full Salone del Mobile event in Riyadh is planned for November 2026, marking the first such occasion on foreign soil since the pandemic era. In Hong Kong, a carefully curated collaboration with Art Basel has opened an entirely new frontier of cultural and commercial cross-pollination, a strategic alliance between two of the world's most influential creative platforms, inviting a conversation between design and contemporary art that neither discipline could sustain alone. The dialogue continues to deepen, with an expanding roster of Italian companies joining the initiative and strengthening their presence in one of Asia's most discerning and design-literate markets.



Salone del Mobile.Milano



Meanwhile, the Salone's relationship with the Japanese market has been nurtured through the touring of the SaloneSatellite Permanent Collection, a cultural mission that placed young Italian designers in direct dialogue with a market renowned for its unparalleled appreciation of craft, precision and aesthetic integrity. It was a gesture that spoke not of commerce alone, but of shared values and mutual respect between two of the world's great design cultures. Looking further ahead, Salone's international roadshow continues to chart new territories with remarkable purposefulness. India, identified as one of the markets with the most extraordinary growth potential, is firmly within its strategic sights, alongside Morocco, Turkey and Portugal. In 2026, the Italian Trade Agency will extend its world tour to Mumbai and Mexico City, bringing the total reach of this global outreach programme to cities spanning North America, Europe, Asia and beyond. What emerges from this panorama is a vision of the Salone del Mobile. Milano is as intellectually rigorous as it is commercially astute. This is a platform that understands the world is changing, that the centres of gravity in design, luxury and manufacturing are multiplying and shifting, and that chooses to lead that transformation rather than merely observe it. Milan remains, and will always remain, the irreplaceable heart of this ecosystem. But today, the Salone beats with a pulse that is felt from the Gulf to the Far East, from South Asia to Latin America. In a world defined by complexity, volatility and the constant search for meaning, the Salone del Mobile. Milano offers something rare and profoundly valuable: a fixed point of excellence, vision and connection and the unwavering conviction that great design, wherever it travels, always finds its way home.





Salone del Mobile.Milano