

100 design objects through 100 years

# Tacchini participates in 100×Cento Design

For the anniversary of La Rinascente, Elle Decor Italia showcases the history of design, 6–12 June



Sesann (Cat. Sofa, Armchair), designed by Gianfranco Frattini

Milan, 6 June 2017 – Tacchini is this year taking part in the celebrations for the centenary of La Rinascente in Milan, together with Elle Decor Italia. A special initiative centred around the number 100 to celebrate the Milanese department store’s first century. Precisely one hundred, like the number of design objects chosen from among those most emblematic of a century of history. They will be on display from 6 to 12 June in the store windows on Piazza Duomo, thus recreating a three-dimensional timeline.

Designs that have accompanied the lifestyle evolution, iconic pieces of furniture and furnishing accessories which have found their place in our homes will feature in the eight windows in a narration of a major period in the history of lifestyle. Among these, Tacchini participates with a re-edition of its Sesann armchair, originally designed by Gianfranco Frattini in 1970. A seat which represents an object-synthesis; a thought, a story and an idea, a symbolic demonstration of the best experiences from the past and a proposal for the future of the art.



The 100XCENTO DESIGN exhibition reconfirms the important partnership entered into in 2013 between La Rinascente and Elle Decor Italia with the intent, amongst others, of promoting the city in which both brands operate. Elisa Ossino Studio curated the Elle Decor Italia exhibition. A journey which Elle Decor Italia chooses to talk about on the occasion of the “LR 100–RINASCENTE. Stories of Innovation” exhibition held in the nearby Royal Palace and focused on the centenary of the department store which since 1917 has continued to revolutionise the Italians’ lifestyle.

ELLE DECOR ITALIA *la Rinascente*