



Find Yourself Behind the Mirror!

from 55th Biennale of Venice, contemporary reflections in the steel mirroring artworks of Daniele Basso.

From July 6th to August 25th, the Art Gallery "Il Forte Antichità", in the central via Carducci 16 in Forte Dei Marmi, will host the solo exhibition of the Designer and Artist Daniele Basso, entitled "Find Yourself Behind the Mirror!". Already on display in Lugano and Milan, it is a collection of light installations and mirroring artworks, between Art and Design, metaphors of contemporary society that comes to terms with their own desires. On this occasion and exclusive preview the exhibit is enriched by the proof of author of "Les Plis De La Vie", currently on display to OverPlay, collateral Event 55. International Art Exhibition La Biennale di Venezia, in the prestigious location of Palazzo Albrizzi (Cannaregio 4118), German-Italian Association office in Venice.

"The mirror" – says Daniele Basso - "is an object that is common to all cultures, a space-time crack where we can look at ourselves and our environment, where the core of things become a message. Overcoming their mere function, my mirroring works in stainless steel are reflective insights, thoughts open that we can finish finding our meaning... All equal in front of the mirror we delete the distance between ourselves and the reality where we live in."

In a point course we reflect on contemporary, on the importance of our choices for us and for the society and on the search of our real nature. We all taken to a world of ethereal lightness, between reality and dreams through Art and Design we find a new meaning of our life.

In mostra le opere:



LesPlisDeLaVie:

"The corner edge, physical expression of discontinuity, is the universal symbol of change. Space and Time shrink, touch, and separate. Nothing is as it was. All protections fail. The hollow comes forward and absence becomes presence. Anxiety propagates in society. An intimate and collective crisis is going on, grows within us and spreads. It is the fear of disappointing the expectations at the origin of progress. It is unquestionably a human issue. It is the tool Nature gave us to evolve: the destructive thrust prelude to the creative energy. The faster we adapt to Newness, the less the Pain. But a huge amount of awareness is necessary to overcome imposed limits and conditionings. A scream against the sky sets our vital energy free. In a moment, all has changed. The crisis is over. In that moment we have grown up, and all mankind with us. Reflected in the mirror, we find out that we are the mankind. The future is in the hands of each one of us all".



WeAreTheWall: installation realised in cooperation with GlocalDesign

"It' a metaphors. Tall and grey, under high surveillance, the Berlin Wall is the symbol and the universal form of division. We feel trapped in front of this insurmountable limit. But the mirror "DieMauer", repeated 6 times, emotionally involves those who stand before it, starts interacting with our conscience and whispers that we are our own limit. The way towards our dreams is metaphorically opened. We are invited to overcome our limits, ponder on prejudices and habits, subvert obsolete or wrong rules and opinions, and become aware that we are the mankind and that individual experiences are actually universal. We are the wall".



Mila Shon Collection:

"It is the celebration of Mila Schon through his important history of creativity and style. It is a project of Art, Fashion and Design. Six limited edition Mirror-Sculptures retrace in "mirror version" some of the must-haves of the historical archive of the house. Real jewels for the home, with original SWAROVSKI ELEMENTS for the first time ever matched to steel. Excellencies "Made in Italy" designed to become objects of worship".



MrBotGotTalent: light installation realised in cooperation with Slide

"Many Mr Bot in different colours illuminated in the green of the earth, a metaphor for contemporary multi-racial society, but they are at different heights. At the beginning all the same, we become ourselves through the choices we make. At the end we are all different: we are the consequence of our actions."



GlocalDesign Collection:

On show some pieces of the mirror finish stainless steel collection of GlocalDesign. In particular the "Desiderio Barocco" Collection, the "Message Collection" in collaboration with Swarovski, and some pieces from the "Made To Measure Service" of GlocalDesign. 100% recyclable, unbreakable, indoor and outdoor. Excellence strictly Made in Italy.

Daniele Basso Biography

A B.A. (Italy & USA) & Industrial Design (Milan) graduate (his thesis "Centro Stile Lancia" is visible at Carrousel du Louvre, Paris) with also a Communication Master. After working in Paris and NY for Versace, and in Milan with BGS D'Arcy-Publicis and "Advanced Design Fiat", in 2004 he leads Advanced Design Carcerano (Car Design). In 2006 he founds "GlocalDesign" (Think Global, Act Local). In 2007, according to the "Class" magazine, he is among the 100 Best Architects in Italy, works on projects for the 64th Venice Film Festival and for "Turin 2008 World Design Capital" where his work "TESEO: a Creative Labyrinth" registers over 13,000 visitors in five days (Domus no. 916). In 2009 he is a member of Piedmont's ADI Index Observatory for the award of the prize "Compasso d'Oro"; his mirror collections "Desiderio Barocco" and "Message" (100% recyclable steel) by GlocalDesign are on display in NY, Turin, Naples and Milan; he "is one of the first to grasp the growing interactions of Art, Design, and Fashion" (Corriere della Sera) and "expresses the new Local/Global trend (La Repubblica). In the same year, he approaches Art as a universal language with his work "The Universe Inside" in Verona. In 2010 he makes the "We Are the Wall" installation, the exclusive mirror collections "GlocalDesign+Molteni&C" and "GlocalDesignForSanPatrignano" and the mirrors "Dolce Vita" for the "Federico Fellini Foundation" now on display in Milan and NY. In 2011 come his logo for "Oggetti Design Magazine" and works out a project for "Lumen Center Italia". In 2011 he takes part in the collective exhibition "Cavour & Mazzini" with Omar Ronda, realises the exhibits "A Bright Future" with Swarovski and "Kryste" with SLIDEart with which he is invited to the 54th Venice Biennale (Luca Beatrice curator) and then to the Italian Pavilion in Turin (Vittorio Sgarbi curator). His work WE=WALL becomes part of the permanent exhibition of the Museo del Parco in Portofino. In 2012 AD, Interni, MarieClaire and Domus web talk about his mirrors HauteMaterial+GlocalDesign in old wood and steel, the innovative one-way magnetic-assembly table developed with Mast3.0 and the light MrBot for Slide. In the same year he starts an artistic collaboration with Ludmilla Radchenko and has his first personal exhibition combining Art, Fashion and Design at the Rivabella Art Gallery in Magliaso (CH). In 2013 he is invited to "OverPlay", a Collateral Event of the 55th International Art Exhibition "Venice Biennale" with the exhibit "Les Plis de la Vie".