

RETAIL

La Rinascente bears it all in colorful window exhibition

March 29, 2017



Pane from la Rinascente's "I'm tired of eating fish"

By STAFF REPORTS

Italian department store la Rinascente is turning its store windows into an animalistic art gallery in honor of Milan's design week.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Up from March 29, "I am tired of eating fish" is a site-specific installation featuring artist Paola Pivi's neon bears in surreal scenes. As an artistic crowd descends on Milan for events such as Salone del Mobile and Miart, this quirky display will help la Rinascente catch the attention of passersby.

Grin and bear it

La Rinascente's display at its Piazza Duomo store in Milan was curated by Cloe Piccoli.

Ms. Pivi is a Milan-born multimedia artist who currently lives in Anchorage, AK. Her colorful bears have previously been on display in installations in locations such as Dallas and Galerie Perrotin in New York.

Now, her bears are on display in Milan for the first time in a solo show in the panes of la Rinascente's windows.

In one stark white window, a polar bear is suspended in midair as he lunges after an unknown target.

Another finds a fuchsia creature taking on a ballet-inspired pose. In yet another pane, a backdrop of assorted objects provides contrast for a white bear's jaunt.



Pane from la Rinascente's "I am tired of eating fish"

Continuing the idea of human-like bears, one is found in a home environment as it reclines with its feet up on a desk below a crystal chandelier.

The windows will be up until April 9.

Stores are a part of the community they operate in, and often look to surrounding events for inspiration.

For instance, la Rinascente is driving foot traffic to its flagship Milan store with a celebration of two-wheeled transportation.

The retailer's "Love to Ride" initiative was the first ever off-site event for Eicma, the International Bicycle and Motorcycle Exhibition, bringing together brands as diverse as BMW and Belstaff to spotlight the biking lifestyle. Hosting this campaign concurrently with the expo provided la Rinascente with an interested audience in-town for the event ([see story](#)).