

RINASCENTE AND ITS COMMITMENT TO YOUNG TALENTED DESIGNERS

For Rinascente, Design Week is also an opportunity to support up-and-coming talented designers, through the renewal of the partnership with SaloneSatellite/FederlegnoArredo Eventi for the seventh year running, so that the winners of SaloneSatellite 2019 have the chance to showcase and sell their products at the Design Supermarket from autumn to Christmas 2019. The design items will be chosen for their originality and intention to make a mark, as well as for their vision in transforming creative projects into concrete business ideas and truly marketable products.

TALKS&PROJECTS: DESIGN TELLS ITS STORY

As with every year, the Rinascente Design Week is packed with talks and events to reveal new perspectives on a topic that interests an increasingly larger section of the public. As Design Week coincides with The Green Life, many brands have worked to offer projects or products with a “green” theme, where functionality and sustainability are the cornerstones that creativity revolves around.

From talks with designers to special events, from exclusive product launches to the presentation of new collections, Rinascente is organising an event that sets new trends, reinterprets styles from the past, and launches them.

DESIGN SUPERMARKET FROM 9 TO 14 APRIL

HI-FI STORE | NEW AREA

A totally renovated space where technology for entertainment purposes becomes a real experience, with demo stations for testing flagship products. The best photography and audio brands can be found here, including Bang & Olufsen, Sennheiser and Fujifilm. Another major development is the Smartech store, an innovative provider of top-of-the-range technological products that, with this collaboration, marks the first time it has been brought to Italy.



BANG & OLUFSEN

New Collection & Product Launch

A selection of premium-quality, limited-edition headphones, speakers and accessories: the exclusive preview of the new Spring/Summer 2019 collection at Rinascente, that is inspired by the soft colours of a Scandinavian summer. The new and delicate colour palette includes Clay, a deep and natural shade that evokes the earthy tones of cliffs bordering the sea; Pine, a dark green that is reminiscent of the freshness and bold contrasts of Scandinavian forests; and Sky, a light blue that conjures up the fresh feeling of breezy summer afternoons.



BRIONVEGA

New Product

Radiofonografo rr 226 fo-st

by Achille and Piergiacomo Castiglioni

Mobility, three different set-ups, speakers that can be positioned however you like, and wheels to move the system all over the house. Designed for the best listening experience possible. Finally, the unmistakable smile makes this a friendly device, a “musical pet”, allowing for a stronger sentimental bond with the system. As Achille Castiglione himself said: “Products have to keep people company”. The expert hands of the Brionvega artisans transform semi-finished automatic machines into genuinely unique items. The polished wooden panels, assembly of the different parts, finish of the pedestal, various layers of varnish, and the application of screen prints are all ways in which traditional Italian craftsmanship makes each radio-phonograph one of a kind. Today, just like 50 years ago.



DESIGN SUPERMARKET

FROM 9 TO 14 APRIL

HI-FI STORE | NEW AREA



SMARTECH

New Brand

Smartech is only found in the most prestigious department stores, and is the go-to place for anyone who wants to come face-to-face with the most innovative products from the very best tech brands. A place of discovery, perfect for amazing experiences and loads of fun.

Moon by Royole

This mobile 3D theatre makes for a personal and fully immersive cinema experience. Moon offers a perfect viewing experience thanks to full HD 1080p resolution, and features premium-quality headphones for noise cancellation and a foldable design for optimum portability. The curved screen can be adjusted for perfect viewing.

Temi

Your personal robot Temi can connect you with your friends and other devices simply by voice control. Temi is the first robot that truly interacts with humans, with perfect autonomous navigation, dynamic screen graphics and a highly advanced audio experience.



DESIGN SUPERMARKET FROM 9 TO 14 APRIL

ALESSI



New Moka by David Chipperfield

Product Launch

Alessi presents the project *A New Moka is Blooming*. The Moka, designed by architect David Chipperfield, takes centre stage in a story that features the inclusive soul of this iconic symbol of industrial design, representative of a collective memory and famous worldwide.

The Moka is showcased within an original and surprising display that elevates its iconic status, celebrating it as a familiar everyday item which is undoubtedly essential in our day-to-day routine.



Thursday 11 April, from 11 AM to 12 PM

Friday 12 April, from 4 PM to 5 PM

ALESSI

The secrets to a perfect cup of coffee



ARTEMEST

Couture collection by Lorenza Bozzoli Design

New Collection

For Milan Design Week 2019 the *Couture* collection sees new additions in the form of two new poufs. As the name suggests, *Couture* tips its cap to Haute Couture, from which it takes its sartorial approach. From the rich craftsmanship to the painstaking study on the right materials and colours, Lorenza sets out to produce interior design items with a contemporary design but with an exotic, oriental air as well. The fringing is a distinctive feature, testifying to the quality craftsmanship and evoking the Roaring Twenties.



DESIGN SUPERMARKET

FROM 9 TO 14 APRIL

BIAGIO BARILE, AN ARTISAN AT WORK

Live demonstration of creating inlaid wooden boxes

The inlay tradition in the city of Sorrento dates back to the Napoleonic era. It came about thanks to the French woodworking tradition and the Neapolitan inlay technique. The technique is still used today, passed down through the generations in many workshops by craftsmen such as Biagio Barile, who began his apprenticeship in woodworking at the age of 10. His family business creates truly unique items using age-old techniques, without resorting to using lasers.

Saturday 13 April, from 1 PM to 6 PM



CRAFT GALLERY

New Area

A new section entirely dedicated to artisanal craftsmanship, providing a platform for many talented designers who express their creative vision with original and remarkable vases, fully fledged decor pieces to add a stylish touch to any room in the house.

Items from Paola Paronetto, Purho, Mmairo, Hands on Design, Bitossi, and Fasano can all be found here.

DESIGN SUPERMARKET

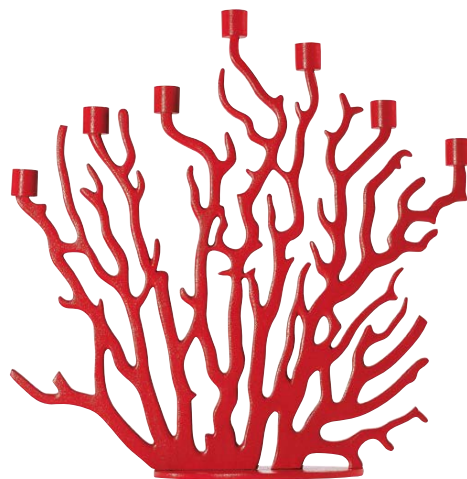
FROM 9 TO 14 APRIL



DRIADE

Special Setting

The most eclectic design brand with a rock soul is embodied in a living area with dozens of iconic items that evoke a joie de vivre: from the Zagazig floral-print coffee table to the Nemo miniatures, Piazza, pieces by Fabio Novembre depicting the most stunning places in Italy, and the Sissi seats which are perfect for both indoor and outdoor use. All these items can add a personal touch to a home or give it an unexpected and unique twist.



FONTANAARTE

Product re-editions

FontanaArte present their experts in decorative lighting. Starting with Gio Ponti and the legendary Bilia - a cone and sphere in an extraordinary display of balance.

This is displayed alongside other timeless classics such as la Luminator by Pietro Chiesa (1932); Fontana, the table lamp par excellence designed by Max Ingrand in 1954; Parola (1980) by Gae Aulenti; right up to the more recent Pinecone by Paola Navone (2016) and Equatore by brothers Oscar and Gabriele Buratti (2017).



DESIGN SUPERMARKET

FROM 9 TO 14 APRIL



IITTALA

Raami by Jasper Morrison

New Collection exclusively for Rinascente Limited Edition

Ceramic, glass and wood are the materials that give form to the Raami range, deftly combined to create a warm and welcoming atmosphere at the dining table, from breakfast time to supper. Every item in the collection is one of a kind and perfect, whether on its own or as part of the matching set. Just like in a family or a group of friends, each piece brings its own unique qualities to the table.



MASSIMO LUNARDON

Mediterraneo

New Collection exclusively for Rinascente Limited Edition

This new collection is inspired by Mediterranean colours and tastes, from prickly pears to olive trees. The collection comprises various ornamental items and food stands designed to hold Mediterranean specialities. A limited-edition set designed and produced exclusively for Rinascente. Handcrafted in borosilicate glass using the lampworking technique. These products are dishwasher and microwave safe. All the items are Made in Italy products.



DESIGN SUPERMARKET FROM 9 TO 14 APRIL



NICOLA FASANO

New Brand

Clay has been modelled at Grottaglie for eighteen generations; this is a craft that Nicola Fasano has developed and refined with an eye for design, while keeping the centuries-old techniques unchanged. Large jars, vases, jugs, ornamental knobs, tiles, but above all, everyday items are what Fasano crafts. The production method remains the same as in olden times: the clay passes through the hands of experts who create works on commission for stylists, designers and architects, contributing to the development of a new aesthetic style.



NORMANN COPENHAGEN

Tivoli

New Collection

The Tivoli project is the result of a collaborative partnership between the Danish design firm and the Tivoli Gardens amusement park. Inspired by the park's long history, Normann Copenhagen has created a spectacular range that includes lighting, textiles, tableware, fragrances, ornaments and accessories for the home.

The enchanting Tivoli Park is located in the heart of Copenhagen and boasts various attractions, wonderful gardens, restaurants and concerts. Its many forms of artistic expression are an endless source of inspiration, which the Tivoli range brings to life in a series of practical design items. Perfectly balancing classical form and poetic expression, each and every item conjures up the magic and wonder of the park.



DESIGN SUPERMARKET

FROM 9 TO 14 APRIL



PAOLA C

New Collections

Paola C was founded in 2000 by the team of Paola Coin and Aldo Cibic, who started to produce and sell household items and, more generally, pieces that encourage people to get to know one another. For Design Week, Rinascente presents projects by Annalisa Dominoni and Benedetto Quaquaro, Aldo Cibic and Jamie Hayon.

Happy Planet, Sciia and Gemma by Annalisa Dominoni e Benedetto Quaquaro

They share an expert knowledge of how to work glass to produce these furnishings that add a touch of design chic to the house, created while always keeping in mind the designers' goal of combining research and technological innovation with poetic sensibilities. Both architects with PhDs and specialists in design of extreme areas and environments, they experiment and design by crossing outer spatial and earth-based technologies to create new products for the worlds of fashion, the home, the office and the environment.



Polly, Piggy and Foxy by Aldo Cibic

Two carafes and a decanter in transparent blown glass reveal the Aldo Cibic's relationship with design. An architect and designer, Cibic, under the watchful eye of Sottsass in 1980, was involved in the creation of Memphis, while in 1989 he founded Cibic&Partners, a studio where he not only works as a designer for his own projects and for various companies, but also dedicates himself to interior design and architectural projects, in Italy and abroad.



New Roman Alexandria & Tiberius II and New Roman Titus III by Jamie Hayon

Times Magazine called Hayon one of the 100 most important creators of our time, while the magazine Wallpaper named him as one of the most influential designers of the last decade. The rationale behind these titles can be seen in this interior design collection, which evokes the pomp and splendour of a bygone era that can still amaze and captivate.



DESIGN SUPERMARKET

FROM 9 TO 14 APRIL



PIATTO UNICO

Sogni by Emanuela Sala

New Brand

Handcrafted ceramic items, entirely made in Italy, are given a twist with contemporary graphics, designed to convey a message and last. In the “Sogni” tableware set, each plate represents a wish: the sea, love, flying, music, travelling, companionship, joy and the act of daydreaming. The plates with hand-painted edges, exquisite as well as functional, are reminiscent of the traditional Baroque shape of central Italy.



SALVATORI

New Collection

Salvatore has released a series of furnishing accessories in the Home Collection, the result of collaborative projects with designers Piero Lissoni, Vincent van Duysen, John Pawson, Elisa Ossino, Michael Anastassiades and Studio Charlie. The display underscores the importance of sustainability, which has always been an integral aspect of the company's values. Lithoverde slabs, the first natural stone finish in the world, form a monolith of Bianco Carrara with multiple levels creating steps, a classic feature that elevates the monumental nature of the material. The defining feature of the natural stone products are their simple and pure forms which are enhanced with the use of quality materials such as brass and leather.



DESIGN SUPERMARKET FROM 9 TO 14 APRIL

SELETTI

WILD DESIGN BY MARCANTONIO

Special Setting

The wild world of Seletti+Marcantonio continues to expand and brings life to an installation that becomes a magical corner, full of life and playfulness. The artist-designer's love of natural figures leads to the creation of new characters to join the collection. Snail and mushroom coat hooks bring life to the walls while mushroom wall lights brighten them up; ravens are poised, ready to take off in flight with the light grasped between their beaks; and glass cacti are transformed into desert-style lights, while anatomic hearts become vases. Dinosaurs, Mice, and the famous Monkey Lamp light up their surroundings. The partnership between Seletti and Marcantonio Raimondi Malerba is a magnificent, real world where fantasy takes on material forms: evocative design that offers much more than simple functionality.

Friday 12 April, from 5 PM to 6 PM

Talk WILD DESIGN BY MARCANTONIO



TOM DIXON

New Collection

Since the 1980s, he has never stopped reinventing his own personal style, collaborating with top brands such as Cappellini, Habitat, Artek and Eurolounge, as well as creating his own brand in 2002 with the aim of giving a new take on the relationship between design and industry. This year, he makes his debut with his furniture and lighting collection at Rinascente, where for a limited period you can check out the FAT seat and the OPAL lamps (with new LED technology).

Wednesday 10 April, from 6 PM to 7 PM

Talk by TOM DIXON



DESIGN SUPERMARKET FROM 9 TO 14 APRIL



VENINI

New Collection

Indigo, an intense colour between violet and blue, is paired or alternating with sunny and bright Orange and coordinated with Milk-white and Taupe. The two colours are inspired by nature. Mediterranean landscapes, enthralling dawn skies where the intense blue of the night takes on a violet tone like indigo, before warming into the heat of an orange sunrise. They chase after one another and alternate, creating mysterious sensations that are synonymous with the two bold colours that VENINI now offers for its most famous icons.



VETRERIE DI EMPOLI

New Brand

“Gira e rigira” (Turn and turn again) is a one-of-a-kind glass that promises to revolutionise the experience of wine tasting. A small metal globe is set between the top of the stem and the base of the glass; with one single, simple thumb-stroke, this initiates a soft rotating movement of the wine which allows for an examination of the clarity, colour and consistency of its aroma notes and taste. Nominated for the Compasso d’Oro design award.



DESIGN SUPERMARKET FROM 9 TO 14 APRIL



QEEBOO

New Collections by Stefano Giovannoni, Marcantonio, Studio Job, Nika Zupanc.

This is the new brand created by Stefano Giovannoni, which is celebrating Design Week with a new series of projects in an exclusive pop-up section. With unique and out-of-the-ordinary creations, the range's defining feature is an appealing colour combination of tones of white, and black and gold. Items that, featuring icons from nature and contemporary culture, inhabit and enrich the collective imagination with a bold contemporary look.



THIRD FLOOR FROM 9 TO 14 APRIL



TALA

**Porcelain Range
Special Setting**

This range of LED bulbs has been designed with a consideration for the product's lifetime. In mouth-blown glass, their unique forms are based on the core shapes found in modern architecture. The bulb features high-efficiency energy technology, designed to last for approximately 30,000 hours. They emit a warm light, softened by the opaque white finish; these bulbs set a tranquil mood in any space.

The collection is showcased within an unexpected green display, perfectly in line with the brand philosophy, as it is proactively committed to reforesting areas around the world, reducing waste, and cutting down carbon emissions.



SIXTH FLOOR FROM 9 TO 14 APRIL



ANTONIO MARRAS

Pop up store

All hail those who create with their hands - those who sew, cook, tend to plants, and work with fire. This is the theme that runs throughout the world of Marras, filled with a rich range of items of various shapes and uses.

These include the placemats created with selected fabrics sewn together, or the houseware range with plates, vases, tiles, glasses, cups, candles and trays - the result of a fruitful collaboration between Marras + Kiasmo. There 'is also the collection of limited-edition ceramic sets created by Antonio Marras and Vincenzo D'Alba, with creative director Francesco Maggiore. To finish off setting the mood, there are the seats, poufs reupholstered with original fabrics, as part of the exclusive collection Antonio Marras for Saba.

GIACOMO ALESSI

Designer ceramics

In his Caltagirone workshop, Giacomo Alessi has reinstated a former majesty and beauty for the craft of ceramics. He has taken expertise, decorative styles, abstractions, symbols and shapes of items used universally from a grand Mediterranean tradition for these items. The anthropomorphic vases perfectly express the historic richness and traditions of Sicily, a crossroads for peoples and cultures since time immemorial. Le Teste in the Heritage Collection are the pure essence of his artistic work: entirely hand-made, they are perfect for decorating any house with style and character.



SIXTH FLOOR FROM 9 TO 14 APRIL



MARNI MARKET

Pop Up Store

Marni has set up a number of travelling pop-up stores, which stop off in the most renowned department stores worldwide. For the second year running, after a long journey, Rinascente is hosting a light-hearted space, where every detail has been designed specifically to reveal the fascinating and rich history of city markets. An oasis of playful prints and vibrant colours, where you can discover a series of limited-edition leisure and design items. Marni Market is also found in the flagship store of Rome Tritone, in the Design Supermarket.

From April 2 to May 2



VERSACE

Special Setting

An original jungle-theme collection, made exclusively for Rinascente.

The jungle-print items live sit alongside the fashion house's iconic products for a remarkable and captivating display. An area to explore, where visitors can be inspired by a collection with a magnetic charm.

