



## The Future of Design? Rinascente seeks (and finds) it at SaloneSatellite

*This edition marks the sixth anniversary of the partnership between SaloneSatellite and Rinascente, which throws open the doors of its Design Supermarket to 9 new talented designers from 3<sup>rd</sup> October till Christmas.*

**SaloneSatellite** has always been a testing ground for and a hotbed of talents under 35, hugely creative young designers, well equipped to leverage the tremendous potential offered by current technological and digital advances, prepared to take risks while focusing on research and experimentation yet without ever losing sight of traditional craftsmanship and the origins of design. **Rinascente** has scoped this new generation of designers and picked out the rising stars most deserving of concrete opportunities for interface with the wider public.

For the **6<sup>th</sup> year running**, therefore, **SaloneSatellite** and **Rinascente** are renewing their partnership and flinging open the doors of the Department Store to **9 international designers** chosen during the 2018 edition of the event.

The **12 extremely select products** will be on show and on sale at the **Design Supermarket** from 3<sup>rd</sup> October to 25<sup>th</sup> December, all distinguished by the makers' use and treatment of materials and their attention to the environment, **and by their eclectic, simple and positive charge**. Their creators are: **Stefano Carta Vasconcellos** (Italy), Winner of the 2018 SaloneSatellite Award, **Mauro Baronchelli** (Italy), **Visser + Meijwaard** (Holland), **Nöme** (Russia), **Kenkö** (Germany), **Valentina Zuendel** (Italy/Austria) and **Alizarina Studio** (Italy).

The Southern Hemisphere was suggested as the source of inspiration for the **21<sup>st</sup> edition of SaloneSatellite**, curated by Marva Griffin Wilshire, chiming with the multimedia exhibition **AFRICA & LATIN AMERICA Rising Design / Design Emergente**, proposing a reflection on **design stemming from our origins** as a starting point for shaping objects expressing a **new, perfect balance of design, function and good looks**.

The selected products place **huge importance on the quest for new solutions**, both tangible and intangible, always intelligent and sometimes poetic, inspired by **traditional craftsmanship and ancient materials** that can inform a better future because they remind us of our origins. A plethora of **chairs, tables, lamps, trays and vases, fitness equipment and everyday and decorative objects will be on display**, all deriving from simple intuition and actions and marrying technology, craftsmanship and emotion.

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