



The SaloneSatellite and la Rinascente: spotlight on creativity

It's time for the second edition of the creative alliance between the SaloneSatellite and la Rinascente, who offer their support to young designers striving to enter the world of design. At la Rinascente, Design Supermarket, Milan, from 9th October to Christmas.

The **SaloneSatellite**, the premier talent scout of young creativity, which each year during the Salone Internazionale del Mobile offers promising designers under 35 international visibility and direct contact with manufacturers from the world of furnishings, renews its alliance – after the great success of last year's initiative – with **la Rinascente**, the other important Milanese venue where new design trends find space alongside the best brands in the field and the most interesting products of the moment.

From 9th October to 25th December, at the Design Supermarket of Milan's venerable department store, a space of great renown and historic importance – it was la Rinascente that instituted the prestigious "Compasso d'Oro" award in 1954, which was in fact given to the SaloneSatellite last May – the products of **7 young designers selected at the 2014 edition of the SaloneSatellite** will be displayed for sale. The designers are **Arturo Erbsman** (France), **Garay Studio** (Spain), **Tania da Cruz** (Portugal), **Tsukasa Goto** (Japan), **Maria Volokhova** (Ukraine), **Uto Balmoral** (Italy), Livia Rossi and Gianluca Giabardo of the **Dossofiorito studio** (Italy).

The selection of the products chosen by la Rinascente is based on the interpretation of the theme of the latest edition of the SaloneSatellite – **"Design, Innovation + Craftsmanship"** – which saw young designers investigating the value of integration and contamination between artisanal tradition and the possibilities offered by contemporary methods of design and industrial production.

The variety of products on display represents **an anthology of materials worked with both traditional and new techniques like digital manufacturing, in a seamless integration of artisanal and industrial production.**

Objects with a special **reverence for nature** or **direct interaction with the plant world: lamps** that capture the fascination of the various aspects of water, or that evoke the forms of mushrooms; **fruit bowls** that become poetic citations of mountains and cultivated fields; **vases** with feminine attributes and a flowering face.

Or objects that cross over into the dimension of play: **stools** inspired by the hairstyles of famous children's toys and **modular kitchen components** modeled on classical friezes and decorative frames.

Milan, 30th September 2014

Press info: Marva Griffin Wilshire



Arturo Erbsman
Water lamps



Garay Studio - *Mush lamps*



Tania da Cruz - *Playmobilia stools*



Tsukasa Goto
Geographical and Agricultural fruit bowls



Maria Volokhova - *Topgirls vase*



Uto Balmoral - *Molding kitchen components*



Dossofiorito - *The Phytophiler vase*