

Bologna, 8th September 2011

COMUNICATO STAMPA

RICE WHITE & OLIVE GREEN

Sanakids puts forward a new exhibition concept for food retailing.

An eco-store for all the family with varying solutions for children and adults.

Organised by **Salamanca Design & Co.**

Bologna, 8th – 11th September

SanaKids, in its 4th edition, is Sana's look to the future of family eco-stores. **It's a journey amongst a new concept of how to present products**, where there's a new level of **coherence between the products and how they are displayed**. Because these days when people think about the environment, health and quality of life they don't just look at the products on the shopshelves but also the furnishing and the packaging have to be eco-friendly as well and express the same values as the product itself. For this reason the primary material chosen is wood from certified forests.

Rice white to olive green is a new concept in how to display products in food retailing that looks at a variety of solutions for children and adults. A shop design using the 3 elements of perception - **light, space and colour – directs and accompanies visitors helping them to choose the right product and discover what 's important to them**. The use of symbols and signs, for example, indicating the traceability of the wood and its eco footprint are on the furniture on display helping children to identify entirely organic and traceable foodstuffs “from the field to the table” not only on the basis of the primary materials used but also how they are displayed.

Lucy Salamanca's project, **which is easy and intuitive**, connects all of these values **bringing them back to how they are used within the domestic space**. The lay out, made up of modular green pallets, recreates a market feeling and at the same time the fact that the pallets can be moved about visually brings production and consumption closer together. We find ourselves in a big **home-market** where colour is used as a code **providing information on the characteristics of the childrens' food which acts as a kind of compass connecting buying with consumption**. We are reminded for example that the energy provided by cocoa is essential at breakfast, and that fruit is a good snack etc. A large table at the centre of the room is divided by colour and suggests the right foodstuffs for breakfast, lunch and snacktime.

The eco-store hosts Baby Pit Stop, an initiative started by ASL Milano and Unicef in support of breast-feeding which aims to setup areas dedicated to mums & babies within shops and public spaces: to "fill up on milk and do a nappy change".

The organic products are from Alce Nero & Mielizia; the low environmental impact furnishings are made using Palm's green pallets; eco-friendly paints from Oikos.

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