
MILANO REPORT

JUNE 2017

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* Project 1. LR100

1. La Rinascente 100 – Stories of Innovation

Project Overview

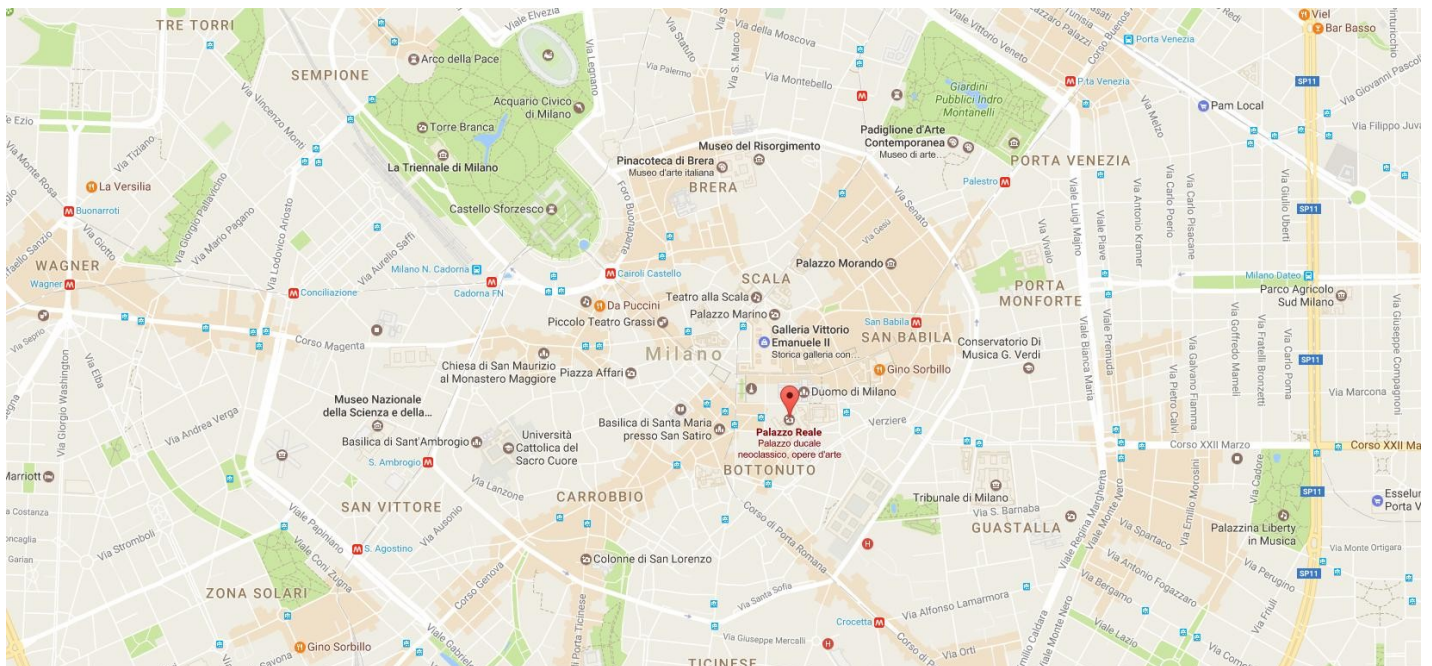
After “Fondazione Prada”, OMA/AMO cured another important *Milanese* client: La Rinascente for its 100th anniversary. The history of Rinascente is a history of Milan as Fashion and Design City: Gio Ponti, Franco Albini, Bruno Munari, Giorgio Armani, Rosita Missoni ect, all these *Maestro* who created the Milan’s history had went through this great department store. The exhibition is composed by 11 rooms as a living archive that invites the guest to discover all the wonders he has through a series of different visual, physical and multimedia experiences in an eleven room.

The exhibition tells room after room as Rinascente has been able to offer the general public a different perception of art, culture and design, putting the core of its research and innovation through the complexity of 20th-century history. This is not a linear journey, but a collage of contributions, identities, people and different stimuli that, with the same exhibit variety as typical of department stores, tell how Rinascente has become the perfect example in the panorama of the European department stores .

Project Details

1. Brand / La Rinascente
2. Type of Business / Exhibition
3. Open Date / 2017/05/24
4. Location / Palazzo Reale, Piazza Duomo 12
5. Designer / OMA/AMO

Location Map



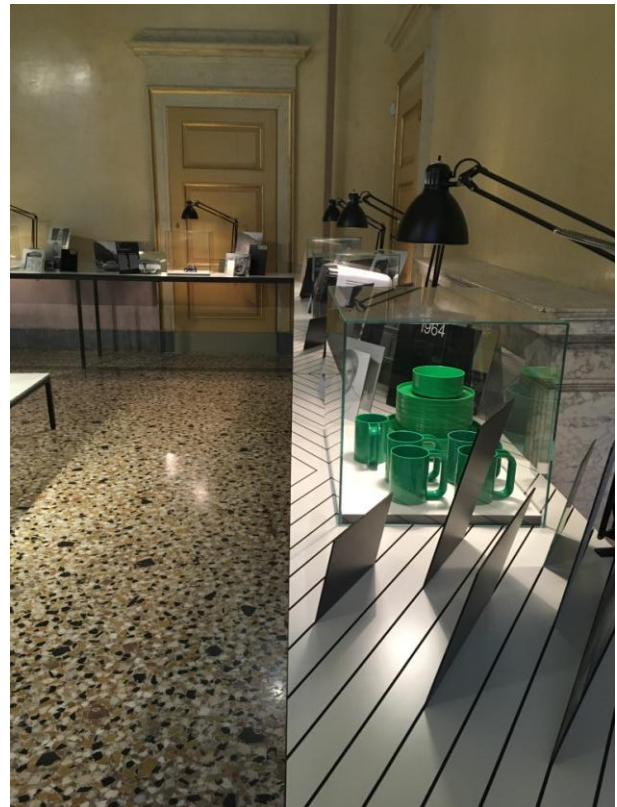


1. Omage



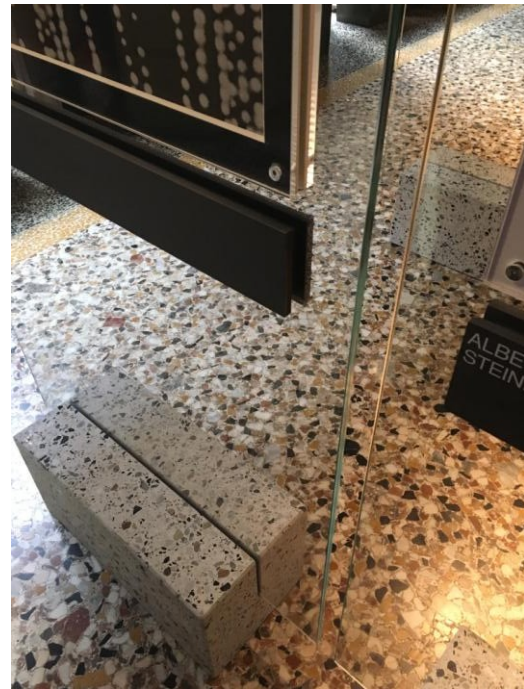
Historical graphic into a carpet of projector room

2. History of Compasso d'oro founded by la Rinascente



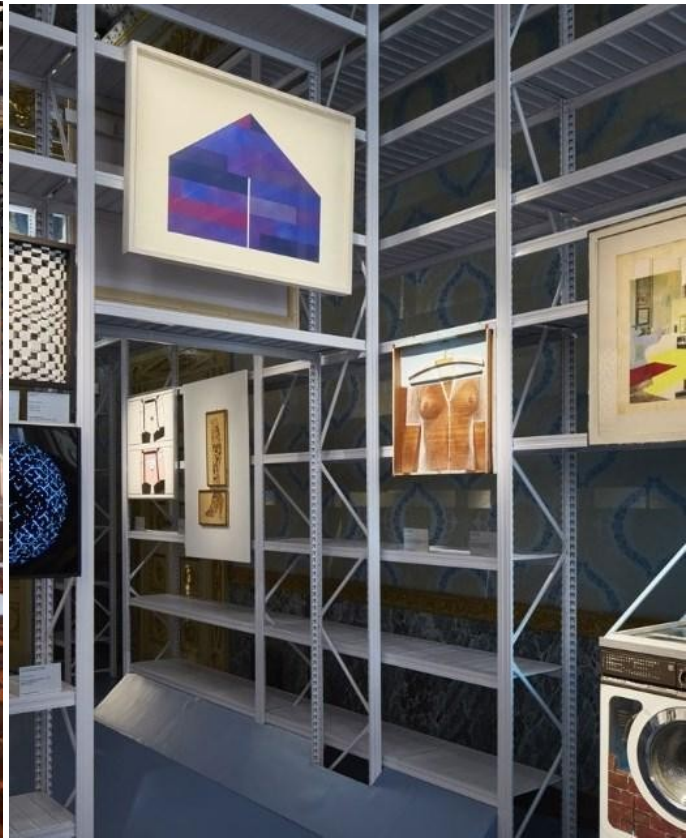
Laminated Table with slit which allows to hold the images or information printed on aluminum sheet

3. Integration to the ambient



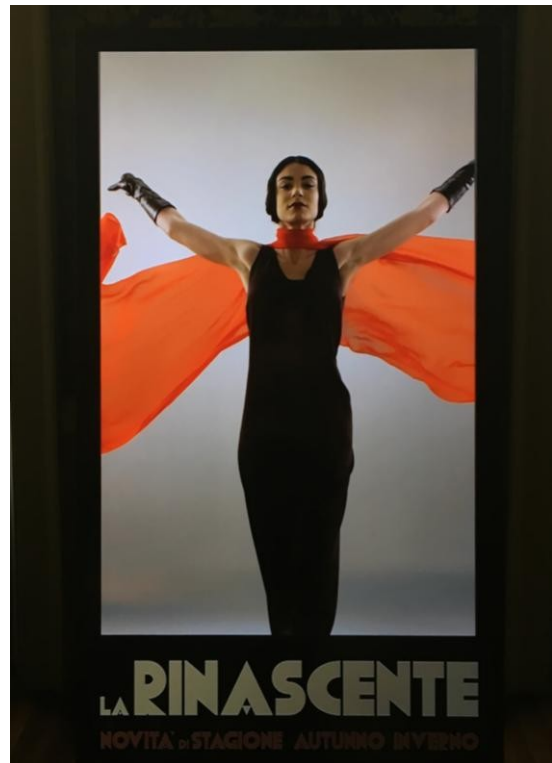
Poster exhibition panel by Glass and Graniglia brick

4. Way of exhibition



“Archive” style display : as a glance of Rinascence’s history

5. Monitor Usage



Vintage style video gives you an illusion of time travel

6. Rinascente window-jack



12 windows of department store are dedicated to this exhibition

To conclude, La Rinascente group will inaugurate a new department store in Rome which costed 200 million euro this year.
