



CIE65  
LONDON

# Salone del Mobile 2024

The Art of the Kitchen for Convivial Living  
CIE Trend Report and Observations

# Salone del Mobile, Milano 2024

The Salone del Mobile, Milano is one of the world's largest and most unique furniture fairs. No other exhibition gathers so many artists, designers, journalists, and experts from all over the world in one place. The fair is met with great enthusiasm from the international design community and is unique in its ability to be capable of attracting design worldwide to the pavilions at Fiera Milano Rho. The 62nd edition of the event confirmed its leading role on the international scene with its combination of research, experimentation, and innovation. Attended by over 360,000 visitors it reinforced its reputation as the most important international trade fair in the sector.

The most eagerly anticipated show of the kitchen industry took place as part of the Salone del Mobile. The Eurocucina exhibition is a chance for the industry's big players to provide inspiration and innovation to an eager audience, who look to the exhibition as an indicator of product design direction and trends for 2025-26. The 2024 edition gave visitors a glimpse the design direction from manufacturers. The space between kitchen and dining getting particular attention, with exhibitors demonstrating how the space can be utilised for informal dining with lavish islands incorporating dining options at the end or the side, reflective of modern hybrid living where the kitchen space becoming the central hub from which other living spaces can take design direction.

This was evident from colour trends between exhibitions and the Furniture fair where colours and finishes took inspiration from the kitchen quarters and vice versa. Blush pinks, muted earthy matt finishes and calming tones were commonplace. This provided the opportunity for the designer to seamlessly link living quarters.

The Brera District and its creative buzz continued to inspire and provide a base for the likes of bulthaup, Gaggenau and V-Zug as well as the premium Italian Kitchen brands of Modulnova, Molteni & Dada and Boffi. These exclusive brands are at home in the creative centre of Milan, surrounding themselves with the culture and class of premium Italian brands and showcasing showrooms and exhibitions that oozed with class, style and elegance.

Eurocucina provided some clear trend direction which took some of its inspiration from the top brands in The Brera, but also some innovative touches of material treatment and craftsmanship which was lacking previously in the exhibition halls.

# Modern Industrial

Taking key influences from their commercial counterparts, these kitchens go behind the scenes of your Grand Cuisine era restaurant and elevate the styling to serve it up for a domestic setting.

## Key Observations:

1. Industrial styling and ironmongery
2. Grand Cuisine style islands and canopies
3. Heavy Duty range appliances
4. Metallic finishing with modern treatment
5. Soft detailing of hard elements
6. Material honesty – the materials are there for a purpose
7. Hybrid Versatility – Indoor or Outdoor permutations





# Stainless Steel & Aluminium

The most prominent materials at the exhibition were a nod to their durability, flexibility and sustainability within the kitchen environment

## Key Observations:

1. The use of stainless steel as the ultimate kitchen surface
2. No limit to usage.
3. Textured and brushed – the stainless steel showed the patina of time & use to give a sense of familiarity and comfort
4. The ultimate in functionality – offered a myriad of design solutions for indoor and outdoor
5. Circular Use – Complete furniture that is easy to assemble, disassemble and reconfigure
6. Used in conjunction with natural materials to soften industrial aesthetic









# Calming Tones & White Rebirth

2024 has reinforced our desire for self-care and nurture. Taking inspiration from nature and wood hues, the calming tones provide a clarity of thought and tranquillity.

## Key Observations:

1. Pristine Whites provide the backdrop for vibrant bursts of exuberance.
2. Used in conjunction with organic shapes and softly rough surfaces. Stones and woods as key material collaborators with this aesthetic.
3. Distinctly Scandinavian in design styling.
4. Priority is given to natural and unprocessed materials.
5. Used to soften the look of man-made materials.
6. The use of White as a timeless choice.









# Blush Beauty

An extension of the calming tones and neutrals, blush pink continued to be 'the' stand out colour at Salone.

## Key Observations:

1. Used in several applications at Salone – furniture, soft furnishings, kitchens, interior decor– its reach was far extending
2. Blush pink is used for restorative effect – calming, relaxing and easy on the eye
3. Evokes a sense of warmth when used as a neutral shade
4. Daring without being overwhelming.
5. Longevity due to oversaturation could now be questioned





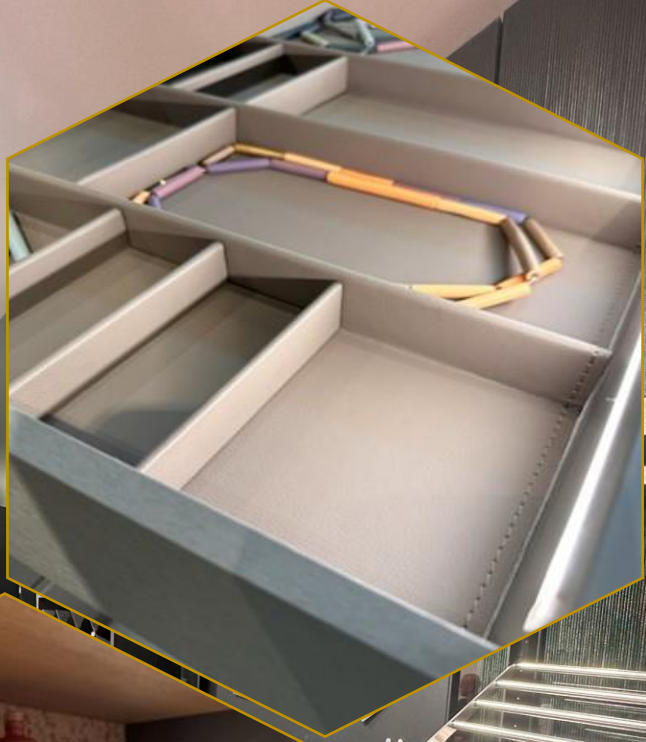
# Interactive Kitchen

Eurocucina exhibitors demonstrated new and innovative storage solutions which showcased sophisticated styling extending to all areas of the kitchen

## Key Observations:

1. Interactive mechanisms that provide efficient kitchen organisation
2. Solid wood internals adorned with leather to give an added level of sophistication
3. Highly crafted inserts – stitched leather, dovetailed drawers to evoke luxury
4. Bling mechanisms that made previously unusable space accessible
5. Accessories and utensil storage to complement the kitchen aesthetic
6. Everything to hand for the user – worktop mounted storage racks
7. A growing demand for versatile and efficient kitchen organisation
8. Clutter free spaces that provide clarity of thought
9. Playfulness – a chance to 'show off' Smart appliances & gadgets







# Luxe small-scale uplifts

The popularity of separate pantries & utility spaces were given a glamour upgrade behind concealed compartments off the main kitchens

## Key Observations:

1. Sophisticated accents and details to areas previously hidden away
2. Upgraded fixtures and clever storage solutions behind pivot doors off the main kitchen area
3. Upgraded to extravagant wine cellars and pantries
4. Curate corners and nooks to form a micro-escape or offer a sense of boutique hotel at home, such as a dedicated dressing table area or relaxation corner







# Outside In

The Kitchen as a convivial space and its position as the hub of the home extended into bringing the intimacy and sociability of the kitchen into outdoor spaces and nature finding itself central to the party

## Key Observations:

1. Big and prominent displays of trees and natural objects providing a link between the outdoors and interiors
2. The Outdoor kitchen trend gaining momentum and traction with new and innovative finishes that provide an extension to your living space
3. Geodes and rock formations, natural worn surfaces and soft edges provided the centrepiece for many islands and feature worktops
4. The use of mirror and glass to reflect the outside 'in' to create a natural backdrop and pop of colour to interiors
5. The use of natural 'raw-like' materials such as wood veneer with low lacquer sheen
6. Nature as a 'comfort blanket'





Gaggenau - The Elevation of Gravity at Villa Necchi Campiglio





# Retro Maximalism

There is nothing conservative about maximalism. This is an interior design style rooted in the belief that more is more! At Milan we saw eclectic layers of bold colours, patterns, textures, and ornate accents infused with vivid retro styling.

## Key Observations:

1. Achieving modern maximalism requires a balanced approach, focusing on a vibrant colour palette and personal touches. It's a celebration of personality and meaningful objects, departing from mere displays of wealth.
2. The revisiting and reinterpretation of classic designs
3. Classic retro pieces alongside contemporary works
4. Products that borrow key aesthetics from past designs, or nod to them through material choices such as teak, rattan, cork and bamboo
5. Bright, vivid statement colours to add a touch of personalism





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# Texture

Matt and smooth – juxtaposition of texture

Key Observations:

1. Etched glass to achieve a 'fabric-like' appearance
2. Matt Surfaces – soft to the touch – feeling of comfort
3. Rugged and natural to reflect the 'raw-like'
4. Minimal use of lacquer on wood or stone – rough texture
5. Pitted and smooth to reflect decades of exposure to the elements
6. Soft rounded edges







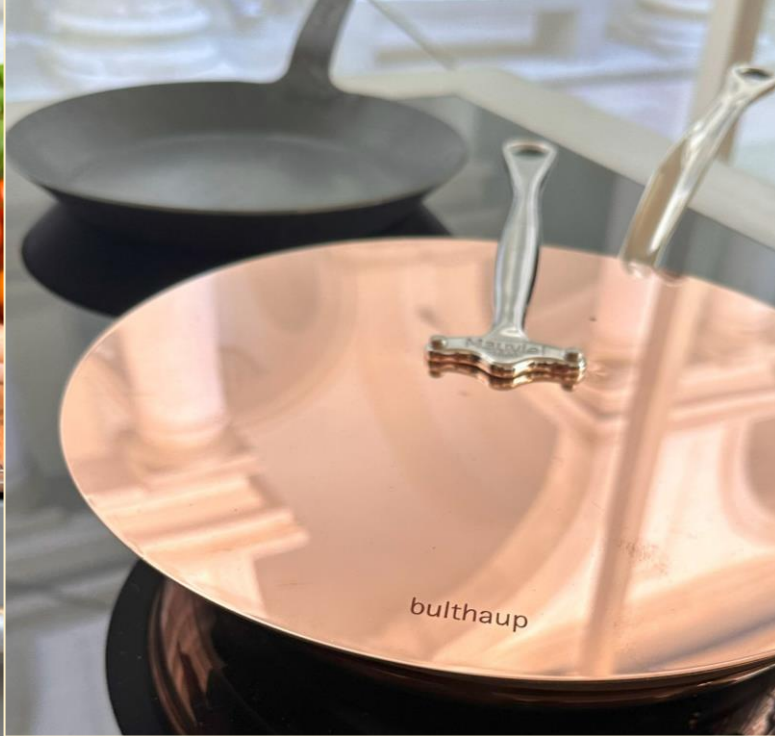


# bulthaup brilliance

Salone 2024 saw the presentation of new bulthaup kitchen furniture which took inspiration from their original KWB workbench focusing on the kitchen as the epicentre for convivial living

## Key Observations:

1. Custom built 3-dimensional polygonal feature walnut wall
2. Pullout apothecary in solid wood for storage and customisation
3. Wall suspended KWB embedded into an enzian blue silk lacquer panelling
4. Modular bulthaup kitchen island with stainless steel top and solid wood panelling
5. Bulthaup solid pinewood worktop and Tombak framework
6. A range of bespoke bulthaup cookware and cast-iron accessories
7. Artisan copper cookware made from stainless steel with a copper coating
8. A re-designed classic bulthaup KWB kitchen workbench with height adjustable ceiling element, integrated branded bulthaup hob in induction or gas





HERZBLUT









# Summary

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The long aisles of the Eurocucina exhibition at the Fiera Milano Rho continue to inspire those devotees who make the bi-annual pilgrimage, filling the halls with an air of anticipation of what they are about to behold. Eurocucina in 2024 is still an excellent barometer of design and trends for the kitchen market. Flashes of real inspiration may be few and far between, however the show is unrivalled in its capacity to uncover the latest trends and innovations and showcase the very best in Italian (and German!) design.

The real take home from the exhibition is the changing landscape of the kitchen on how it is now the real epicentre of the home. All the exhibitors revelled in illustrating how the kitchen is a design springboard for all areas of family life. This was demonstrated to excellent effect with island settings which drew on nature to provide a theatre for communication, laughter and comfort with food almost taking a back seat. The emergence of AI in many appliance stands will undoubtedly grow ever more noticeable in the kitchens new landscape.

The prominence of pure white furniture in the surrounding furniture halls, and in some kitchens was a real surprise. This looked refreshing and elegant amongst a backdrop of muted tones and off whites. Far from the flat door aesthetic we have seen previously, whites were applied with texture to give it a far more alluring and comforting feel but still remaining minimalist and contemporary. Furthermore, when used with a glass textured door, the overall effect was incredibly luxurious and high end.

The Brera District's extravagant displays and classy showrooms of the premium kitchen and appliance brands continue to ooze with class, style and elegance. Much of CIE's inspiration lies within this neighbourhood. The beating heart of the Brera is the Pinacoteca di Brera, temporary home to bulthaup. In this elegant setting they paid homage to their roots with the inspired reinvention of their iconic kitchen workbench and the new direction of the product. The highly crafted finishes and product will sit well with CIE's esteemed Architect and Design community.

And we can't wait to tell you all about it!



Join us for a journey  
into the world of  
Super Prime  
kitchen design



To book your  
dedicated session  
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