

PRESS RELEASE

MARITA & FRIDA FRANCESCON PRESENT THEIR NEW COLLECTIONS AT SALONESATELLITE IN MILAN

For the third consecutive year **Sorelle Francescon** are among the protagonists of **SaloneSatellite** in Milan, a space that Rho fair reserves, after a careful selection, to the most promising young designers from all over the world. After the line “**MakeUp Now!**”, composed of original home furnishings inspired by feminine make-up, and the line “**Mi isla bonita**”, that through lamps and coffee-tables brings our favourite islands in everyday life, the two Ischian creative designers propose the latest products of their research work.

Among the novelties presented at this edition, the chair and the mirror “**#Selfie**”, that through shape and function combine the polaroid cult imagine with the growing self-timer and network sharing trends.

“**#BeMyQUEEN**” is a playful furniture & accessories collection. Available in different subjects, the line is an invitation to be a queen not only of your own house but also of all its furnishings, from lamps to sofas, living them with joy and cheerfulness.

Finally “**#ScaccoMatto**” (Checkmate), in tune with the topic “Design, innovation + craftsmanship” proposed this year by SaloneSatellite organizers, composed of six handmade glazed pottery vessels on different chess pieces. Sorelle Francescon new collections are exhibited at **Booth n. B28 from 8th to 13th April 2014**.

Marita Francescon studied Architecture in Naples, Polytechnic University of Madrid and specialized at the European Institute of Design in Barcelona. Currently she lives and works in the island of Ischia as an architect and designer. She loves to design environment and objects transmitting positive emotions and joy of living.

In 2012 she presented her first furniture collection at SaloneSatellite called “MakeUp Now!” inspired by make-up and consisting of five elements: a stool with the shape of a Lipstick, a Powder armchair, an Eyeshadow table, a Nailpolish shaped led lamp and a “Mascara coat-hanger”.

Furthermore, her notebook was chosen for the “Moleskine myDetour5x5” and was exhibited at the Biennale of Contemporary Art in Dakar in 2010. Marita Francescon was also selected by Moleskine among many artists for the launch of the online platform “Moleskine Artist Marketplace.”

In 2012 she obtained a second bachelor’s degree, this time in Communications; during her spare time Marita works as a journalist writing about culture, art and lifestyle.

Frida Francescon is studying Economics in Naples and is pursuing a Master’s degree in Social Media Marketing. Her collaboration with Marita, started in 2013, added fashion and jewelry design as new disciplines to the field.

She contributed to the creation of a new brand called “Love is my religion”, focused on t-shirts and accessories, inexpensive but fashionable and sophisticated at the same time.

The t-shirt line was showed at SaloneSatellite 2013 with “Mi Isla Bonita” furniture collection, that is composed by Ibiza, Capri, Ischia and Mykonos, that with their unique shapes, are transformed into coffee-tables and lamps arousing joy and fascination for the observer.

Since September 2013 Sorelle Francescon have been curating their **blog Lost in Design** (www.lostindesign.it) inaugurating for the occasion the **Satellite Diary** section to tell the day- to-day running of the fair.

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