



il salotto#

The permanent home of #DesignPopUp

our vision



Welcome to Il Salotto, the permanent home of #DesignPopUp, a 330 sqm event and display space in the heart of Glasgow's Merchant City. Combined with an exciting podcast inspired by a genuine love for Design and Architecture, Il Salotto aims to make a positive difference to the construction sector in Scotland and beyond.

The brainchild of Sara Seravalli, a renowned figure in the architecture and design community and creator of the #DesignPopUp events, Il Salotto offers unparalleled access to Scotland's leading design and architectural practices. With over a decade of relationship-building and hosting influential events, Sara ensures that your stories and products reach the key players who matter.

why il Salotto?



The Salotti Letterari (Literary Cafés in England) began to spread in Europe at the beginning of the 1700s and soon became a point of reference for intellectuals and scholars who met there to discuss politics, economics and progress. The first literary café was born in France and was founded by an Italian, Francesco Procopio dei Coltelli, who opened the famous Cafè Procope.

Literary cafes also spread rapidly in Italy throughout the eighteenth century. The ideas, debates and political convictions that led to the subsequent revolutions were nourished in those environments. The foundations of the Italian **Risorgimento** were laid and discussed in literary cafés throughout the boot.

The Salotti became places where **conversation** created reality, where plans, utopian dreams and anarchist fantasies were born.

With two decades of extensive experience in promoting and managing prestigious showrooms across Milan, Paris, Pimlico Road, and Clerkenwell, Sara Seravalli has established herself as a prominent figure in the architecture and design industry. Her career is marked by a deep understanding of the intricacies of the A&D communities and the specification market, coupled with a passion for fostering meaningful connections within these sectors.

Sara's journey took a transformative turn when she moved to Scotland and founded #DesignPopUp. This innovative event series was conceived to bring together the architecture and design communities across major hubs in the UK and Ireland, creating a unique platform for collaboration, inspiration, and networking. Under her visionary leadership, #DesignPopUp has grown into a celebrated fixture in the industry calendar, known for its dynamic exhibitions and engaging content.



Sara Seravalli
Creative Director

With a full career in interior design, specialising in bespoke cabinetry and domestic interiors, Emma brings nearly 20 years of industry experience, including showroom design. Throughout her career, she has gained a comprehensive range of expertise with numerous designers and interior brands. London and Surrey were based for all of her career, and in the last two years expanded into Scotland and the brilliant A&D community it offers.

After freelancing for six years prior, Emma accepted role of Project Manager for #DesignPopUp, fully immersing herself in advancing DPU to its highest potential.



Emma Jordan-Wales
Project Manager

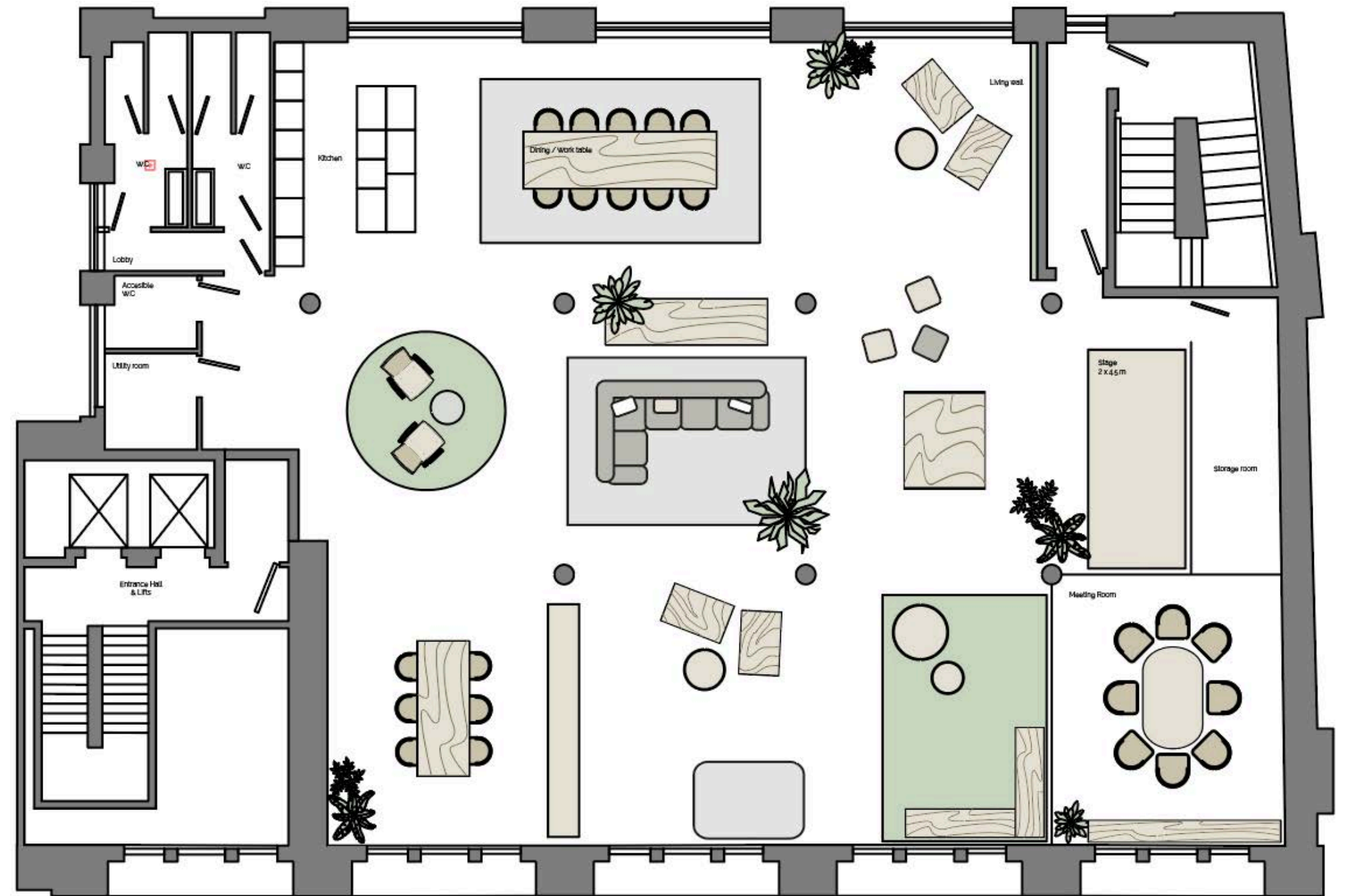
“Over the past ten years of hosting #designpopup events, I've discovered that my best ideas emerge from conversations. I believe that relationships are the cornerstone of any business. Il Salotto is a place where the Scottish specification market and A&D can gather, share ideas, and inspire one another. It's a space to tell your story and be inspired by others.”

- Sara Seravalli



proposed floorplan

- 3,300 sq. feet of prime open-plan event space in the heart of Merchant City, Glasgow
- Located near major architecture and interior design firms
- Walking distance of all transport and amenities
- Versatile space for sales, design meetings, CPDs, evening events, and more



meeting room

If it is a client meeting or a lunch-and-learn session, The Studio offers one meeting room designed for privacy and professional product presentations.

hot-desking

Whether you're just passing through or planning to stay for a few hours, brand representatives can fully utilise The Studio and its hotdesking opportunities. Work comfortably while being surrounded by innovative design.



Brands and Products

Il Salotto is a collaborative space where architects and designers can immerse themselves in our range of products. Our in-house brands seamlessly merge to create an emporium of interior fixtures and fittings, offering a comprehensive selection for your projects.

Events

Our A&D community can look forward to the same valuable CPDs, panel talks, and Lunch & Learn events they expect from DPU. Il Salotto is dedicated to strengthening and nurturing partnerships between the A&D and our in-house brands. It's where professionals in the specification market come together to form a community, where conversations start, and ideas are born. For this reason, our events will play a pivotal role in making Il Salotto.



il salotto club



Il Salotto Club is an exclusive network of companies united by their involvement with Il Salotto. Its collaborative environment sets this club apart—there's no competition among member companies, allowing for open exchange and mutual support.

Members receive detailed updates on leads generated from visitors to Il Salotto each week.

For instance, if an architect or designer visits the showroom to work on a specific project, these insights are promptly shared with the club members, helping them stay informed and potentially collaborate on new opportunities.

In addition, private networking events will be organised quarterly for the Club members.

For a decade, we have excelled in bringing together professionals and businesses from the building industry, fostering connections and collaborations.

Events are our forte, providing a unique platform for the architecture and design community to converge, spark conversations, guide discussions, and generate innovative ideas.

Now, as we look forward to establishing a permanent home, we are excited to create even more opportunities for gathering and growth. The showroom will serve as the mothership for all our events, anchoring our commitment to excellence and community building.



podcast

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sessions with Sara Seravalli



a deep dive into the world of design

Through Il Salotto Sessions, our brand-new podcast, we will explore the world of design with leading architects, designers, and industry experts.

Il Salotto Sessions is aimed at creating a virtual space (to accompany the physical one) for meaningful conversations and insights into the specification market, allowing ideas and inspiration to reach a wider audience.

Join us as we explore trends, share bios, and uncover the stories behind the creative minds shaping our world.

www.ilsalotto.alitu.com

“Join us at il salotto and become part of an exclusive community where innovation meets opportunity. Elevate your brand, expand your reach, and connect with the visionaries of the Scottish A&D community in a space designed to inspire and impress.”

get involved



Discover the exceptional commercial packages available at Il Salotto, strategically located in the heart of Merchant City, Glasgow.

Tailored for businesses and professionals in the specification market, our packages offer unparalleled opportunities to elevate your brand.

Whether you're seeking a platform for product launches, industry talks, or exclusive networking events, Il Salotto provides the ideal setting. Benefit from our prime location and extensive network to maximize your exposure and influence within the industry.

Partner with Il Salotto to showcase your products and services in a distinguished environment that speaks to quality and innovation.

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