

LAURAMERONI

Salone del Mobile, Milano

Infinite Tales

The Salone del Mobile, also known as the Milan Furniture Fair, is one of the most significant events in the world of design and furniture. Held annually in Milan, Italy, this exhibition showcases the latest in furniture and design from countries around the globe.

 Salone
del Mobile.
Milano

In the heart of Milan, each spring, the city buzzes with anticipation as designers, architects and enthusiasts from all over the world flock to the Salone del Mobile. For one week, the city transforms into a hub of creativity and innovation.


Overall, the Salone del Mobile is more than just a trade fair; it's a celebration of creativity and an influential force in shaping the design landscape globally. Whether you're an industry professional or a design enthusiast, attending the Salone del Mobile is an inspiring experience that showcases the best of what the world of design has to offer.

The Salone del Mobile continues to be a melting pot of creativity, offering a glimpse into the future of design and leaving a lasting impact on all who attend.





Feel beyond



Laurameroni unveils its new collection at Salone del Mobile. Milano 2025, under the evocative concept Feel Beyond: a celebration of tactile beauty and visual poetry, where design transcends the visible and becomes an intimate dialogue between matter and emotion.



watch the video

2025

Laurameroni presents its new collection at Salone del Mobile.Milano 2025, embracing the concept “Feel Beyond”: a journey through sculpted materials, refined details and immersive atmospheres.

Laurameroni invites visitors into three evocative worlds—convivial, living and intimate—where sofas, wall systems, wardrobes and lighting reveal an aesthetic that is both tactile and timeless. Materials such as velvet, leather, marble, and rare woods harmonize in spaces that speak to the senses, elevating interior design into a form of emotional storytelling.

With its signature elegance and a renewed spirit of experimentation, Laurameroni reaffirms its philosophy: Be Different. Be Unique.







Our iconic Maxima boiserie in Liquid Metal Tin finish becomes a sculptural and expressive backdrop for the dining area.





The Talento Bar System defines a new standard of elegance with its smooth curved volumes and rounded edges.









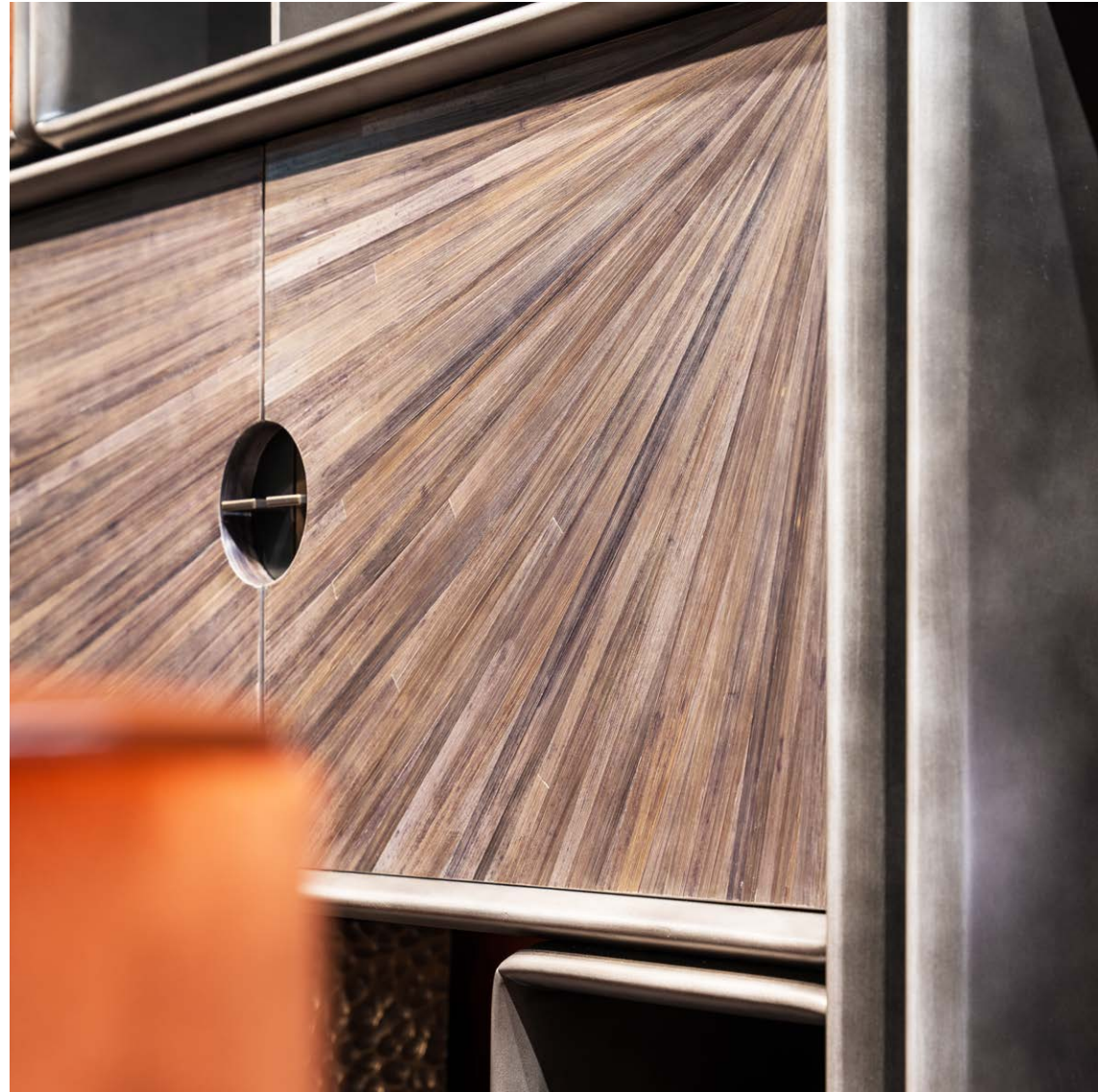
Unlimited Tin Liquid Metal and Stone Rose marble meet in a composition of contrasts, revealing the material soul of Talento.







A landscape of sculptural forms and tactile finishes: Bitta and Duetto sofas, Maxima boiserie, Duna armchairs, and Bolle low table compose an intimate yet theatrical scene.



The Talento shelving system combines dark bronze Delabré lacquered wood with the refined texture of brown rye straw inlaid doors.

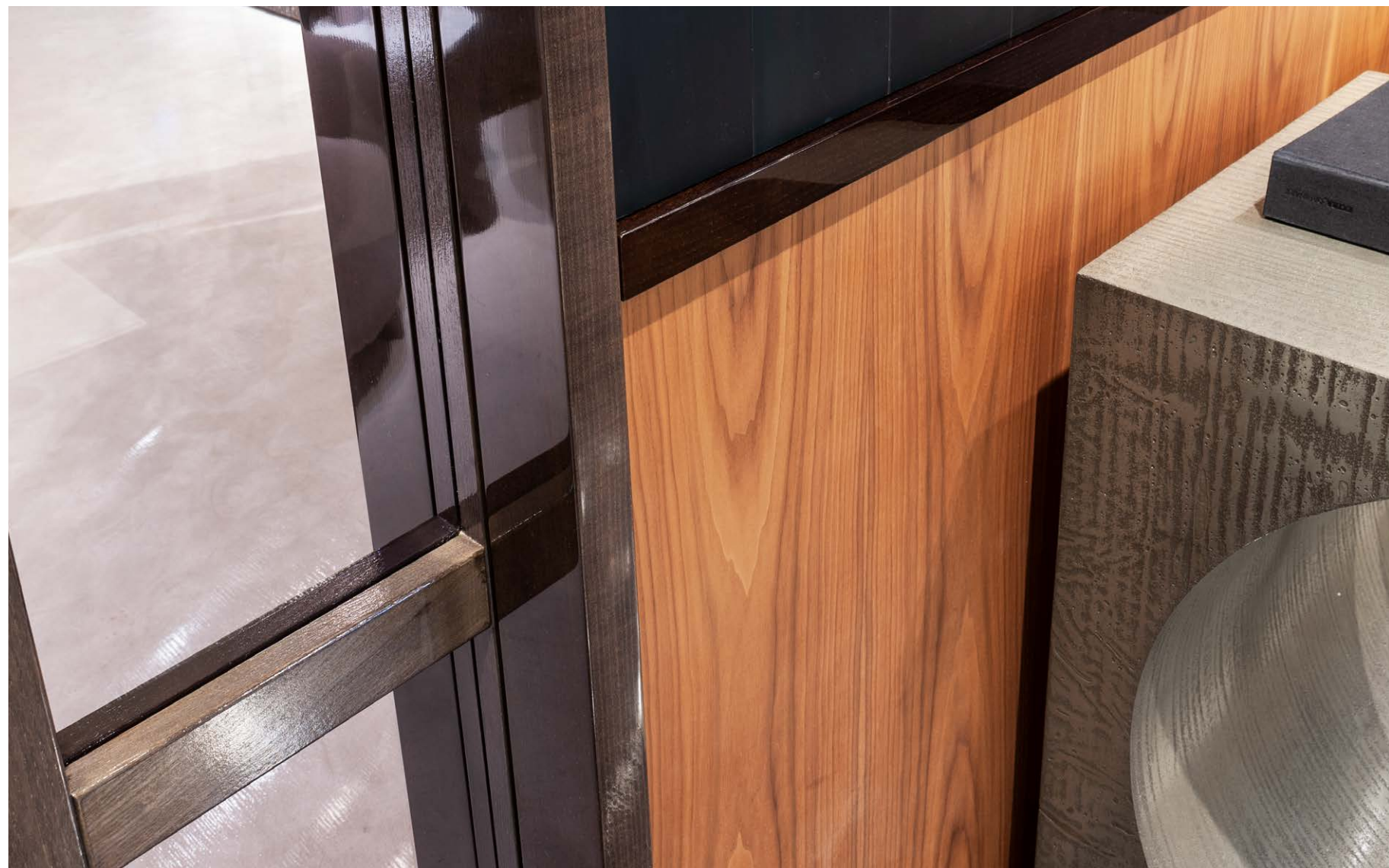




Vertical Gardens: one in deep walnut root, the other in the luminous elegance of glossy lacquer.







Sliding Frame doors crafted in glossy brown ash and smoked glass, blending material warmth and visual lightness.





Lama wool, Liquid Velvet, and dark bronze Liquid Metal: the Ippolita armchairs, the Hug low table, and the Cortecchia wall panels create a unique tactile composition.



36

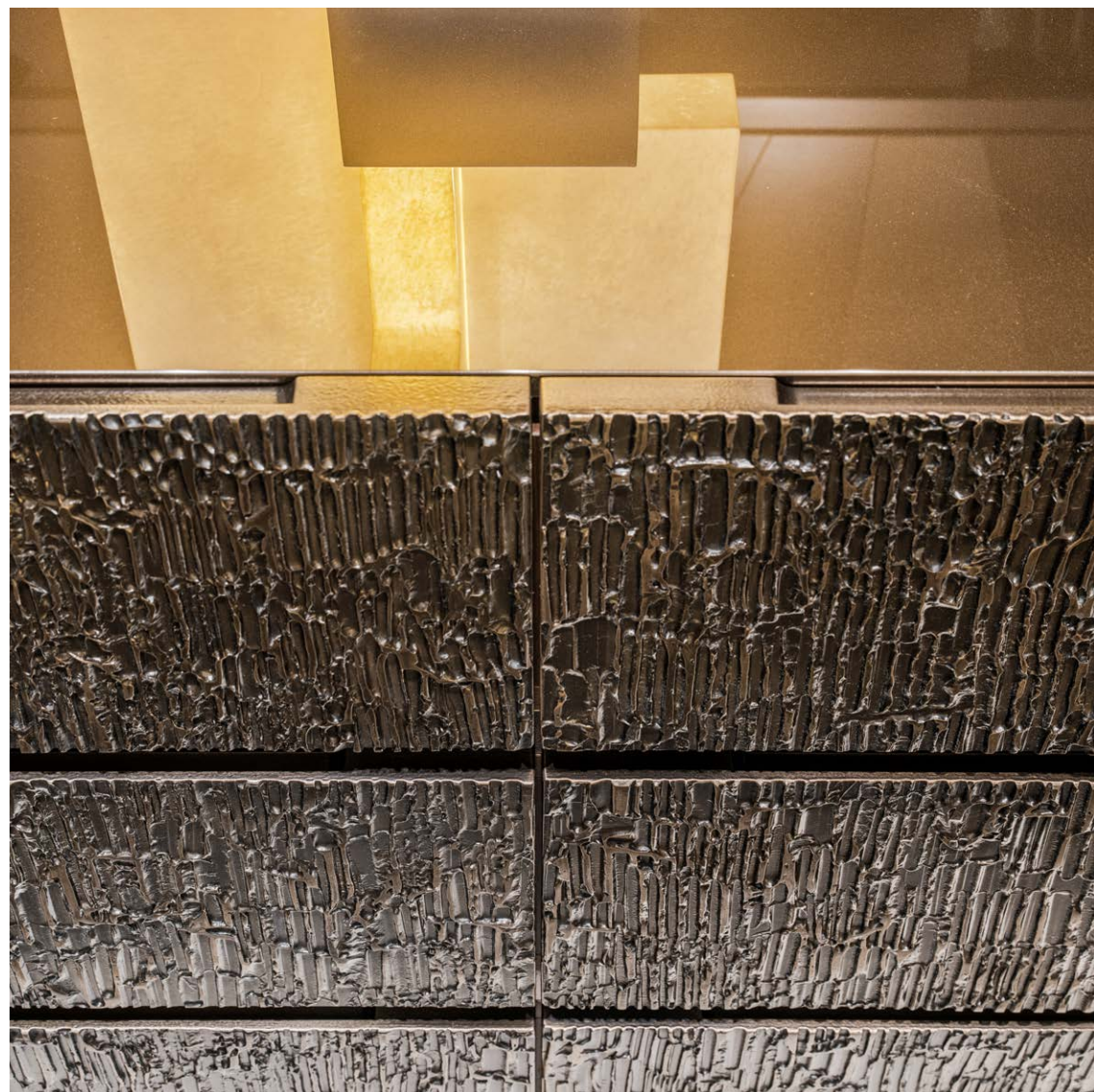
37



The Talento Vanity Desk, with its smooth shellac surfaces and Rift-textured side panels, meets the Kris chair in a dialogue of light and reflections.







The Corteccia nightstands reveal their hand-carved surfaces, as the Terre boiserie wraps the scene in a rhythm of sculpted geometry.





Glossy shaded lacquers and mahogany veneers define the dialogue between the Collectionist Low Bar and Poe Desk. The 40/40 wall system with rye straw doors and green hair-leather panels completes the scene, where material contrasts shape an immersive sensory experience.

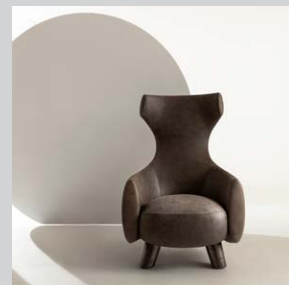




An architectural rhythm unfolds through the Terre Wardrobe composition, where matt wood, liquid velvet, and Loro Piana cashmere doors alternate in a sophisticated play of textures.



The new products



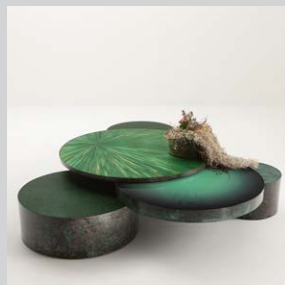
IPPOLITA BERGERÈ

- Project by Dainelli Studio



TALENTO BAR SYSTEM

- Project by Edoardo Colzani



BOLLE

- Project by Bartoli Design



ZEPPELIN

- Project by Laurameroni



DUNA

- Project by Luca Barengo



BITTA

- Project by Luca Barengo



DUETTO

- Project by Luca Barengo



DIANA

- Project by Dainelli Studio



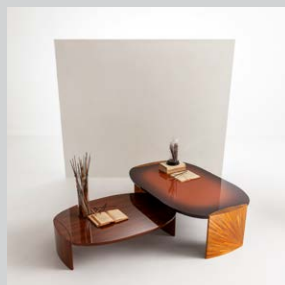
INFINITY LOUNGE

- Project by Cesare Arosio



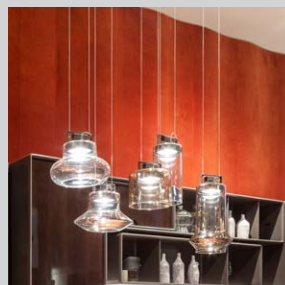
IPPOLITA

- Project by Dainelli Studio



POE LOW TABLES

- Project by Bartoli Design



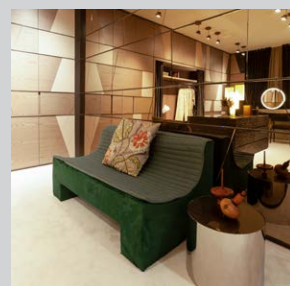
MA05 GLASS

- Project by Mark Anderson



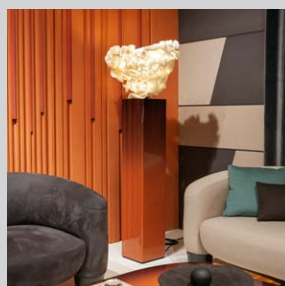
TALENTO VANITY

- Project by Edoardo Colzani



OLLIE SOFA

- Project by Dainelli Studio



VEGA

- Project by Mirei Monticelli



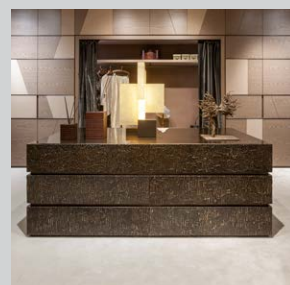
HANDLES

- Project by Mark Anderson



OLLIE BENCH

- Project by Dainelli Studio



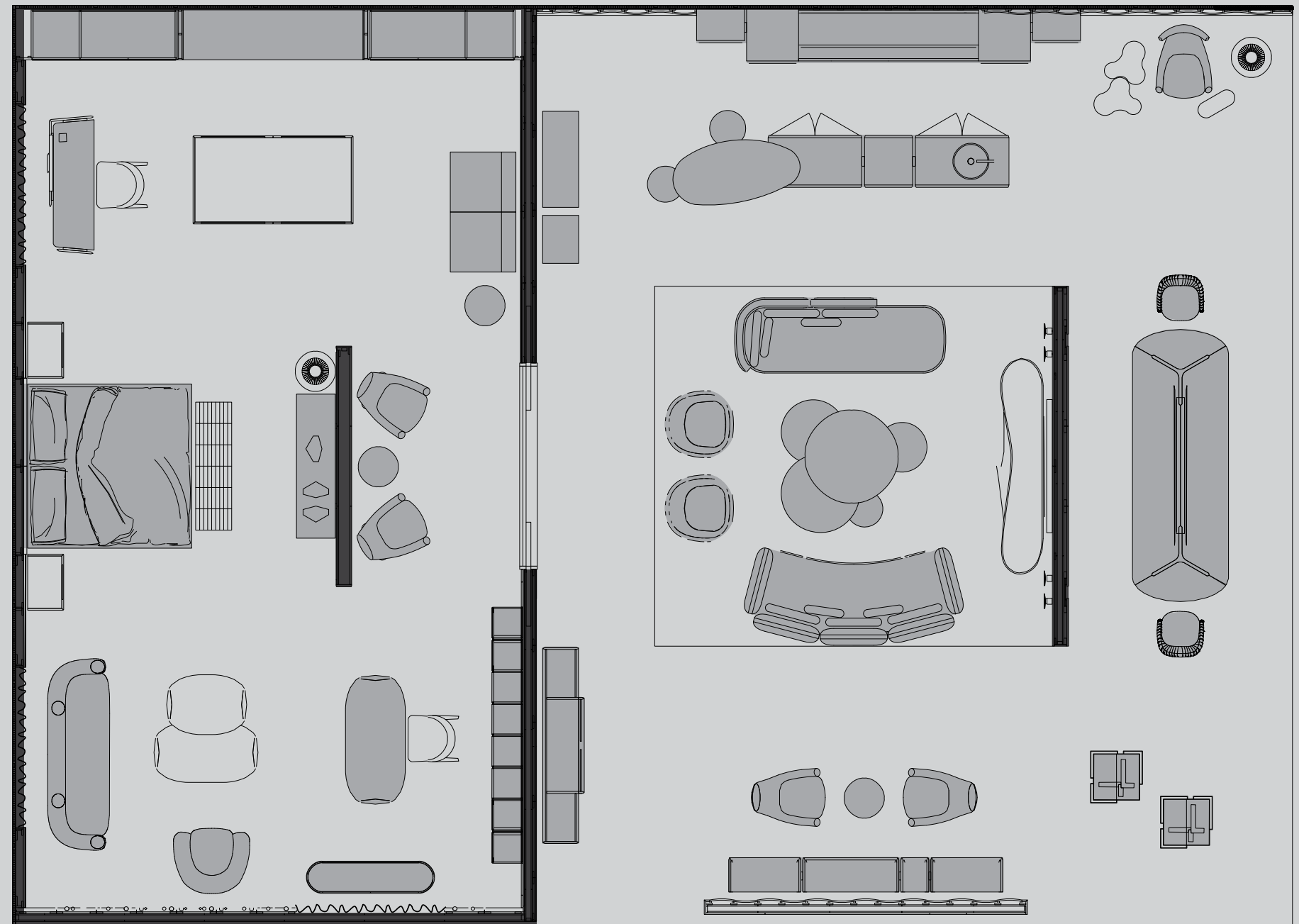
CORTECCIA DRESSER

- Project by Laurameroni




PIANETI

- Project by Bartoli Design





Floral fusion



Laurameroni unveils its new collection at the Salone del Mobile Milano 2024, under the evocative title “Floral Fusion”: a harmonious blend of natural beauty and contemporary design.



watch the video

2024

Laurameroni presents its new collection, “Floral Fusion” at Salone del Mobile Milano 2024. Inspired by the beauty of flowers, the collection combines warm floral hues with the sleekness of steel and deep tones like black and anthracite.

Materials such as lacquered woods, velvets, leathers and cashmeres blend with elegant finishes like Travertine marble and Loro Piana cashmere wool. This fusion of nature and modern design creates distinctive, luxurious spaces. With its signature style, Laurameroni reaffirms its motto, “Be Different Be Unique,” introducing innovative products and finishes that showcase both beauty and functionality.





L'URAVIRONI

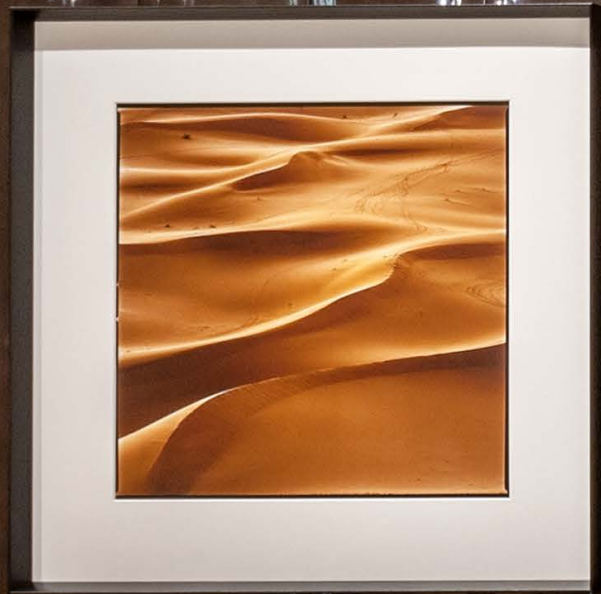


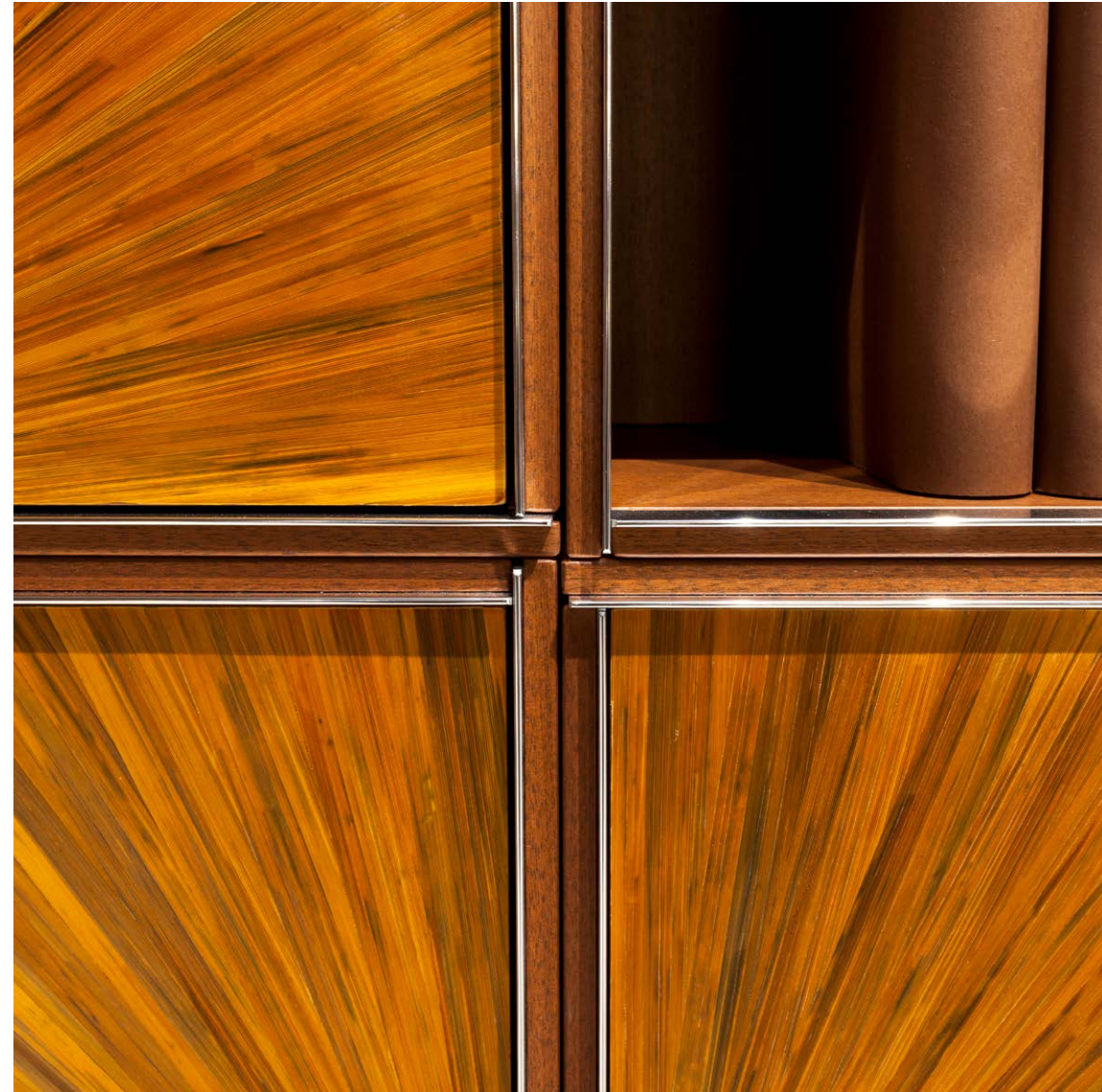
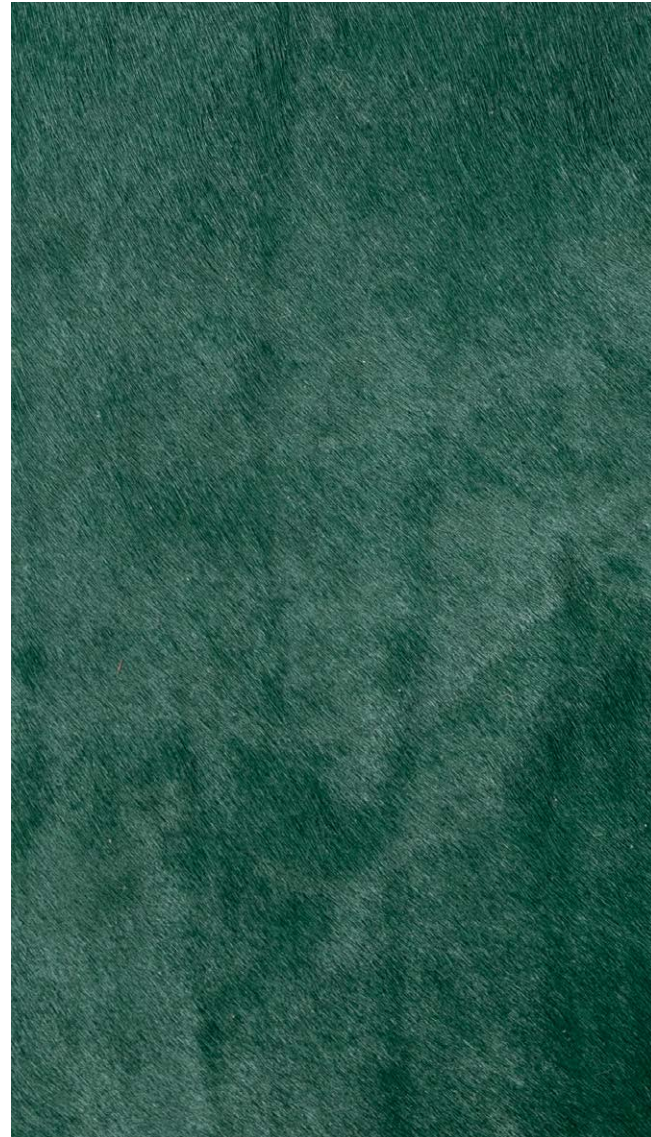
A fusion of floral hues and contemporary steel creating a harmonious blend of nature and urban sophistication.





Tube console in liquid metal tin with Raptor texture, alongside Dune wall panels in glossy lacquered ash wood.

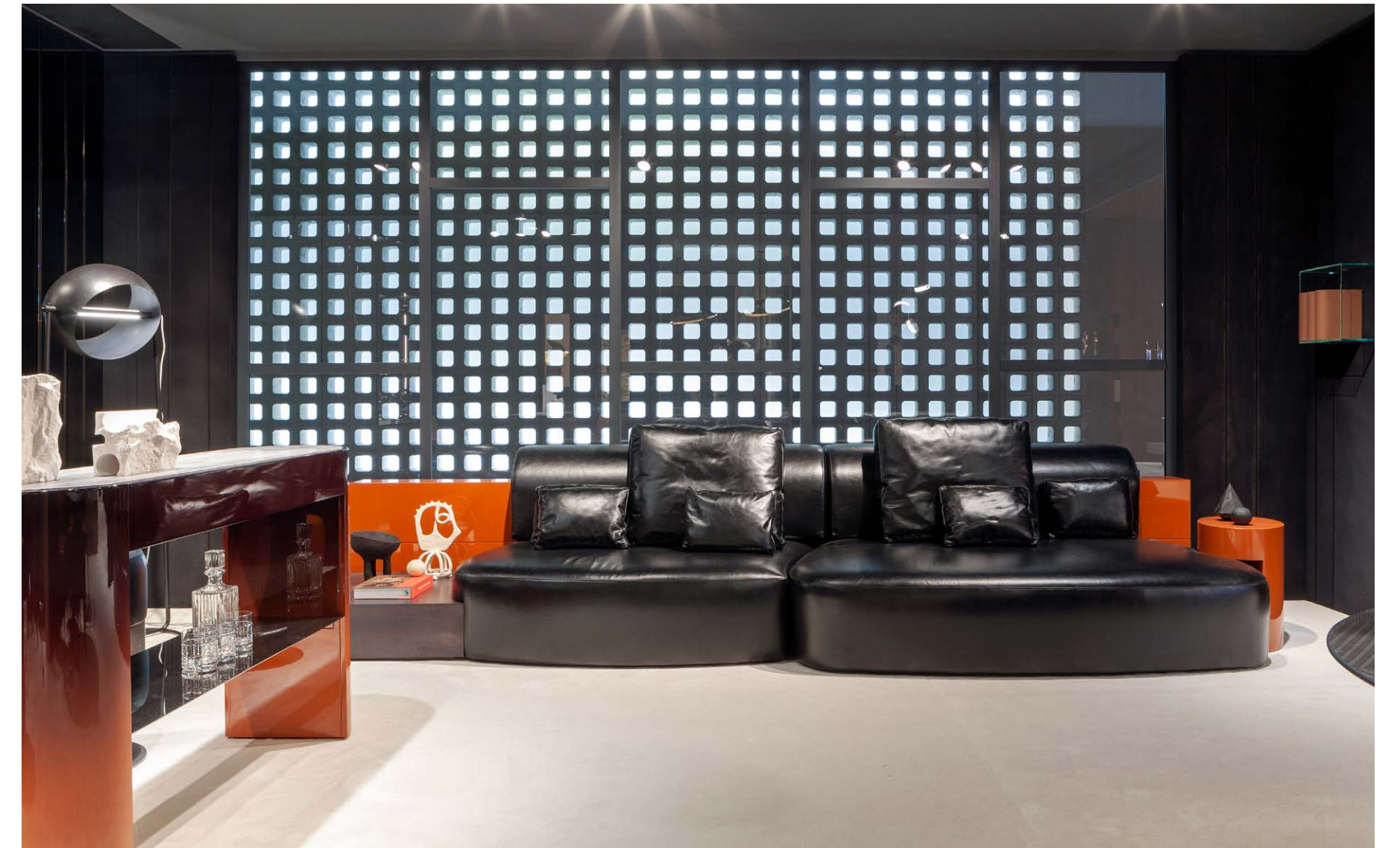




40/40 bookshelf in mahogany with rye straw doors, featuring a green hair-on leather backdrop.







The Feel table with wood inlay enhances this bar area, dominated by the glossy lacquered and black leather Symphony sofa.





Maxima Big wall panels in liquid metal tin finish reflect the glow of the modular Light Wall lamp, creating a dynamic interplay of light and texture.







The Cono lamp, featuring a blown Murano glass lampshade, illuminates the space alongside Amelie armchairs finished in liquid metal Raptor, creating an elegant and distinctive atmosphere.

The new products



AMELIE

- Project by
Cesare Arosio



OLLIE

- Project by
Dainelli Studio



RIALTO

- Project by
Giorgio Bonaguro



SYMPHONY

- Project by
Cesare Arosio



PLAZA

- Project by
Dainelli Studio



**COLLECTIONIST
BAR**

- Project by
Bartoli Design



**INFINITY
TALL**

- Project by
Cesare Arosio



COLLECTIONIST

- Project by
Bartoli Design



VERTICAL GARDEN

- Project by
Ilenia Viscardi



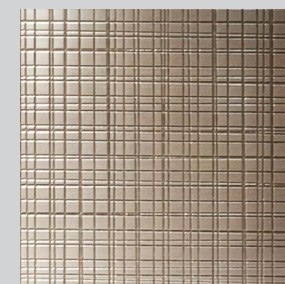
TUBE

- Project by
Laurameroni



KRIS

- Project by
Cesare Arosio



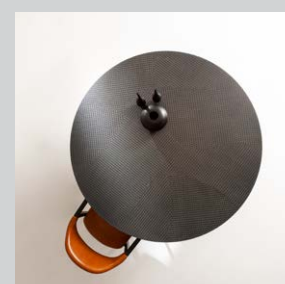
MAXIMA BIG

- Project by
Bartoli Design



ML 08

- Project by
Leone e Mazzari



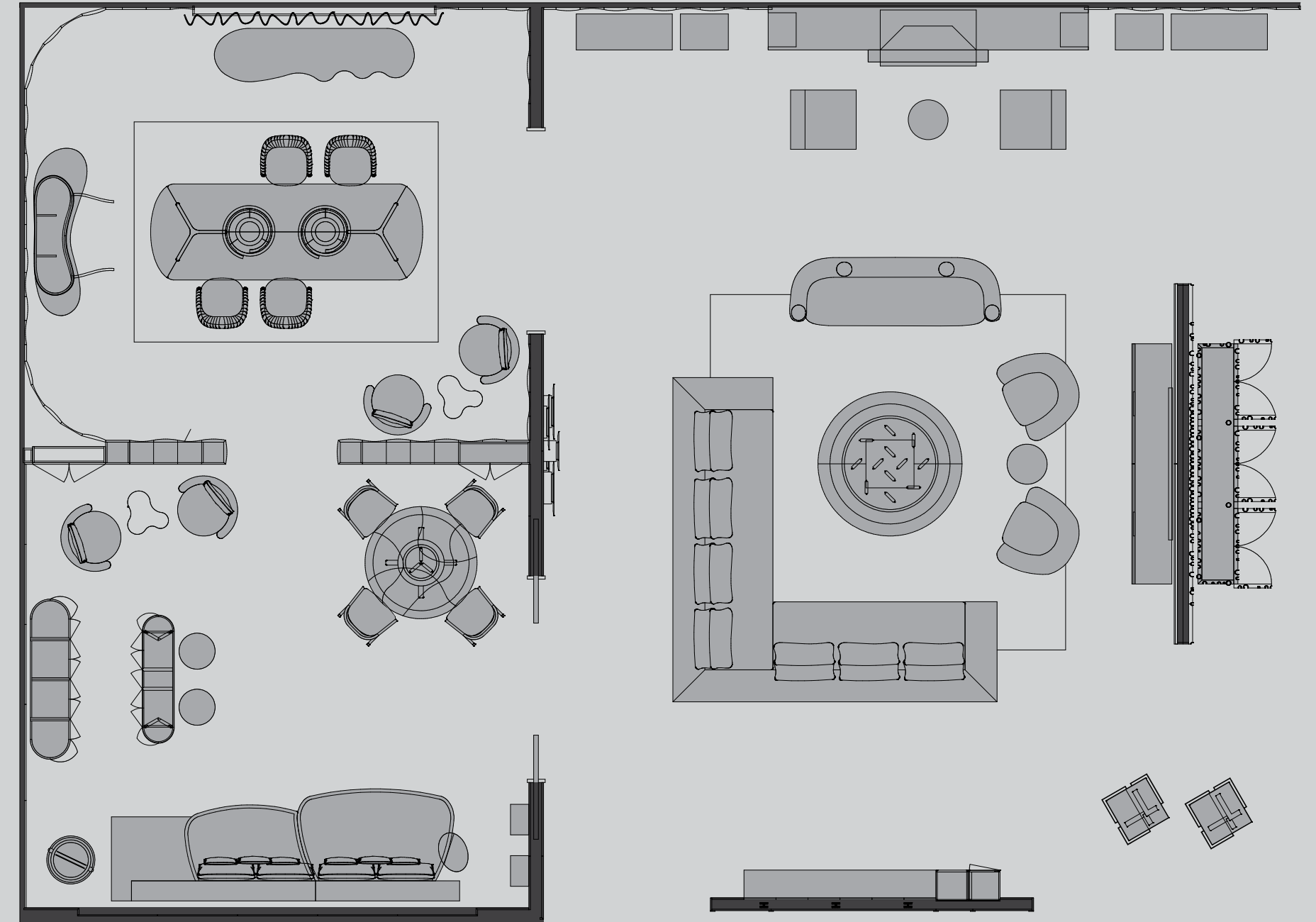
FEEL

- Project by
Paolo Rizzato



**INFINITY
COFFEE TABLE**

- Project by
Cesare Arosio





Fil rouge



The “Fil Rouge” literally “red yarn”, is the common thread, the structure, the leitmotif around which a story, a narration, is articulated. Laurameroni narration follows a thread born more than twenty years ago that blossomed from a passion for design and craftsmanship, and matured in tradition, innovation and research.



watch the video

2023

Laurameroni's "Fil Rouge" serves as the guiding theme at Salone del Mobile Milano 2023, weaving a narrative crafted over two decades of design passion. This "red thread" represents captivating geometries, material contrasts and sophisticated finishes, allowing professionals to create harmonious atmospheres and perfect compositional balance. The collection features a wide array of living area furnishings for those who appreciate contemporary style and custom high-quality craftsmanship.





86



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Faithful to its heritage, Laurameroni blends classic lines with modern elegance, emphasizing charisma, functionality and refined details. The exhibit showcases sofas and armchairs with soft profiles, ash wood furnishings enriched by "Liquid Metal" details, and a palette of grey, brown and metallic tones contrasted by a vibrant red.



Laurameroni redefines luxury with a focus on craftsmanship, creativity and elegant simplicity.





At the entrance of the stand, the Juta wall in liquid metal dominates the scene, serving as a backdrop for the imposing Infinity sideboard and the sculptural Ada lamp.



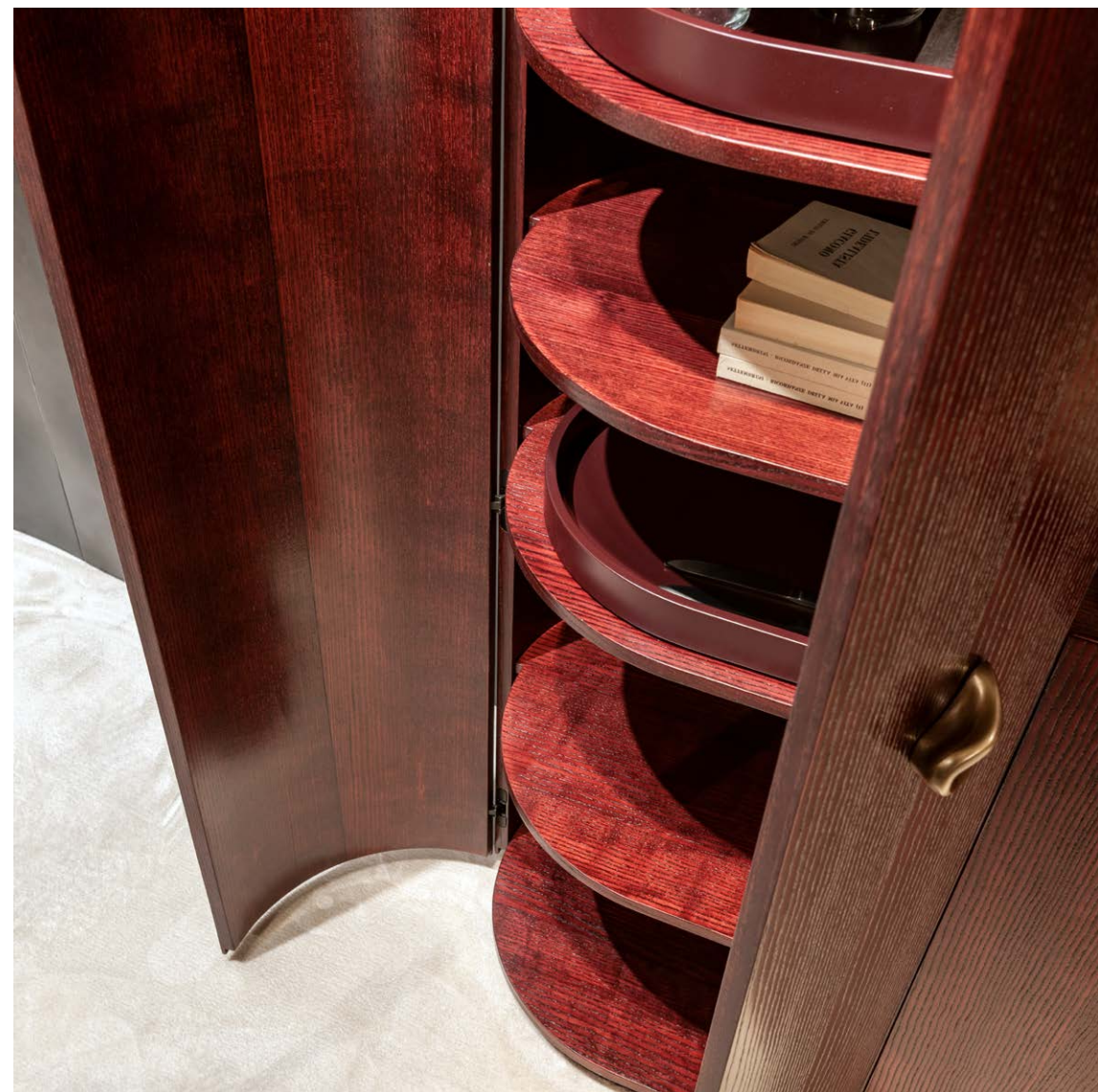


The Line wardrobe in Delabrè Dark, outfitted as a bar, is the highlight of the living room, bringing both functionality and an elegant focal point to the space.









The Collectionist collection now features three additional elements: a low sideboard, a buffet, and a tall cabinet, all presented in unique, meticulously crafted finishes.



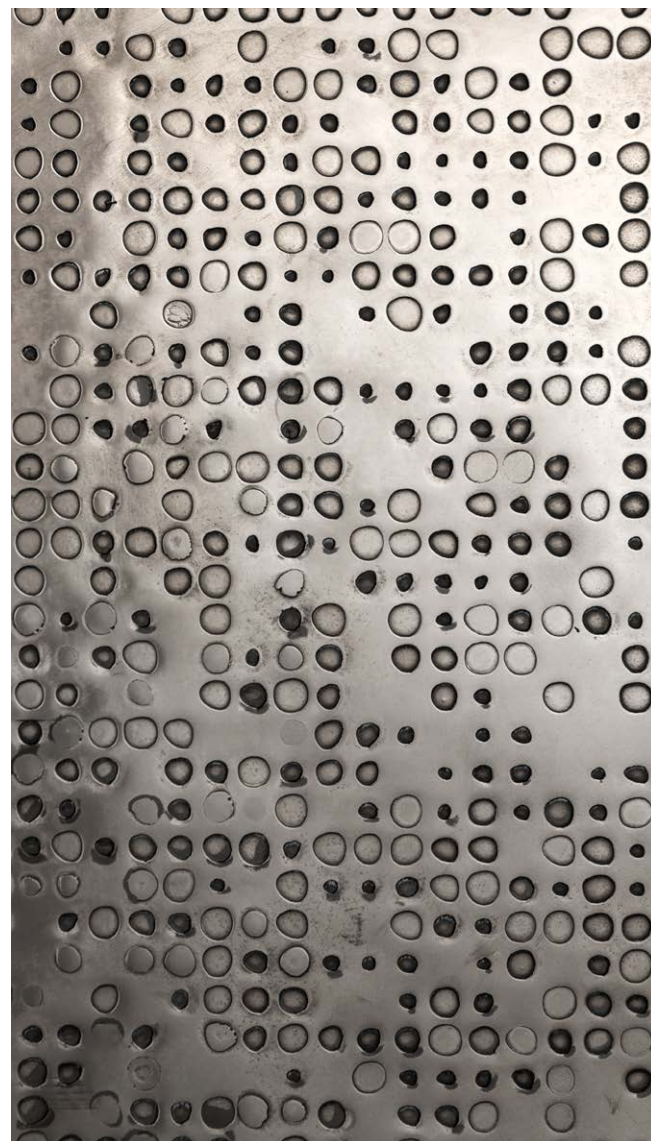
The low sideboard with a Red Levanto marble top is a true gem, seamlessly blending into an environment dominated by elegant, flowing curves.







The use of rye straw represents exquisite craftsmanship, adding a distinct and unique character to every element it enhances.



Talento Unlimited sideboard stands alongside the Aurizia lamp, whose Banaca fiber lampshade brings natural elegance and warmth to the setting.



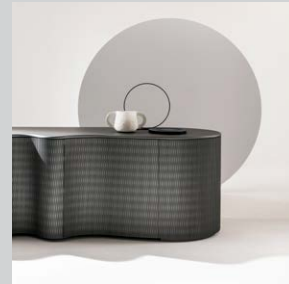




Dune wall panels in glossy lacquer paired with sliding doors adorned with Space decoration in liquid metal create an elegant and modern aesthetic.



The new products



INFINITY BIG

- Project by
Cesare Arosio



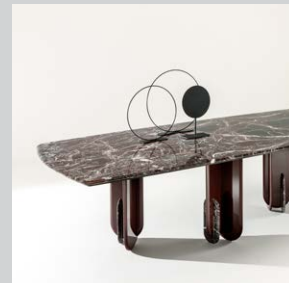
TALENTO

- Project by
Edoardo Colzani



IMPERFETTO

- Project by
Romani Saccani
Architetti Associati



TALENTO TABLE

- Project by
Edoardo Colzani



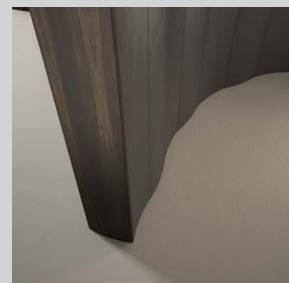
LINE

- Project by
Cesare Arosio



DRAPÈ CLUB

- Project by
Bartoli Design



DUNE

- Project by
Laurameroni



FRAME

- Project by
Laurameroni



COLLECTIONIST BUFFET

- Project by
Bartoli Design



COLLECTIONIST CABINET

- Project by
Laurameroni



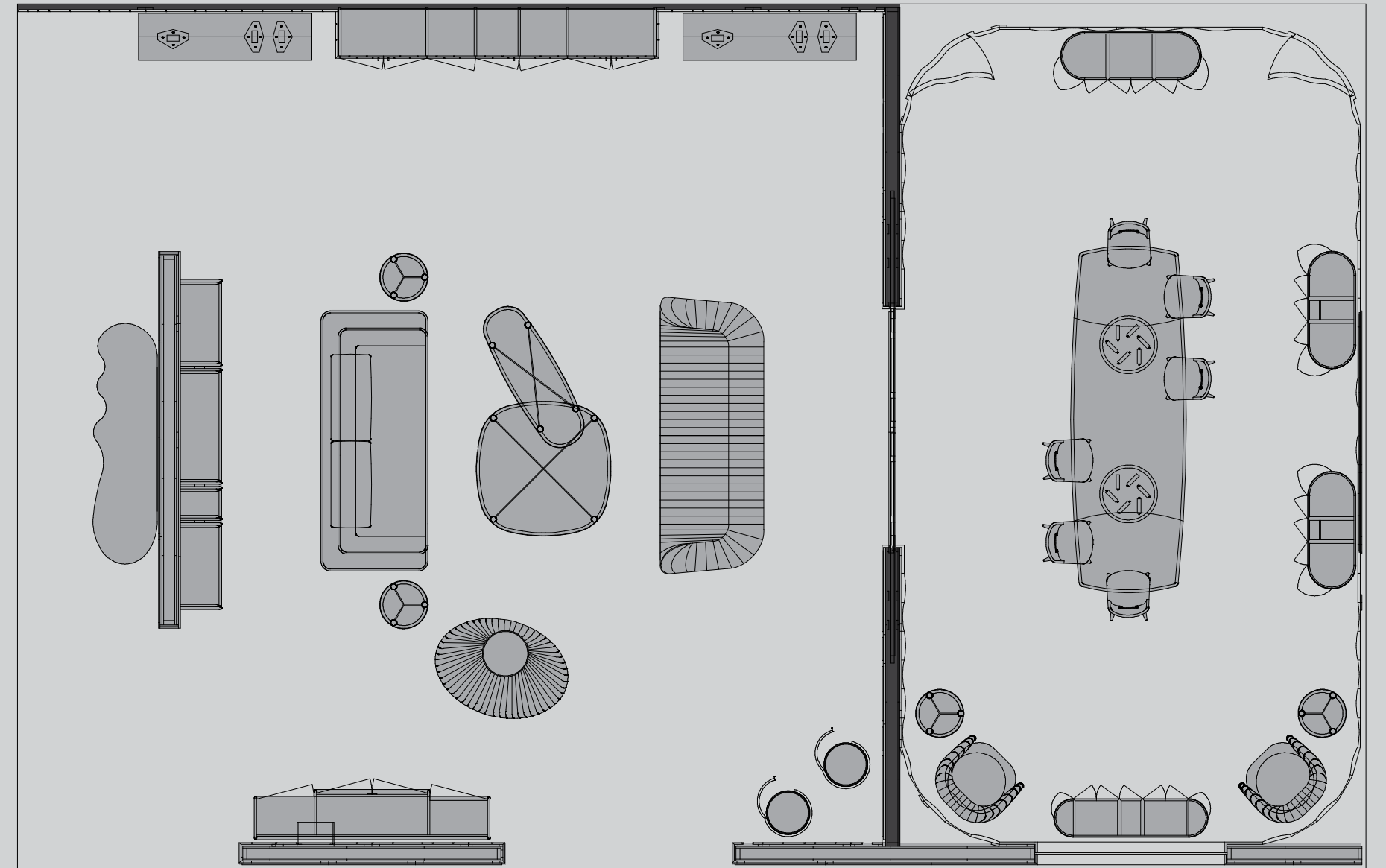
AURIZIA

- Project by
Laurameroni




COLLECTIONIST LOUNGE

- Project by
Bartoli Design





Living connection



Living Connection inspires this year's Salone del Mobile. Laurameroni showcases the unique flexibility of our collections, adapting like chameleons to create vibrant tailored spaces for any environment. Experience refined modern designs that embody our "be different be unique" philosophy, redefining luxury and personalization.



watch the video

2022

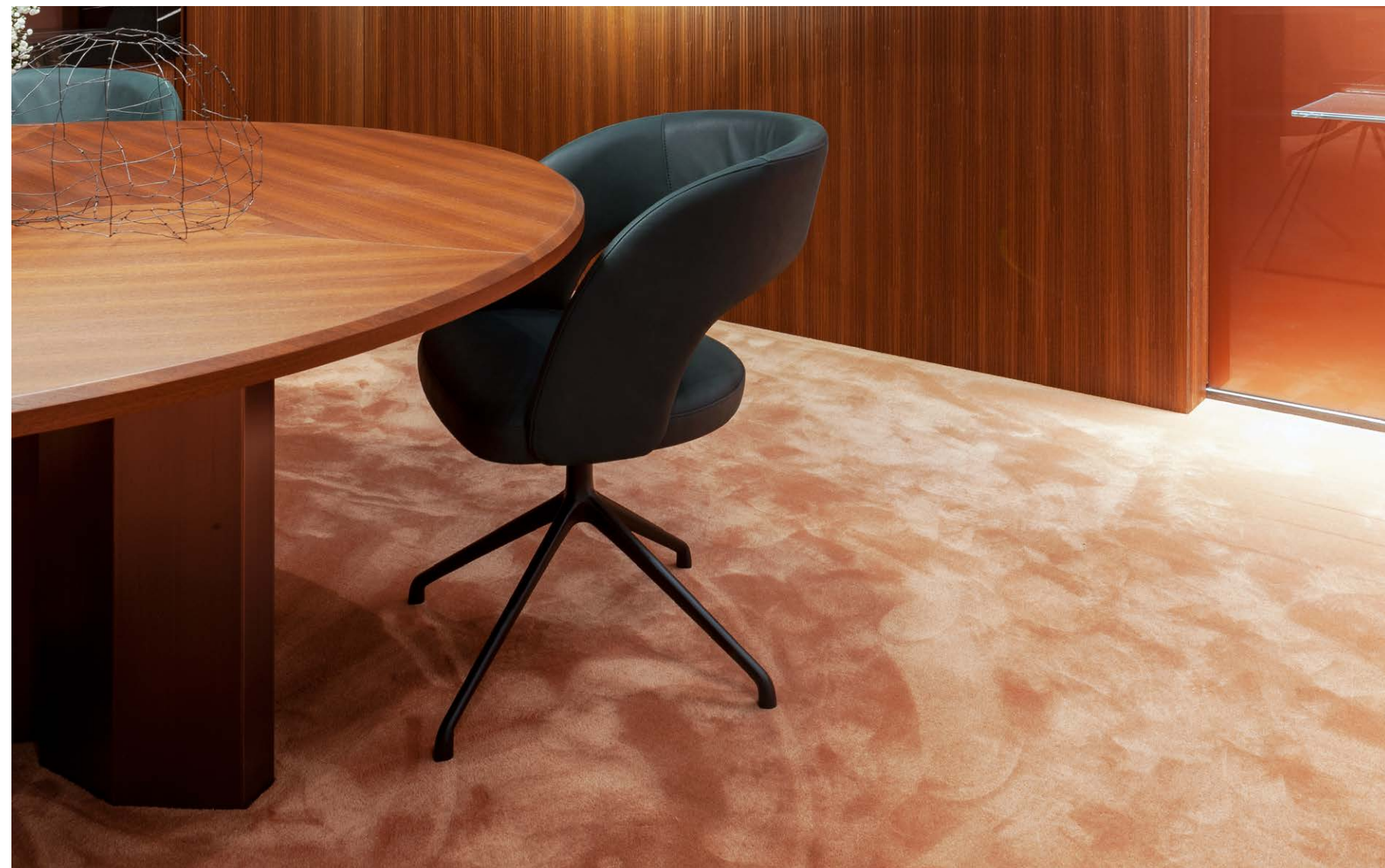
At this year's Salone del Mobile, Laurameroni showcases the unique flexibility and adaptability of our collections. Just like chameleons, our designs effortlessly transform to suit any environment, blending seamlessly with diverse styles while retaining their unique identity.

We present two distinct living rooms: one vibrant and fresh in contemporary green, the other warm and modern in orange. Both spaces reflect Laurameroni's refined, modern spirit and embody our "be different be unique" philosophy. Each room is carefully curated to demonstrate how our versatile designs can bring out the best in any space, creating an atmosphere of elegance and comfort.

Our Atelier concept creates truly tailored spaces with collections like Decor, Bamboo, Terre, Talento and Drapé. By combining light, shapes and colors with innovative materials, Laurameroni redefines luxury and personalization, turning simple interiors into works of art and high craftsmanship. The use of sophisticated finishes, luxurious textures and bold contrasts allows us to craft unique environments that are as functional as they are visually stunning, emphasizing Laurameroni's commitment to both creativity and quality.







Decor wall panels in mahogany highlight a round mirror adorned with a crescent decoration, creating a sophisticated and artistic focal point.

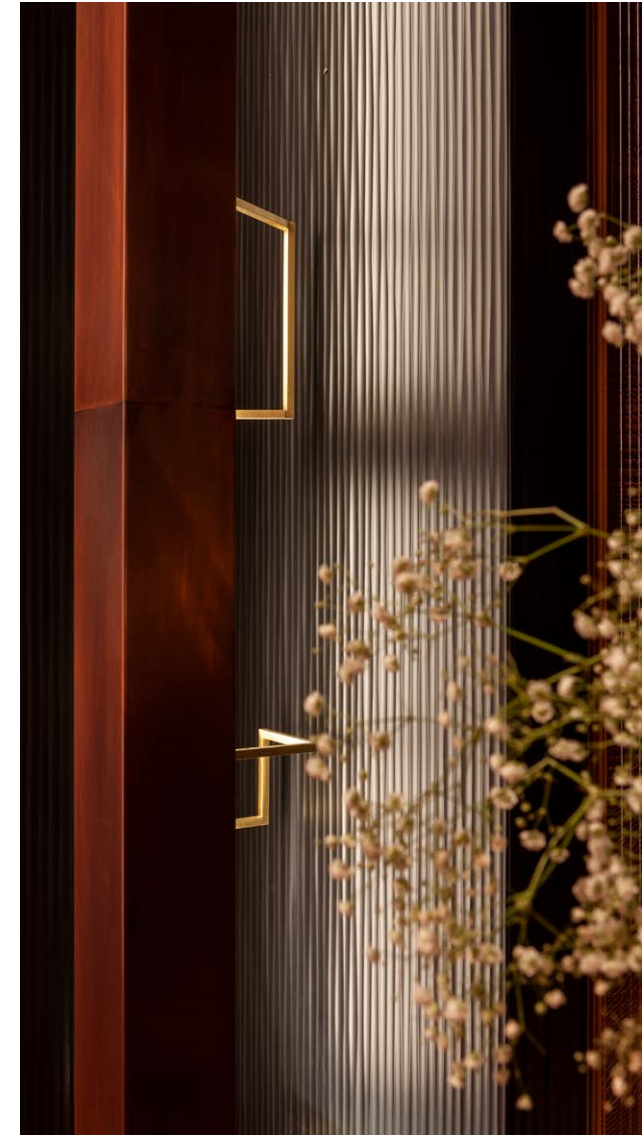




In the same room, the Decor wardrobe features a large niche with shelves, all clad in polished Sahara Noir marble, adding a touch of luxury and drama.







The Onda wall panels in matte black lacquer serve as a backdrop for this relaxation area, highlighted by the Drapè Round sofa in velvet, creating a cozy and elegant ambiance.





The Terre wardrobe, with Delabré bronze and brushed matte green lacquer finish, includes automatic concealed swing doors and push-pull drawers, combining innovation and sophisticated style.

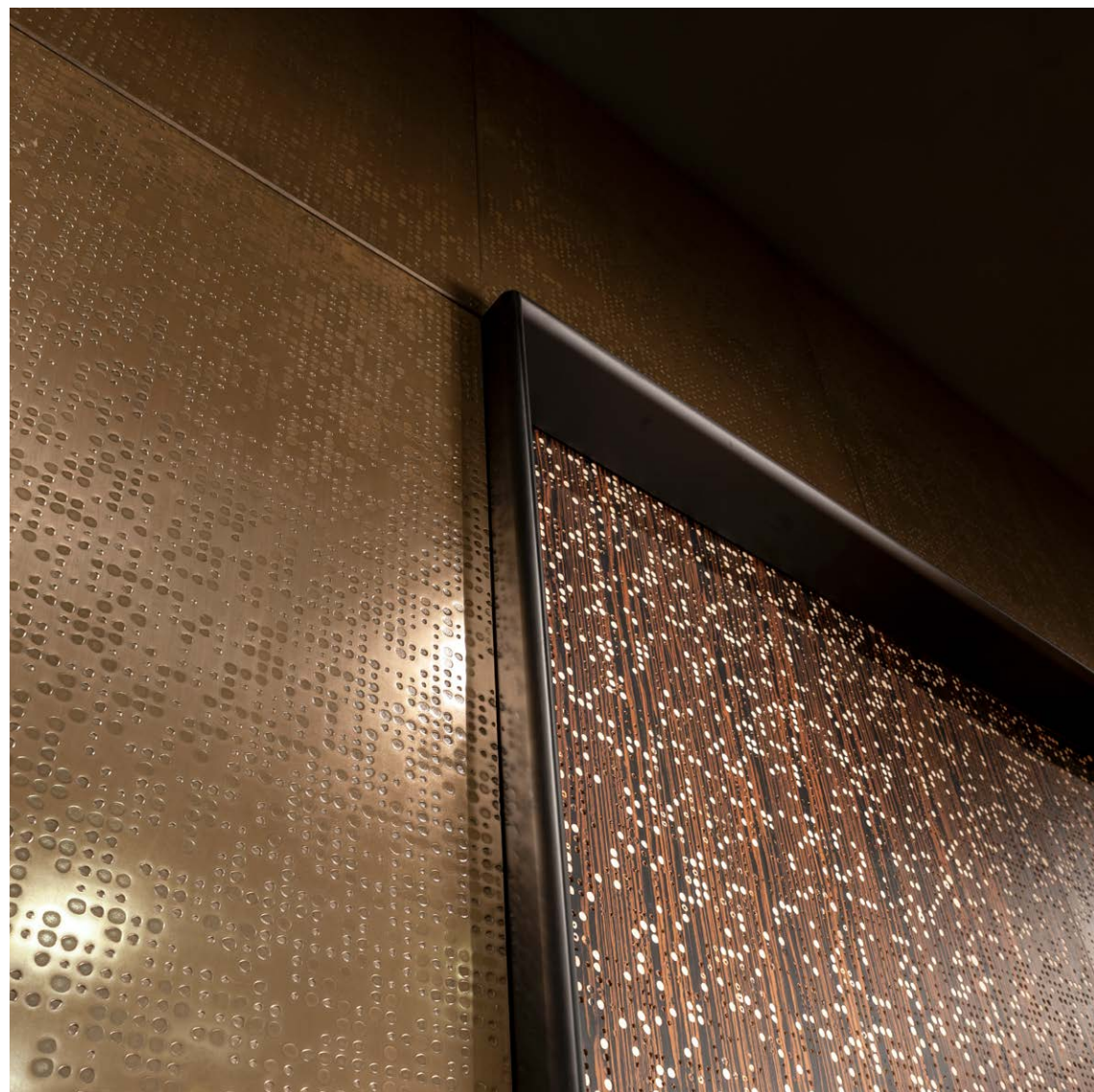




The Unlimited door, carved in wood, adorns the spacious living area, where the Metropol sofa, with its decorative fabric and generous dimensions, stands out as a central feature.



Detail of the Unlimited sliding door in sculpted wood. On the right, Bamboo wall panels in matte lacquer, along with the matching sideboard.





The new products



INFINITY CONSOLLE

- Project by
Cesare Arosio



BAMBOO LOUNGE

- Project by
Diego Maria Piovesan



IMPERFETTO

- Project by
Romani Saccani
Architetti Associati



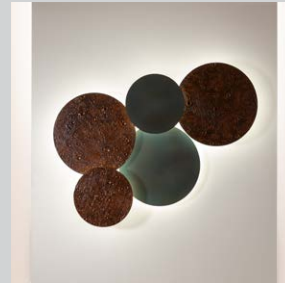
DRAPÈ ROUND

- Project by
Bartoli Design



TRAY

- Project by
Romani Saccani
Architetti Associati



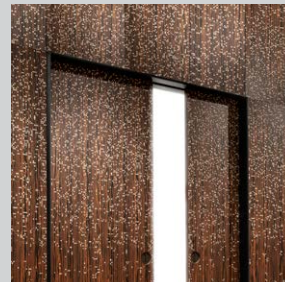
LIGHTWALL

- Project by
Mark Anderson



CLIS

- Project by
Bartoli Design



TALENTO DOOR

- Project by
Edoardo Colzani



LV 102

- Project by
Laurameroni



IMPERFETTO TABLE

- Project by
Romani Saccani
Architetti Associati



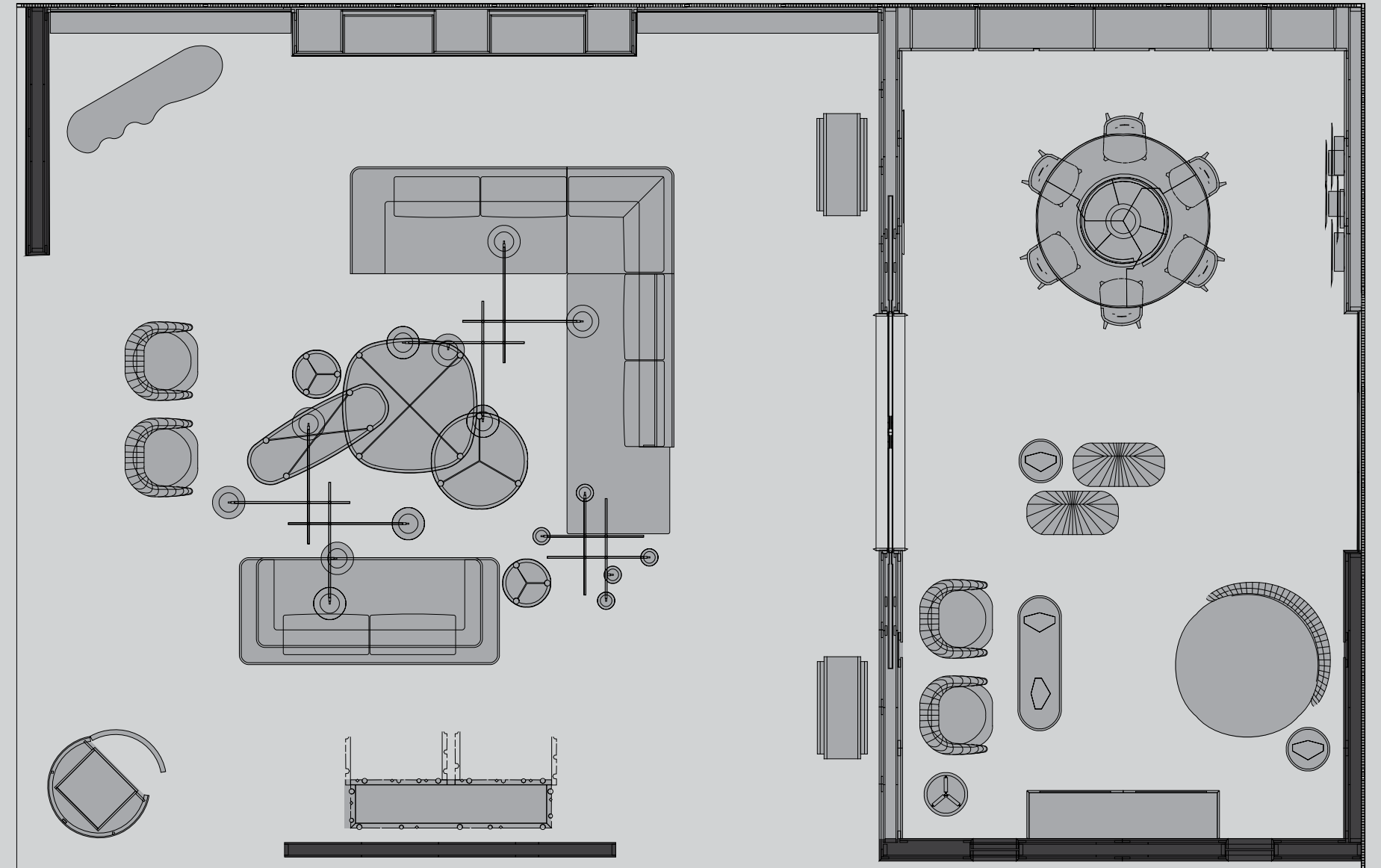
TALENTO

- Project by
Edoardo Colzani



TALENTO UNLIMITED

- Project by
Edoardo Colzani





Discover the details



Laurameroni's Salone del Mobile 2019 exhibition, designed by Cesare Arosio, explores new living dimensions with cosmopolitan inspirations. Colors, shapes, and materials define a cohesive scenic language. The stand highlights craftsmanship, inviting visitors to touch and experience innovative finishes and artistic detailing.



watch the video

2019

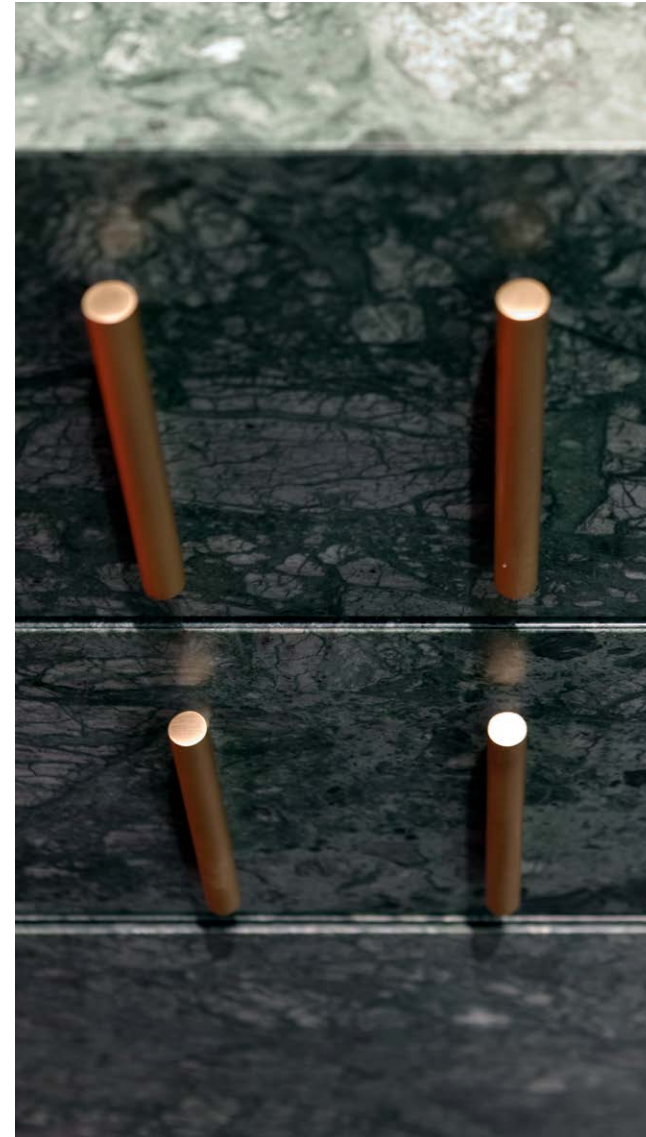
At Salone del Mobile 2019, Laurameroni presents an exhibition space conceived as a journey into new living dimensions with cosmopolitan influences.

Designed by Cesare Arosio, the project showcases Laurameroni's multiple design identities through a unified, scenic language marked by bold colors, refined shapes, and distinct material combinations. Visitors are invited to experience the artistry of the finishes and feel the craftsmanship in each piece.

The stand stays true to Laurameroni's philosophy of seeking unique, innovative solutions while offering new textures and finishes that enhance the character of surrounding environments. Laurameroni continues its dedication to surface design, blending sophisticated aesthetics with craftsmanship. The collection introduces textures like "Yuta" and "Tatami" and finishes like "Garza", creating dynamic surfaces with tactile sensations that radiate warmth and energy.







Bar area with rosewood wall panels, a Symphony bar counter, and Margaret velvet stools, blending luxury materials for a refined and welcoming setting.



Metropol sofa in white nubuck with a decorative gold backrest, paired with the Elemento console in Stone Oak on the right, complemented by a wall adorned with Tatami decoration.







The Tango storage units with spiral decoration in Lacquer 61 are true jewels that enhance the living space, serving as bar storage for bottles and glassware.





The Gaia lamp, with its generous dimensions, adorns both the wall and ceiling, creating continuity and a play of brass-toned colors throughout the space.







The walk-in closet is rich in details and elevated by the presence of the exquisite Vanity Outfit, crafted in liquid metal and thermotreated oak.



The Garza finish characterizes the decoration of every door in the Line walk-in closet, contributing to its refined and textured aesthetic.





The new products



METROPOL

- Project by
Cesare Arosio



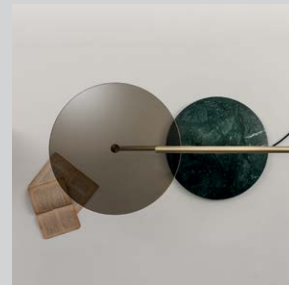
TANGO

- Project by
Bartoli Design



INFINITY

- Project by
Cesare Arosio



CARL

- Project by
Cesare Arosio



SHADOW

- Project by
Cesare Arosio



**ELEMENTO
CONSOLLE**

- Project by
Paolo Nicolò Rusolen



**MARGARET
ARMCHAIR**

- Project by
Cesare Arosio



SYMPHONY

- Project by
Cesare Arosio



**MARGARET
STOOL**

- Project by
Cesare Arosio



ADA

- Project by
Cesare Arosio



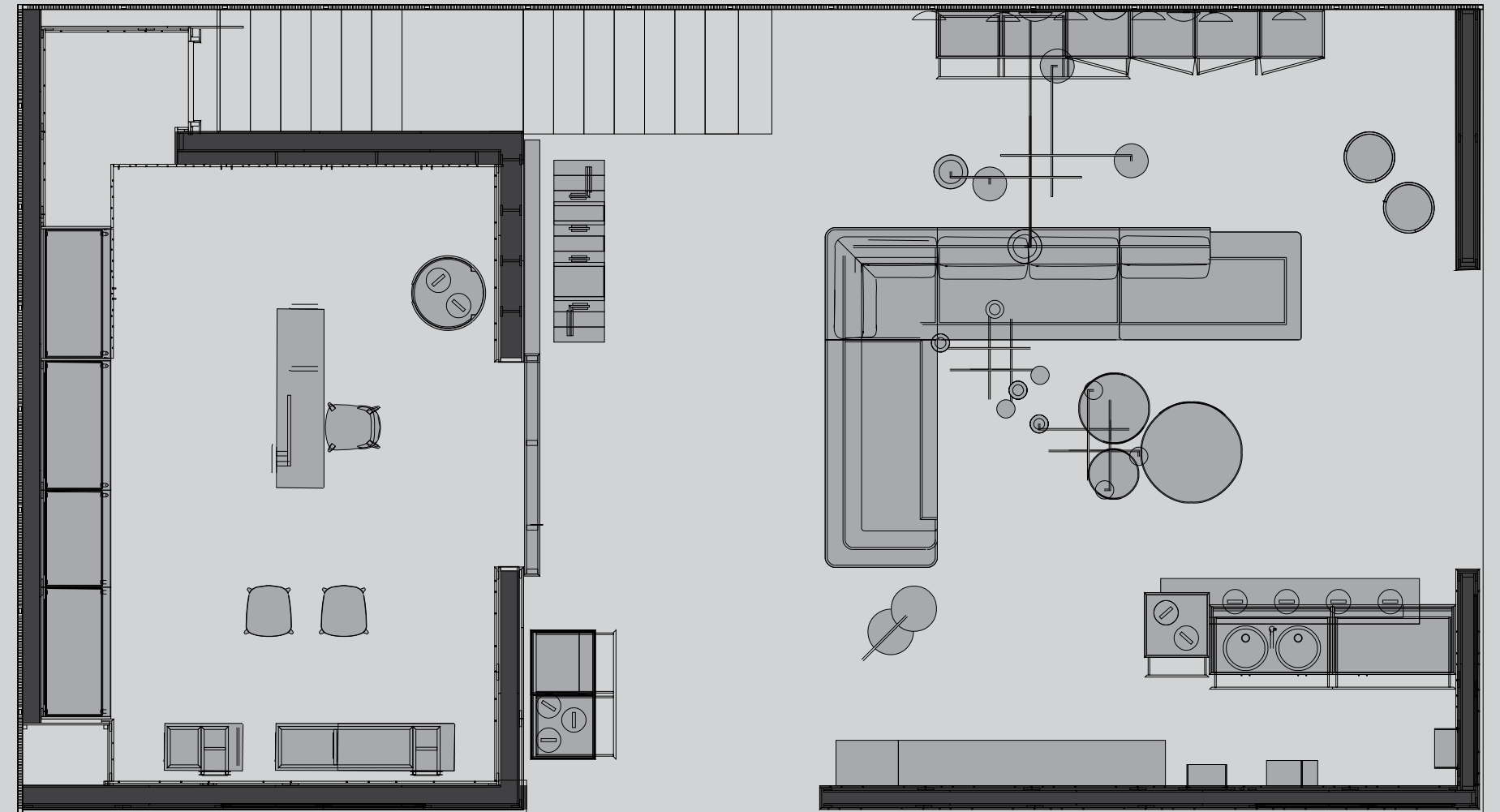
GAIA

- Project by
Cesare Arosio



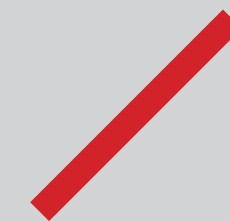
CLIS

- Project by
Bartoli Design





Design Meets Art



At the Salone del Mobile 2018, Laurameroni unveils its innovative approach to the night area, presenting an exclusive suite featuring the Line Outfit System. With tailored solutions, elegant materials and new pieces like the Drapé Bed and Poe Desk, Laurameroni transformed the bedroom into a refined and personal retreat that embodies style and individuality.

2018

← Uscita
Exit →



LAURAMERONI

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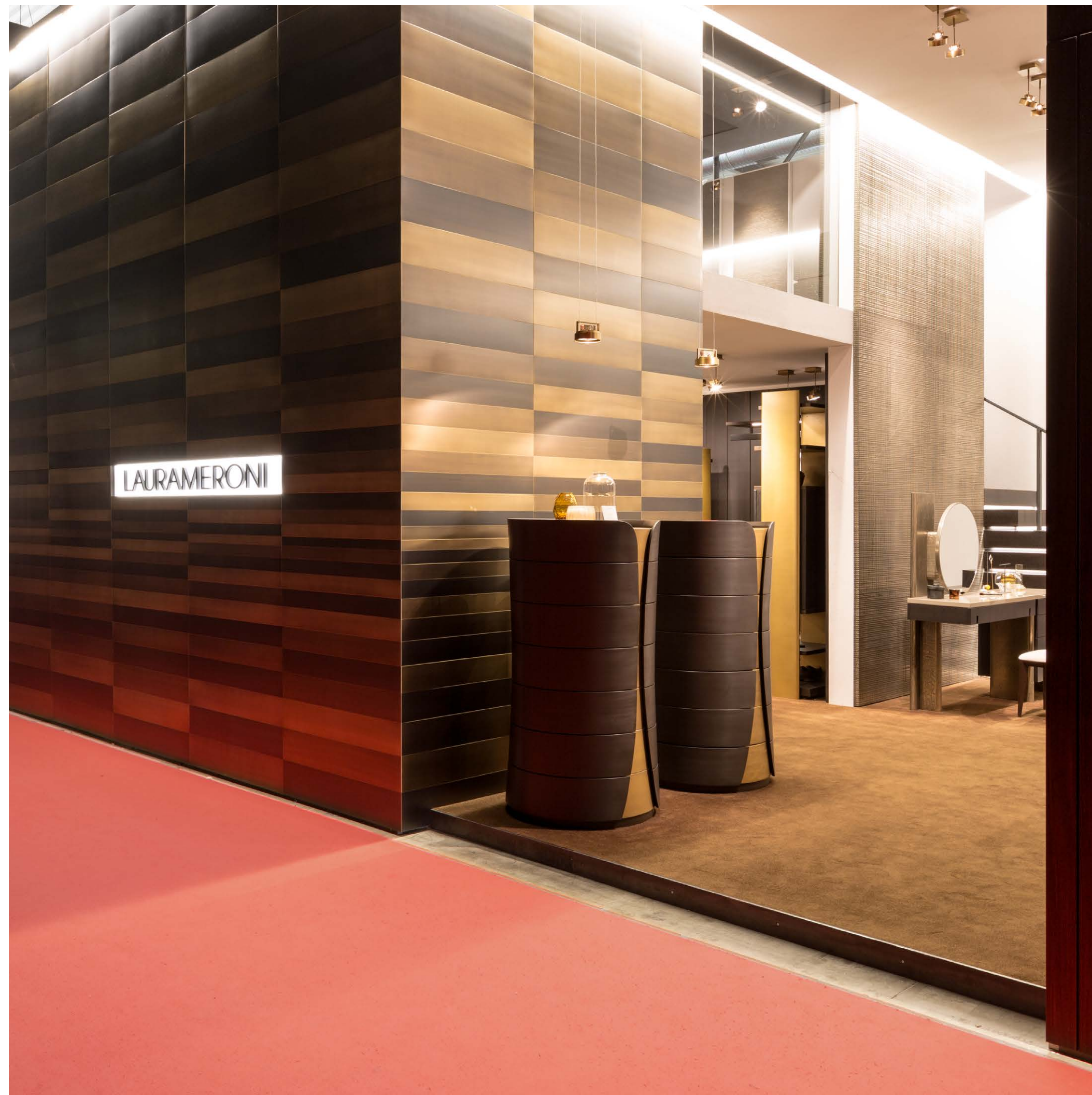


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175



The Drapè bed in cotton velvet, with its iconic pleats, dominates this magnificent bedroom, creating a luxurious focal point.



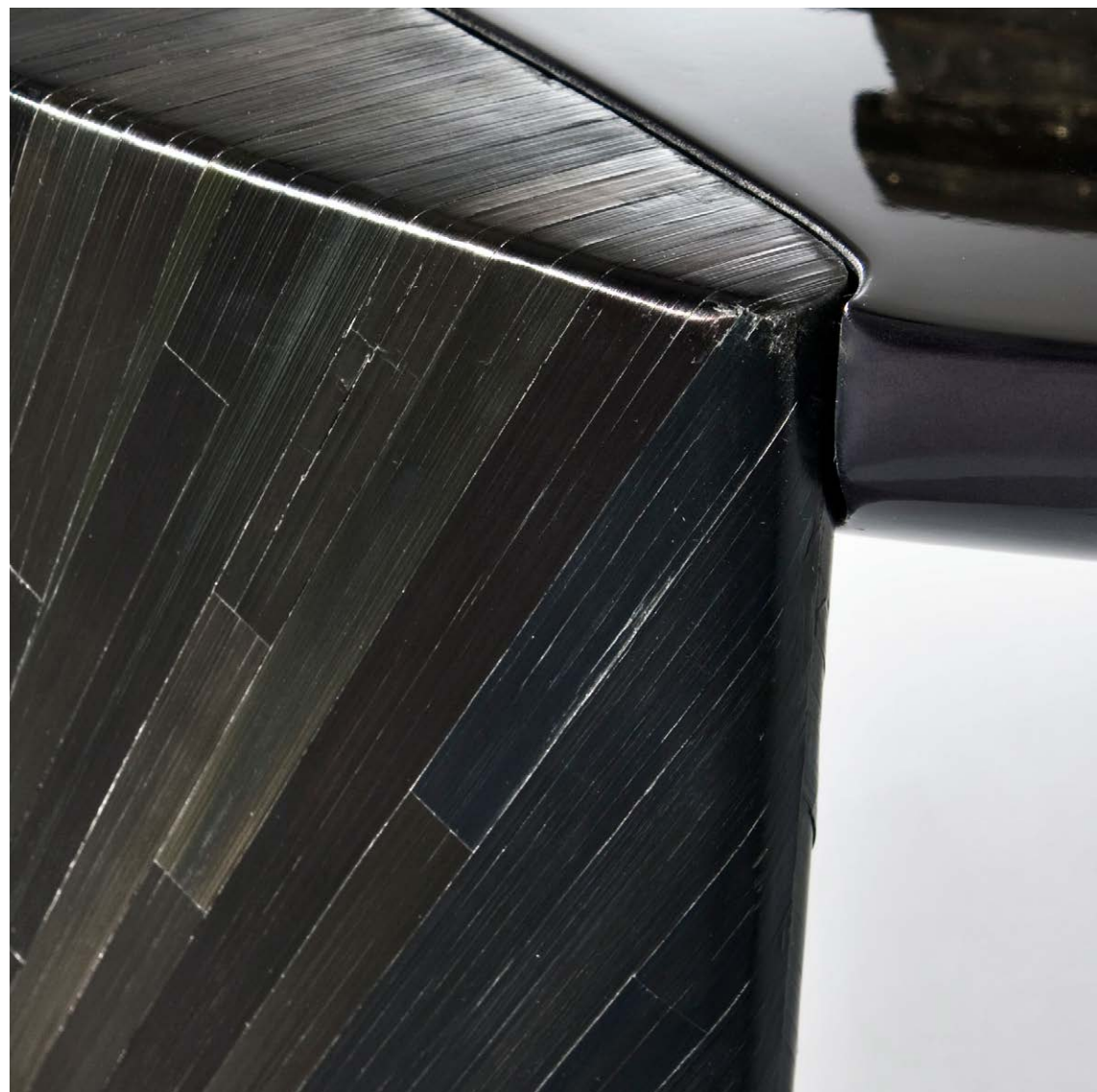
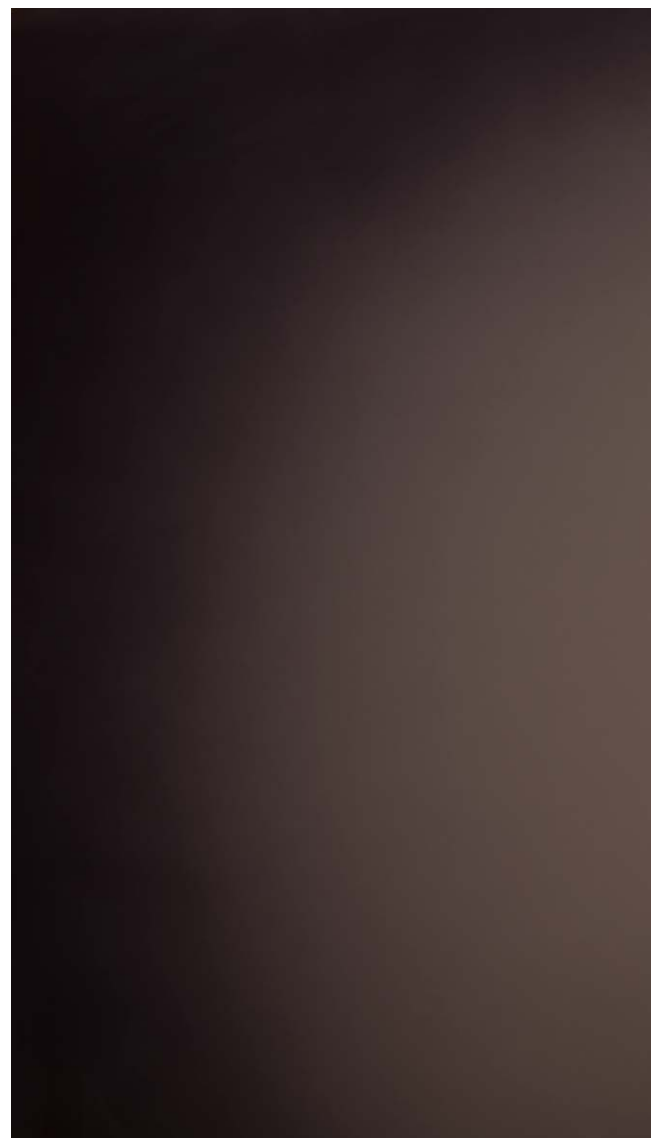




The Drapè bed, positioned centrally in the room, features fine pleating on the back as well, making it beautiful from every angle.







The study corner in the bedroom features the Poe desk with rye straw legs, set against the backdrop of a towering Terre wall panel in Nero Marquina marble.







The walk-in closet is designed with freestanding Outfit modules, tailored to meet every storage need and maximize functionality.





Gold lacquer is featured in a patinated finish on the uprights of the Outfit modules, while a smooth gold finish adorns all the niches of the walk-in closet.







The upper floor of the stand features the iconic Elemento table in Ziricote wood, functioning as a work surface for the materials library.



The new products



OUTFIT

- Project by
Cesare Arosio



HUG

- Project by
Cesare Arosio



DRAPÉ BED

- Project by
Bartoli Design



POE

- Project by
Bartoli Design



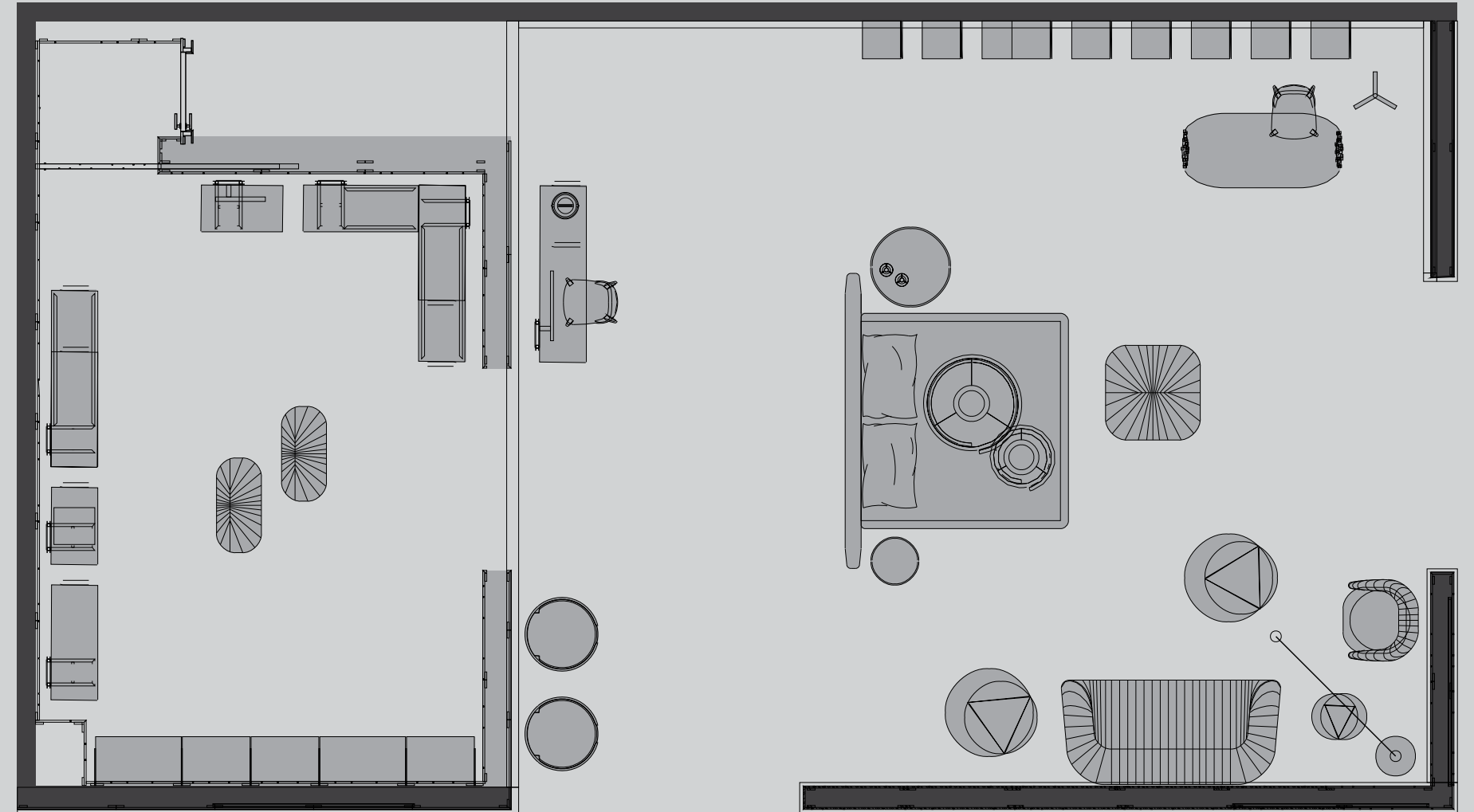
VANITY

- Project by
Cesare Arosio



**LINE
WALK-IN CLOSET**

- Project by
Cesare Arosio





Live your space

Laurameroni strengthens its presence at Salone del Mobile, showcasing the evolution of our collections with innovative finishes and new products that reflect our commitment to craftsmanship and modern elegance. Our stand features studio, living, and dining areas, combining high-quality materials and distinctive surface design for a sophisticated atmosphere.

2017

The exhibit space embodies elegance and differentiation, focusing on innovative solutions and new finishes. The stand is divided into studio, living, and dining environments, all sharing a welcoming and sophisticated atmosphere.

High-quality materials and distinctive surface design elegantly connect the three spaces, emphasizing Laurameroni's ongoing commitment to craftsmanship and innovation. Visitors are invited to explore and interact with our products, experiencing firsthand the textures, finishes, and quality that define Laurameroni.

Additionally, our expanded presence at Milano Design Week includes participation in EuroLuce 2017, highlighting our Elements Collection and five new lamps. These lamps, designed by Cesare Arosio, Edoardo Colzani, Mauro Fabbro, and Artefatto Design Studio, feature unique material combinations such as brass, copper, and goatskin, showcasing Laurameroni's dedication to refined craftsmanship and elegant, artistic lighting solutions.

The harmonious blend of modern aesthetics and traditional techniques exemplifies our approach to sophisticated, luxurious design.



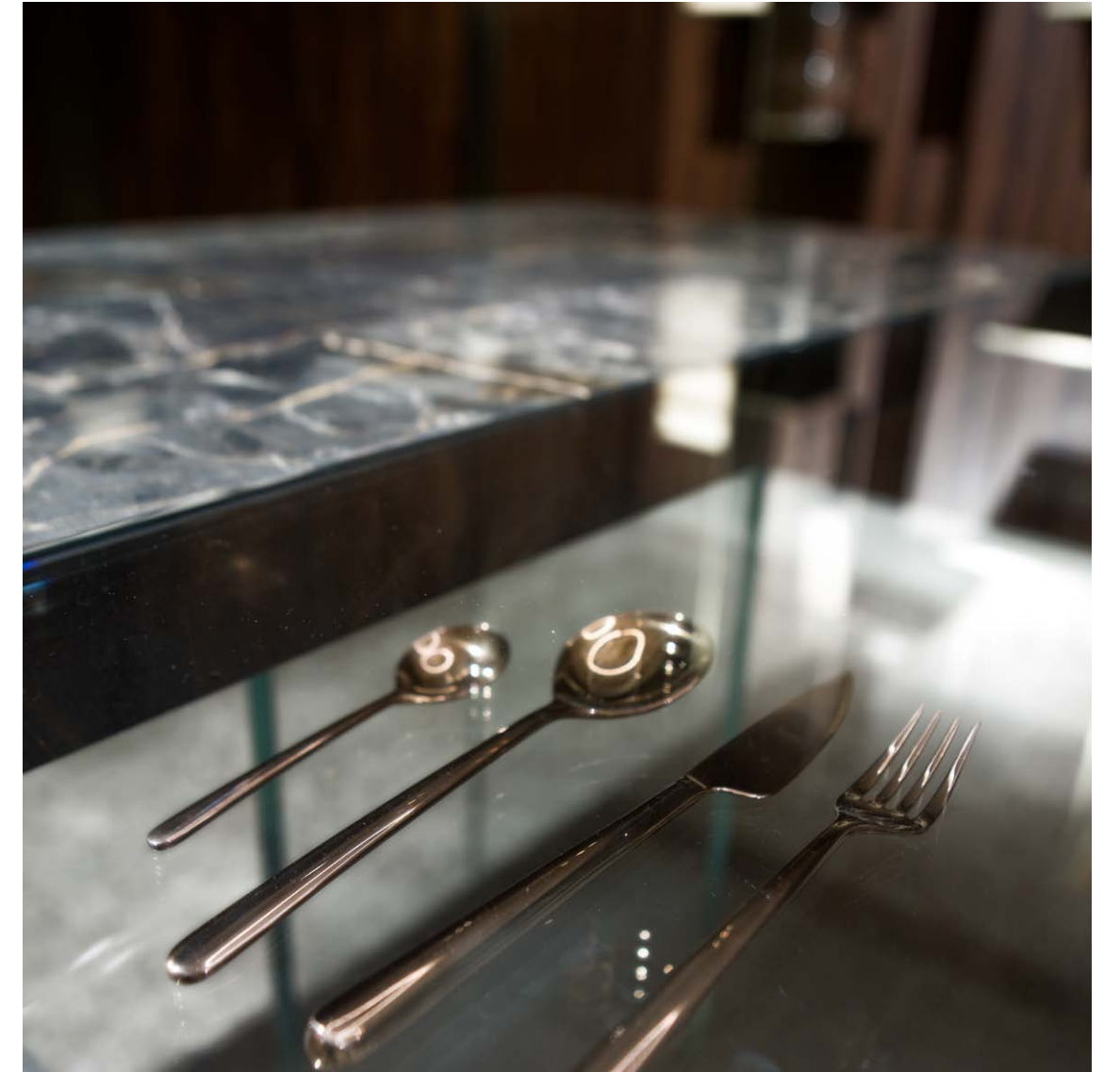
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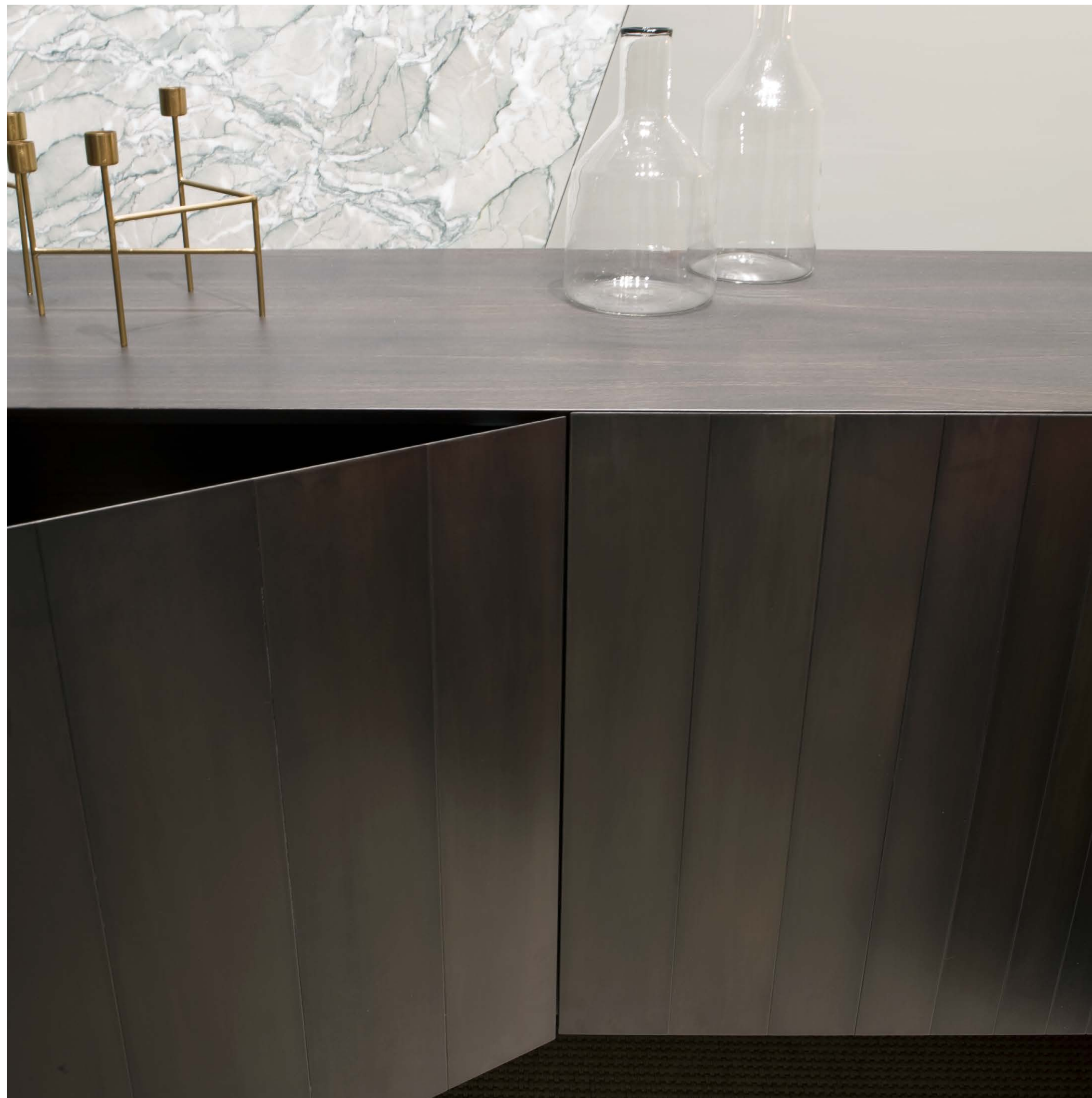


The dining space showcases the Elemento table in brushed Port Laurent marble, alongside Line wall panels in Santos rosewood and a fireplace wall made of Port Laurent marble.





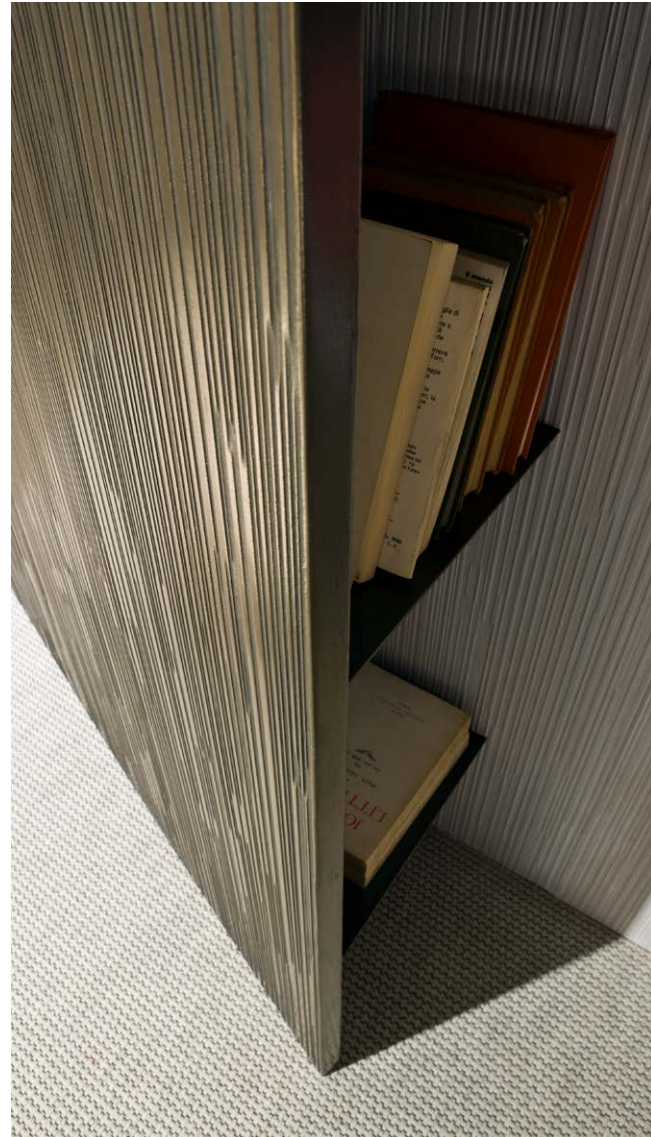
The Terre wall panels feature matte brushed lacquered wood with marble inserts, complemented by the black iron "Cenere" sideboard for a refined contrast.



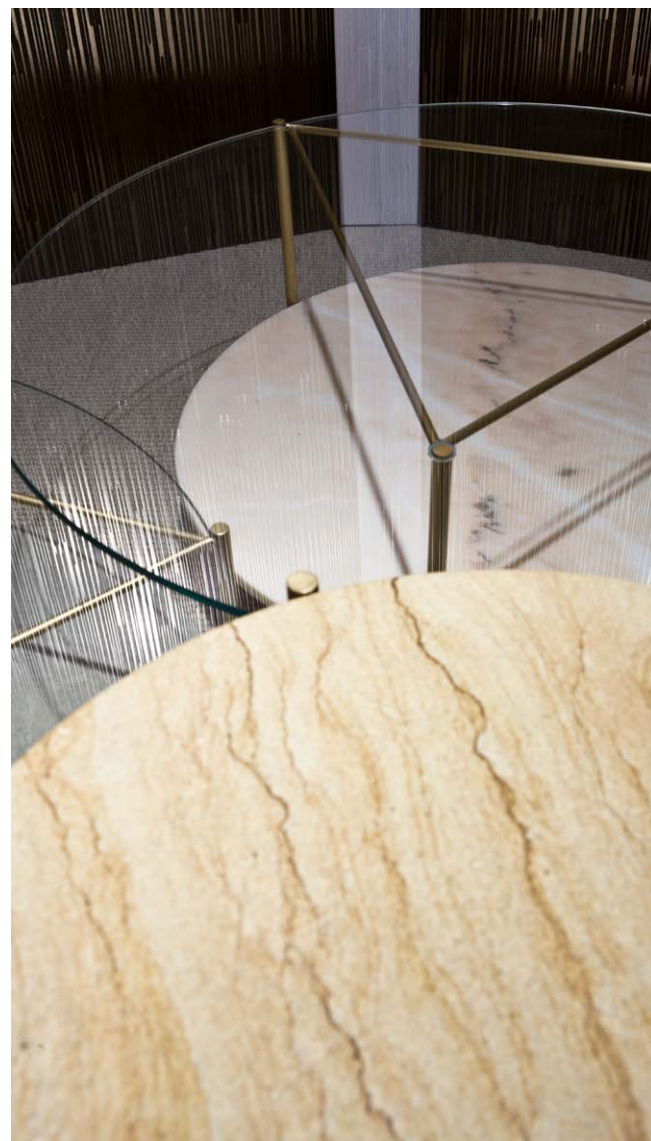








Decor wall panels in bronze liquid metal create a rich, sophisticated texture, adding depth and warmth to the interior design.



Close-up of the velvet Drapè pleating alongside the intricate geometric design of the fabric on wall panels, accented with brass shelves.





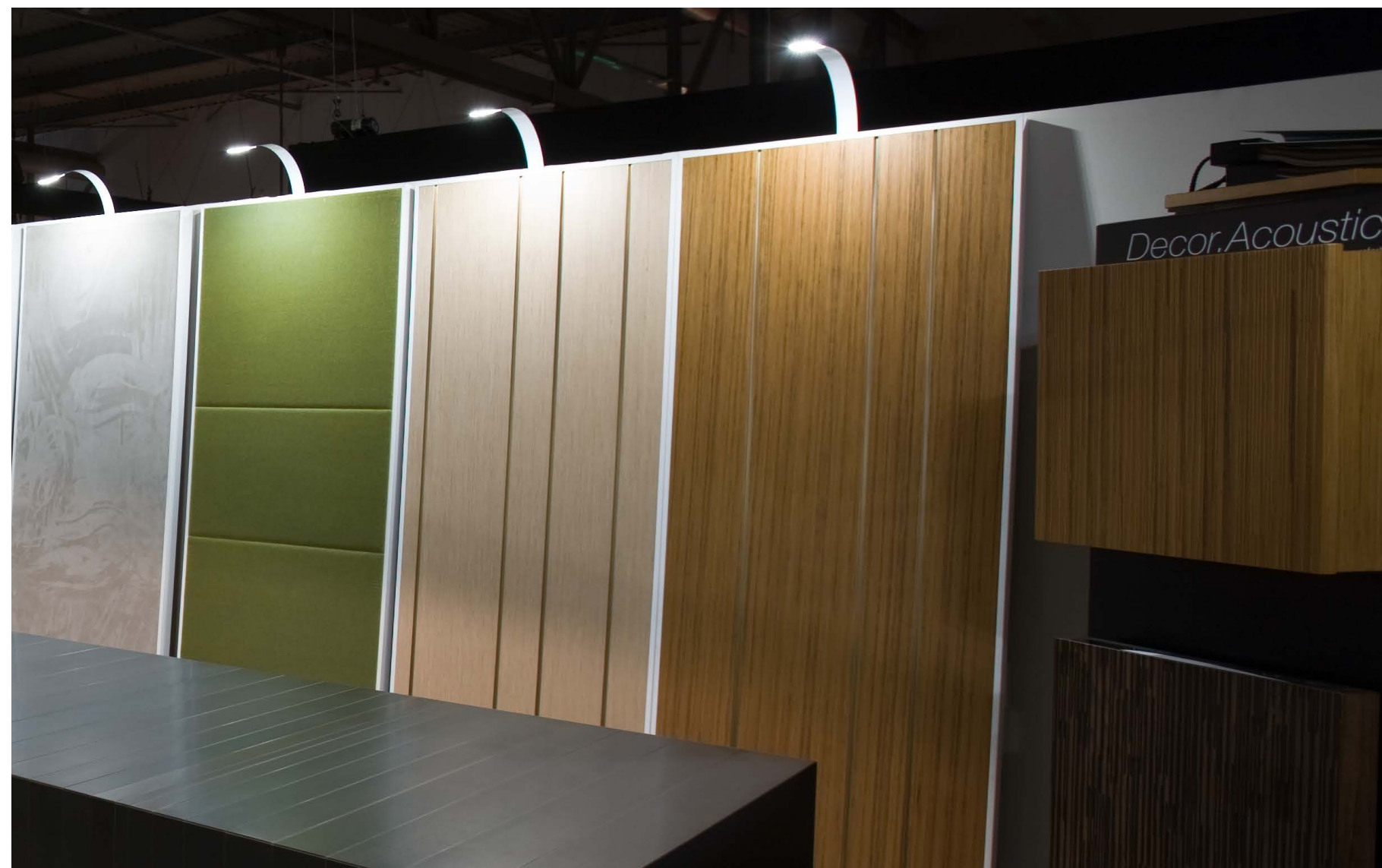
The 40/40 bookshelf with glass doors and brass-colored decorative profiles is arranged on the wall in an irregular composition, adding a dynamic element to the space.



The brass profile of the bookshelf perfectly echoes the satin brass desk from the Stars collection, creating a cohesive and elegant design connection.



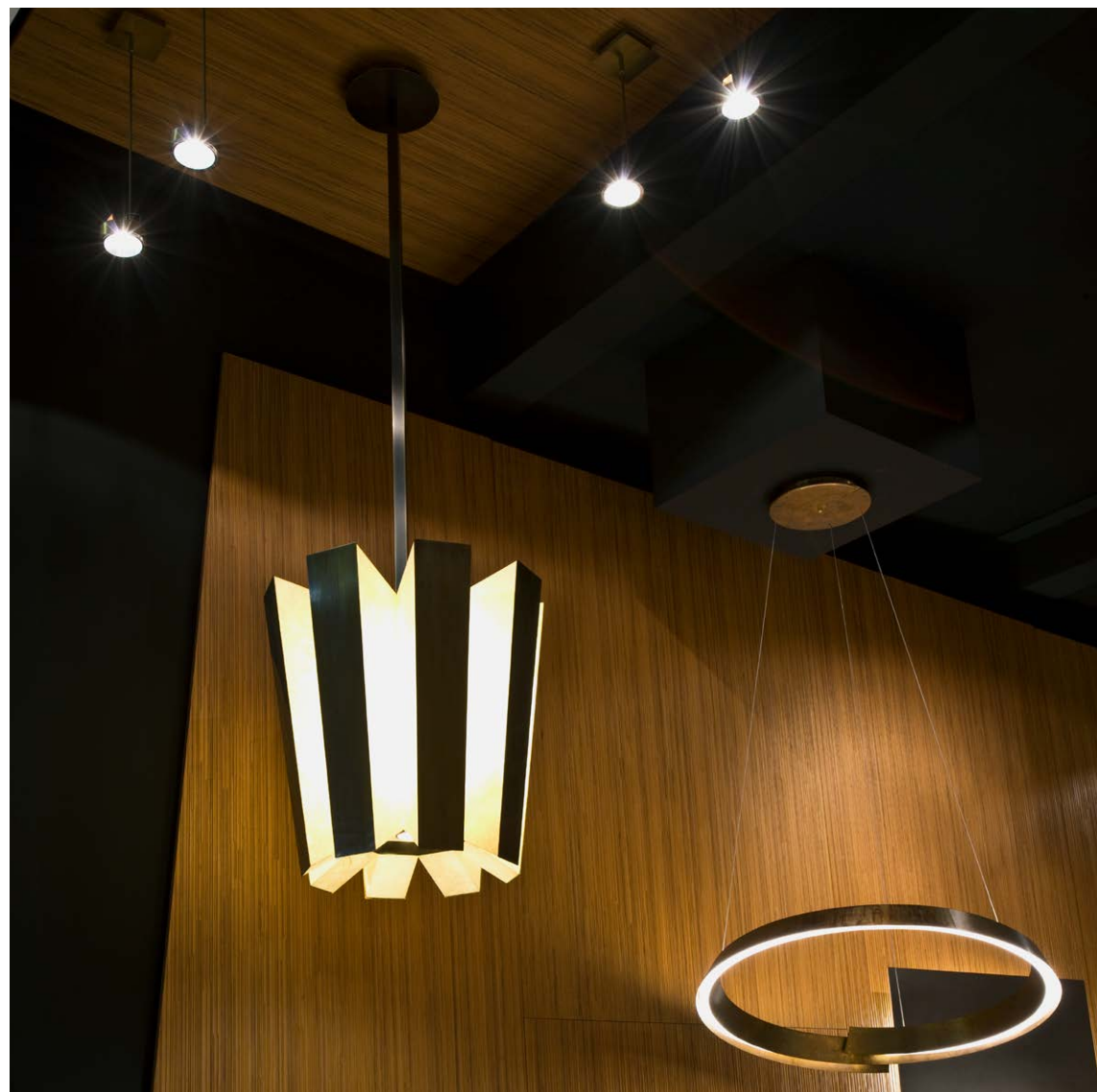




On the upper floor, the Laurameroni materials library showcases large-scale samples of all the brand's characteristic finishes, offering a tactile and visual experience.



For the first time, Laurameroni takes part in Euro luce, presenting its entire collection of jewel-like lamps, meticulously handcrafted in brass.







The new products



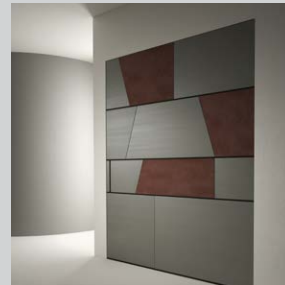
DRAPÈ LOUNGE

- Project by Bartoli Design



40/40

- Project by Bartoli Design



TERRE

- Project by Bartoli Design



SWIRL

- Project by Cesare Arosio



GLOBE

- Project by Edoardo Colzani



ST 11

- Project by Bartoli Design



BD 95

- Project by Bartoli Design



MAYFAIR

- Project by Mauro Fabbro



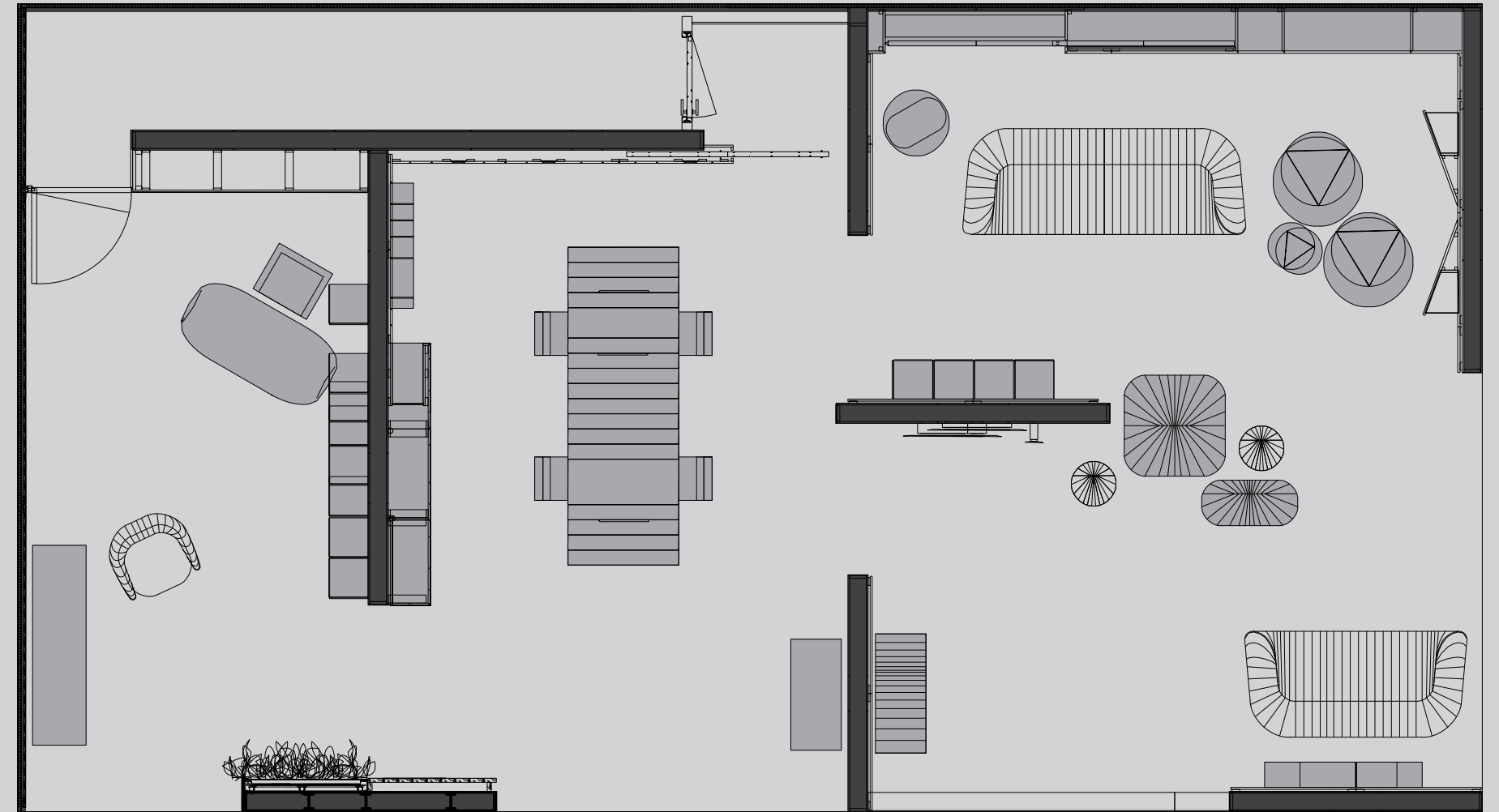
NOVECENTOTRENTA

- Project by Mauro Fabbro



LIGHTWALL

- Project by Mark Anderson



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