UNBOX the future!

Imagine lots of young creatives from all over the world, colourful shop windows, a city in celebration mood, and a limited edition design object – this is *UNBOXED*, Fabrica's new project for Salone del Mobile 2017 week at the United Colors of Benetton store in Piazza Duomo, Milan.

Milan runs on cosmopolitan, young energy during the Salone del Mobile. From 4 to 9 April, United Colors of Benetton's Piazza del Duomo store windows will feature not only its Spring/Summer collection, but also a selection of design objects displayed in a meticulously arranged colourful narrative. The objects are the work of the young creatives of Fabrica, Benetton's communications research centre.

UNBOXED is a Fabrica project for [Designerbox](#), the noted French creators of the design box concept.

UNBOXED is a research challenge that celebrates multicultural creativity by focusing on the narrative potential of non-technological objects. Transcending functionality, it imbues the spaces we inhabit with poetry, playfulness and even a certain subversiveness. The Designerbox concept was conceived to bring affordable design to the home by way of a unique subscription system.

Each month, subscribers receive a numbered wooden box containing a surprise new object not found anywhere else, and especially designed by an international design star. The boxes are produced in limited quantities based on the number of subscribers.

Designerbox No. 51 will feature the creativity of Fabrica's young designers. The item that subscribers will receive in September 2017 will be chosen from those on display in the Benetton store – containers, decorative items, candelabra, vases and incense burners – by vote, in store (from 4 to 9 April) and [online](#) (from 4 to 30 April). As a one-off, a selection of previous Designerboxes will be available for purchase at a special price.

United Colors of Benetton once again celebrates global creativity, bringing design to its public and promoting young talents.

#BenettonUnboxed