



Salone  
del Mobile.  
Milano

Fiera Milano, Rho  
08-13.04.25

## PROVISIONS FOR STAND DESIGN

### 1. HEIGHTS AND FINISHES OF FRONTS AND WALLS

There are two height options along the entire internal and external perimeters of the stands

- 3 metres
- 5 metres

The larger size has been calculated taking account of the width of the corridors and the volume of the pavilions. In order not to penalise smaller stands, 3-metre heights are also allowed. For the purposes of order and perceptual quality, no sizes other than those prescribed will be permitted along the stand perimeters.

The above heights **must include all structures present on the stand perimeters**, platforms included. In cases where, for the purposes of design or use of existing fixtures, **other heights are desired, these must not exceed 5 metres and must be set back at least 50cm** from the edge of the walkway and conform to the mandatory height of 3 or 5 metres on the sides bordering other companies.

**Walls adjacent** to the exhibition spaces of other companies must be painted completely **white “to a professional standard.”** Equally, the upper part of the stands, visible from the balcony, must also be finished **“to a professional standard.”**

Walls abutting the walkways giving access to the fire hydrants or switches form an integral part of the perimeter, and all sides facing onto the walkways must also be finished “to a professional standard.” Subject to agreement with the adjacent company, a white or black curtain of the same height as the perimeter may be fitted, with band banners 10cm wide. Where American beams or metal structures have been used to create the installation, these must always be covered.

Where fire hydrants are located inside stands, there are two different options:

1. Keeping the fire extinguishing device in its original position, leaving a completely unencumbered access route at least 120 cm wide, starting from the front and leading directly to the device; the floor of this area may be customised but there must be no encumbrances such as furnishings or set-up structures, even on the front, for the entire 120 cm width;
2. Moving the fire extinguishing device to the front; this course of action must be agreed with the relevant Fiera Milano department in order to identify the correct positioning (please see the Instructions for the Provision of Temporary Fire Extinguishing Devices), and is subject to payment for the relocation operation as well as a charge for any additional space required, at the same rate as the rest of the allocated space.

Lighting fixtures may be installed on the front of the stands, provided that they are mounted at a height of between 250 cm and the maximum height of the stand (300 or 500 cm), take up no more than 15cm of the walkway, including bulbs and any mounts/brackets, and do not impinge on nearby stands.

Three (3) lighting fixtures may be mounted on each free side for a maximum length of 10 metres; stands with fronts longer than 10 metres will be allowed an additional device every 5 linear metres.

We would remind you that, with a view to containing light pollution and avoiding impinging on the walkways and on neighbouring stands, LED lights, graphics, walls or lighting devices on stand fronts may only be installed on condition that they are equipped with light intensity regulation devices.

Upon assessment of the overall conditions of the installation and its potential interference, the organisers reserve the right to request the dimming of lights.

### 2. ENTRANCES, TRANSPARENCIES AND ACCESSSES

Without prejudice to the safety and accessibility provisions relating to stands, as set out in the Fiera Milano Technical Regulations, **an overall quota of entrances and transparent sections making up no less than 20% of the sum of the free sides must be provided for, arranged in such a way as to render all areas of the stand visible, private areas included.**

Emergency exits are excluded from the calculation of this percentage. Closed sides must be architecturally and graphically constructed so as **not** to create a **“blind” wall** onto the walkways; it is further noted that glass or mirrored surfaces can also produce reflections of fronts opposite one's own stand.

Please note that at least one access ramp must be provided where platforms of even minimal thickness are present. Ramps must be contained **within your own space, should not encroach on common walkways**, have a **slope of no more than 8%**, be clearly indicated and preferably in an easily identifiable and usable position.

### 3. MEZZANINES

Mezzanines can be provided for use as office spaces and/or client reception areas for stands occupying an area equal to or over 90 square metres.

Here too, the **provisions for the heights of the fronts must be complied with**, and therefore the heights of mezzanines **abutting walkways** must not exceed 5 metres.

Equally, **different heights** can be provided, always in accordance with safety regulations and measuring no more than 5 metres high, as long as the **structure** is **set back at least 50cm** from the front.

### 4. RIGGING

Suspension structures are allowed, subject to feasibility check with the relevant Customer Service department and in accordance with the above provisions pertaining to heights on the perimeter and inside the allocated stands.

- **American truss beams and suspended metal lighting systems:**

These structures (calculated and certified as per current legislation) must be used **exclusively for the installation of lighting systems** and fixed at a mandatory **height of 6 metres, set back at least 50 cm from the edge of the stand**, regardless of the size and height of the same. These may be covered and, if structured in such a way as to form a ring, can be finished with a ceiling panel.

These elements can only be used for the installation of lighting systems, without brackets or other elements that distance the bulbs from the beams, or for hanging installation or graphic elements, the maximum upper edge of which should be at 5 metres from ground level.

In **Pavilions 8, 12, 16 and 20, due to technical and engineering impediments, suspension structures cannot always be fixed at a height of 6 metres.**

Please therefore check the position of your stand with the relevant Customer Service.

- **Installation suspension structures:**

Other suspension structures may be installed on condition that they are **positioned within a mandatory maximum height of 5 metres**. Where these meet the upper edge of the stand, they must comply with the two measurements proscribed for the front heights: 3 metres and 5 metres. If the suspension systems are created using American truss beams and/or metal structures, they must always be covered and unrecognisable even when set back.

Where structures are suspended directly or by means of beams 6 metres off the ground, cables or other elements of as small a diameter as possible must be used – compliant with safety rules – and arranged in such a way as not to create a visual barrier above the maximum allowed height (5 metres).

**Under no circumstances may graphic or communication elements the upper edge of which exceeds the maximum stated height (5 metres) be hung.**

### 5. DEADLINES AND REQUIRED DOCUMENTATION

Regardless of the size of the stand, **the installation project and the documentation relating to the materials used** for the construction of the stand **must be uploaded onto the Stand Design section of the Fiera Milano Exhibitor Portal, where they will be examined, as applicable, by the Organiser and the competent Customer Service department on the basis of the allocated stand by 10 February 2025.**

The documentation must include plans, sections, elevations and, if necessary, views and/or renderings that clearly illustrate the characteristics of the installation, the products to be exhibited and the graphics envisaged.

## 6. USEFUL CONTACTS

For information on stand design  
Technical Department  
Tel. + 39 02 725941, [progetti@salonemilano.it](mailto:progetti@salonemilano.it)

**FIERAMILANO:** for information on the characteristics of the pavilions, inspections, parking regulations and hanging problems

Customer Service East  
Pavilions 1, 3, 2, 4, 5, 7, 6, 10  
Tel. +39 02 4997 7348/7266  
[isaloni@fieramilano.it](mailto:isaloni@fieramilano.it)

Customer Service West  
Pavilions 9, 11, 14, 18, 13, 15, 22, 24  
Tel +39 02 4997 7125/7306  
[isaloni@fieramilano.it](mailto:isaloni@fieramilano.it)

Pavilions 8, 12, 16, 20  
Tel. +39 02 4997 7528/6863  
[isaloni@fieramilano.it](mailto:isaloni@fieramilano.it)

Exhibition Safety Service  
Tel. +39 02 4997 7983/6412/6712/6666/7264  
[sicurezza.mostra@fieramilano.it](mailto:sicurezza.mostra@fieramilano.it)

Rigging Service  
Tel. +39 02 4997 6393/6844/6312/7543/7542  
[ufficioappendimenti@fieramilano.it](mailto:ufficioappendimenti@fieramilano.it), [rigging@fieramilano.it](mailto:rigging@fieramilano.it)

Field Operations  
Tel. +39 02 4997 6296/7731  
[gestione.quartiere@fieramilano.it](mailto:gestione.quartiere@fieramilano.it)