

HOME FURNISHINGS

# Salone del Mobile prepares to enter Saudi Arabia

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*The Architecture and Design Commission of Saudi Arabia has signed on as a partner of the organization. Image credit: Studio Gi Forma Salone del Mobile.Milano*

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By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Luxury furniture fair Salone del Mobile is coming to a new destination.

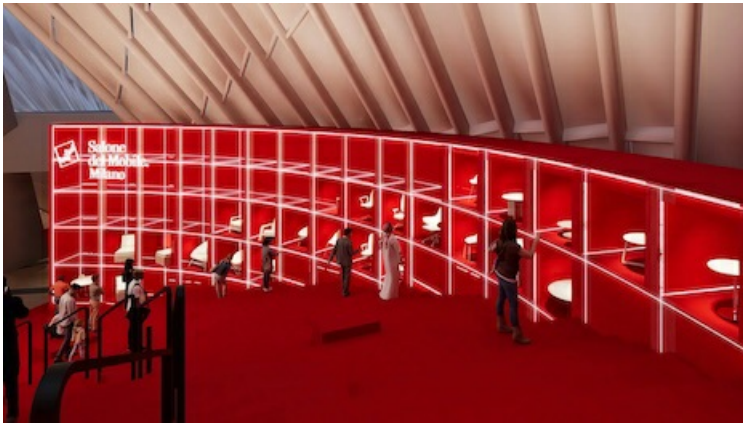
From Nov. 26 to 28, the event will come to the King Abdullah Financial District in Riyadh, Saudi Arabia. Titled “Red in progress. Salone del Mobile.Milano meets Riyadh,” the three-day B2B-focused program marks the beginning of a multi-year partnership between the design organization and the Kingdom, which will see the full Salone del Mobile festival take place in the capital city next year.

“Red in progress. Salone del Mobile.Milano meets Riyadh” is the first step towards 2026, when the city will host a fully-fledged Salone del Mobile, broader in scope, richer in content and at the service of Saudi Arabia’s design ecosystem,” said Maria Porro, president of [Salone del Mobile](#), in a statement.

## Crossing over

Products from more than 35 high-end Italian furniture manufacturers will be featured within the district’s Financial Plaza next month.

The event will also showcase work from international and Saudi Arabian talents curated by Annalisa Rosso, Salone del Mobile’s editorial director and cultural events advisor. The show floor will house a dedicated business lounge where entrepreneurs and companies’ leadership teams can hold meetings with local officials.



*There will also be an area for high-end lifestyle products as well as two spaces which will house the work of local designers. Image credit: Studio Gi Forma Salone del Mobile.Milano*

The title of the event references its central sculptural installation, a modular, red set of scaffolding that will present the works of more than 30 participating furniture companies. The artistic piece was crafted by Milanese architectural studio Gi Forma.

The Middle East is increasingly gaining attention from luxury figureheads, with hospitality brand Mandarin Oriental recently unveiling its plans to launch branded residences and a golf resort in Dubai by 2030 ([see story](#)).

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