

RETAIL

La Rinascente spotlights design solutions for "happy future"

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Comma by Pistacchi Design will be on view during SaloneSatellite x La Rinascente's design supermarket. Image credit: Pistacchi Design

By STAFF REPORTS

Italian department store chain la Rinascente will host a "design supermarket" to promote emerging talents in the interiors category.

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La Rinascente's design supermarket, hosted at its Milan flagship, is organized in partnership with SaloneSatellite, the young designer-focused offshoot of Milan's Salone del Mobile furniture fair. Now in its fifth edition, design supermarket will showcase nine new design talents from Oct. 3 through Dec. 25, acting as part of la Rinascente's holiday gifting shops.

Design solutions

The nine talents featured at the La Rinascente design supermarket were singled out at SaloneSatellite 2017 and will be displayed alongside cult objects of today, yesterday and tomorrow.

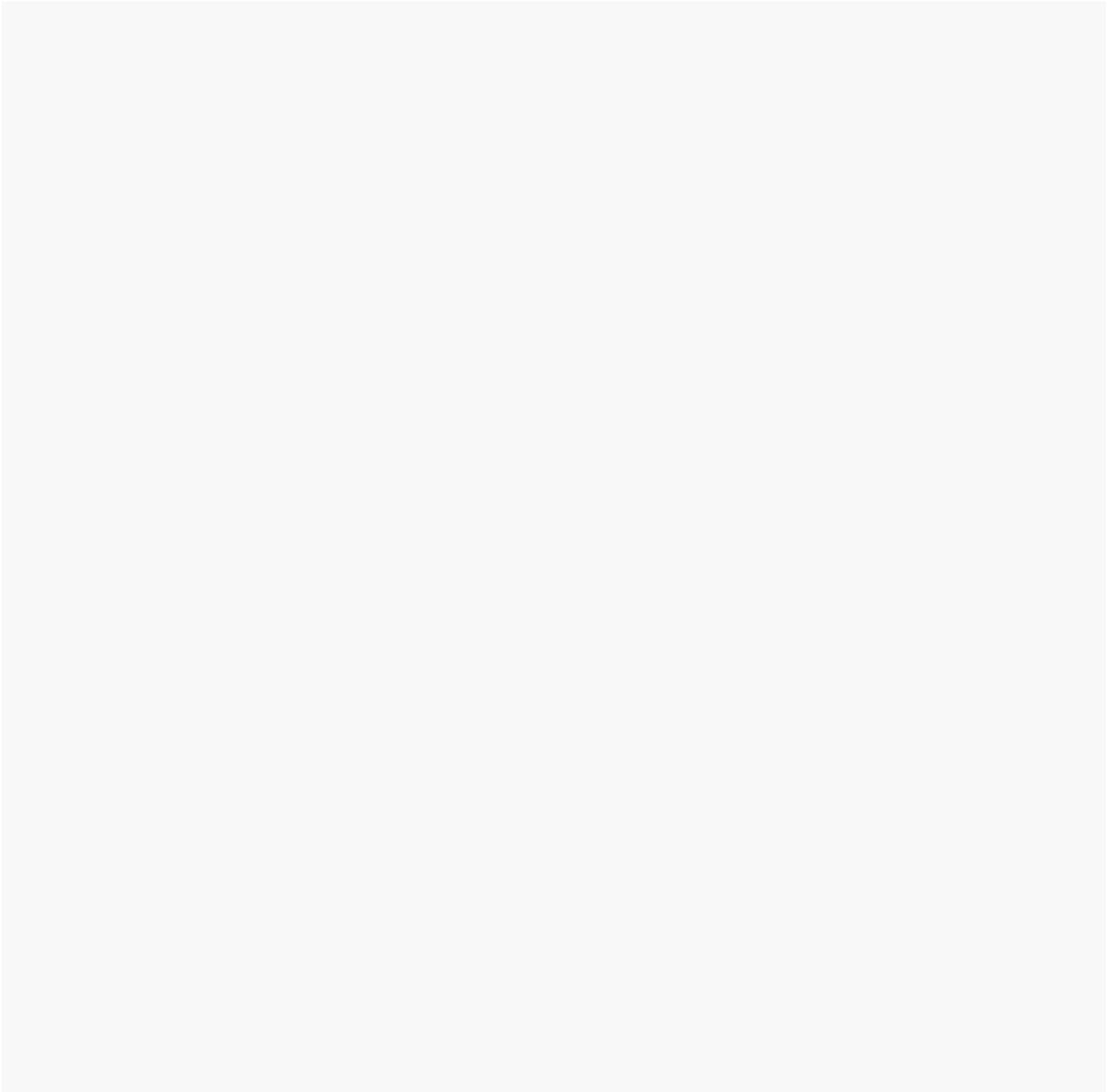
SaloneSatellite's emerging talents were selected during the 20th edition of its event. Curated by Marva Griffin Wilshire, the theme of the SaloneSatellite 2017's event was "Design is?"

Those selected for the design supermarket have created objects that place importance on the search for new solutions, both tangible and intangible.

The design products are "always intelligent and sometimes poetic, capable of carving out a better future for us precisely because they respond with great sensitivity to the new needs and desires of contemporary man."

Designers include Mike He of Pistacchi Design, Laurent Verly, Mendel Heit Design Lab, Bold Design, Carneval Studio, Fabrizio Averna, Mario Pagliaro, Studio Ventotto and Woodie Milano.

Objects featured at the design supermarket include chairs, coffee tables, lamps and wooden objects for everyday use or decorative purposes. All are born from "insight and simple actions, and combine technology, craftsmanship and emotion. For a happy future."



Rinascente has been supporting the creativity and talent of young people. Also this year in partnership with Salone Satellite. Browse the gallery! @isaloniofficial . #rinascente #departmentstore #design #designer #salonesatellite2017

A post shared by Rinascente (@rinascente) on Oct 3, 2017 at 11:13am PDT

According to research from art and antiques search platform Barnebys, interest in design pieces at auction has grown in the post-recession period, boosted by the added accessibility courtesy of ecommerce.

In 2016, TEFAF valued the market for design items at auction in the United States and Europe at \$343.6 million, part of the total \$16.9 billion total global public auction market for goods that includes art and jewelry. Fifteen popular designers have seen their turnover grow a collective 330 percent from 2009 to 2016, with some pieces achieving six-figure sale prices that rival fine art ([see story](#)).