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MarketStreet unveils interactive installation for 10th anniversary

September 29, 2023 - Retail



Mi Casa, Your Casa 2.0 installation

Lynnfield, MA MarketStreet celebrates its 10th anniversary the entire month of September, after opening in 2013. The property unveils Mi Casa Your Casa 2.0, an interactive art installation, as well as a series of family friendly activities, limited-edition birthday bash swag, and special offers from a number of MarketStreet businesses.

As part of MarketStreet's month-long birthday celebration, Mi Casa, Your Casa 2.0, created by Hector Esrawe & Ignacio Cadena with Serge Maheu and presented in collaboration with Creos,

makes its exciting North Shore debut at the property. The interactive art installation is designed to create moments to reflect on the meaning of home and is comprised of eight three-dimensional red frames that illustrate the warmth, comfort, and safety of being at home. The structures encourage a moment of play and togetherness while allowing visitors to look through the walls of adjacent homes, offering a view into their neighbor's parallel experience. The homes are spaced evenly and stand at nearly ten feet tall, to form a three-dimensional canvas that encourages people of all ages to socialize and play.

Each home also features a welcoming, glowing light. When a casa is empty, an inviting white glow invites passersby to enter. Once inside, the glow dims to show that someone is home. Each structure is also complete with a swing, allowing the space to be as playful and interactive as each visitor desires.

Mi Casa, Your Casa 2.0 was originally inspired by the lively mercados of Latin America where human connections are made every day. The installation has appeared in major cities across the world, dwelling within several museums, as well as on streets and public parks, including Boston's Seaport Common in 2021. Notably, the installation was re-purposed to help create a temporary refuge for families who lost their homes during Mexico's devastating earthquake in 2017.

"We are beyond grateful to all of our businesses and the community, who have each been fundamental in making MarketStreet the community's gathering place over the past decade. We look forward to the next ten years and beyond, delivering a diverse and vibrant collection of retail and fun-filled calendars of events and unique offerings for all," said Charlotte Woods, general manager of MarketStreet.

"Mi Casa Your Casa is a strong and subtle symbol in a geometric shape that allows us to build a unique iconic piece, one that creates a continuous dialogue with audiences and capable of continuous changes and mutations," said artist and Mi Casa, Your Casa 2.0 co-creator, Hector Esrawe.

"We strive to create a home away from home at the property for the surrounding communities. As we looked to celebrate this milestone, we couldn't think of a better way than with the Mi Casa, Your Casa exhibit," said Woods.

Mi Casa, Your Casa 2.0 will be on display at MarketStreet on "The Green" from September 2 through October 2, 2023. All are invited to experience!

To keep the party going all month long, several of MarketStreet's businesses are offering 10th Anniversary specials in September. Highlights include:

- Barnes & Noble – Receive \$10 off purchases of \$100 or more; 10% off best sellers from the past 10 years; Birthday themed story time in store;
- Davio's Northern Italian Steakhouse – The restaurant is featuring a Mini Birthday Cake Dessert

with vanilla cake, vanilla buttercream frosting and funfetti sprinkles in September;

- Kings Dining & Entertainment – \$10 off \$50 food purchase coupons (in-store); 10 six-person private event certificates will be available by raffles
- La Gallina – Offers a special MarketStreet 10 year anniversary cocktail with 10% of the proceeds going to the Boys & Girls Club of Stoneham & Wakefield;
- Sephora – On September 17, guests are invited to the store's Perk by Hydrafacial Event with Ilia and Kiehl's. Experience a Perk by Hydrafacial by appointment and take-home amazing gifts from participating brands;
- Skin Laundry – In celebration of both MarketStreet and Skin Laundry's 10-year anniversaries, Skin Laundry will continue to extend its Founding membership promotion (\$250 membership for unlimited services) throughout the month of September. Visit store for details and exclusions.

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