

S/ALON BUDAPEST 2019



OPENING INSTALLATION, DESIGNED BY: ZSELYKE SZENDREY, ART DIRECTOR OF S/ALON BUDAPEST

The second edition of S/ALON BUDAPEST Interior Design Fair took place on September 22-24 at Budapest Arena, where premium design brands and contemporary designers showcased their extraordinary products and solutions in unique interiors.

The core concept of the exhibition is the collaboration between key members of the Hungarian and international design scene. With a wide-ranging network of brands and design professionals, the team behind S/ALON BUDAPEST aims to bring together distinguished interior designers with exceptional brands, helping them to realize their vision, all while creating a new kind of design fair based on collaboration and shared inspiration. Exhibitors offered their products for installations of the event, contributing not only to a spectacular range of interiors, but fully realizing the main mission of S/ALON BUDAPEST: bringing the most successful design brands together for a joint effort that is rarely seen in the world of design. Here, instead of competing with each other, a myriad of exhibitors worked together to create a truly memorable experience for both visitors and exhibiting partners.

The aim of S/ALON BUDAPEST is to create a meeting point for design professionals, retailers, consumers and design enthusiasts. The complex and carefully designed installations illustrate real and abstract living spaces: along with a design garage, a cigar room, groundbreaking bathrooms, hidden terraces, inspiring kitchens, an exclusive pop-up bar, a music space, children's room and elegant living rooms, an array of uniquely designed spaces led the way into the inspiring world of interior design.

Special Guest: Marc Ange



AN EXTRAORDINARY WORLD, DESIGNED BY: MARC ANGE

Marc Ange, the Franco-Italian artist and designer living in California served as the special guest of the fair, bringing his astounding furniture collection to S/ALON BUDAPEST 2019. Bridging the gap between Art & Design, Marc Ange's Extraordinary World revolved around the design of objects, places and furniture pieces. This collection made its debut at the Milan Design Week in 2019, in the heart of the Brera Design District at Fuorisalone, after which it was exhibited, for the second time ever at S/ALON BUDAPEST 2019.

"My life in California has brought me to discover an aesthetic with elements that are opposite of those that were entrenched in me through my Parisian upbringing. This allowed me to create a collection of pieces with a balanced, dual identity. Budapest represents, for me, another version of the romanticism of our ancient Europe. Its theatrical beauty brings a new vision to my pieces, and inspires new creations." – **Marc Ange**

Interiors created by S/ALON BUDAPEST



THE ESSENCE OF MAXIMALISM, DESIGNED BY: CHEZ ELLES

Besides exhibitors' interiors, S/ALON BUDAPEST featured a number of specialized installations as well. 'The essence of maximalism' was the theme of the inaugural S/ALON BUDAPEST design competition, where the 12 winning concepts were realized as standalone interiors with infrastructure provided by the organizers, as well as the furniture and product contributions of the exhibitors of S/ALON BUDAPEST. To explore the latest trends in interior design, eight unique installations were erected at the grounds of the Arena, representing the essence of the elegant Warm Nordic, the playful Memphis, the harmonic Wabi-sabi, the green Biophilia, the Feminine, the Charmeur, the raw Industrial and the eclectic Traveller styles, respectively.

Besides establishing collaborations and partnerships among exhibitors, S/ALON BUDAPEST is also an adamant supporter of Hungarian design and the newest members of the domestic design scene. "It is our mission to provide an appropriate platform both to historic brands and up-and-coming, promising talent" - states Zselyke Szendrey, art director of S/ALON BUDAPEST. This initiative was realized through a joint project of the organizers and the Hungarian Fashion and Design Agency, first in 2018, and again this year. Through the initiative, 26 Hungarian design brands got the chance to present their work and vision at the Budapest Arena this September. Thanks to the initiative, visitors got to meet fresh faces of Hungarian design, whose ideas could shape the future of the industry.

S/ALON BUDAPEST



NORDIC SUMMER STYLE INTERIOR, DESIGNED BY: TIBOR TAKÁCH-BATTA, MÓNICA TERPÁK, STYLED BY: 0614
DESIGN, ART DIRECTION: ZSELYKE SZENDREY



HELLO MAGYAR DESIGN INSTALLATION, LINE & ROUND

On September 25-27. 2020, S/ALON BUDAPEST Interior Design Fair returns to Budapest Arena for the third consecutive year, hoping to bring the astounding world of Hungarian design closer to audiences, while inspiring further collaborations between premium design brands, manufacturers and designers.