

THE ARTIST DANIELE BASSO ILLUMINATES THE 2016 ALTA BADIA SKI WORLD CUP TROPHIES WITH SWAROVSKI® CRYSTALS

On the occasion of the 2016 Alta Badia-Dolomites Ski World Cup, the artist Daniele Basso, who is the maker of the sculpture GIGANT set at the start of the Gran Risa ski run in 2015 to celebrate the 30 years of the event, has created the trophies for the Giant Slalom and Parallel Giant Slalom night races, with the added feature of illuminating Swarovski® crystals.

The Trophies, says Daniele Basso, represent the superb performances of the champions in the fascinating unique natural scenery of Alta Badia. Their style exalts the terrific beauty of Dolomites, monumental and solemn, and celebrates the magic of snow and sport through the Swarovski® crystals that seem to lightly come down in the trophy frame until turning into the ski slope". They symbolize a story of passion, sport and beauty that comes to life again every year in the magic of the Alta Badia-Dolomites Ski World Cup."

True works of art, the trophies interpret the Alta Badia-Dolomites Ski World Cup logo. Plunged in a bright snowfall of crystals that consecrate steel as a jewel, from the podium of the winners they pay homage to the Italian flag with their colors Crystal, Light Siam and Emerald. *The trophies, goes on Basso, have all the same size, and this is made on purpose to celebrate sport as a universal value beyond rewarding the performance itself. When determination, talent and passion spur Man and Mankind towards new achievements.*

The Swarovski® crystals have been chosen not only for their being consistent with the sharp-cornered shapes characterizing Daniele Basso's Art, and GIGANT in particular, but also for the innovative content of the cooperation started in 2011 when the artist first matched them with mirror steel, which is his favorite material.

The authenticity and origin of the Swarovski crystals are certified by the "Crystals from Swarovski" seal, bearing the signature of the founder Daniel Swarovski and the company's year of establishment. Swarovski has been creating beautiful crystals of unrivalled quality since 1895, a symbol of artistry and craftsmanship that go far beyond the manufacturing aspect. Their brilliance and versatility have the magical ability to bring artistic visions to life right across the creative spectrum and are now essential ingredients in the worlds of fashion, accessories, jewelry and interior decoration, not to mention modern design and art.

Both are eternal materials and through the light they reflect and magnify, they offer us an art that is ethical and responsible toward man and the environment and celebrates the values of humanity that believes in the strength of life.

SHOWROOM

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Daniele Basso Biography

"In the mirror we are all alike, all suspended between dream and reality. Beyond their function, my mirroring artworks are reflections on the contemporary. Unfinished thoughts longing for a personal meaning...."

A.B.A. (Italy & USA) and Design (Milan) graduate (his thesis is at Carrousel du Louvre, Paris) with a Communication Master, he starts working in Paris and NY (Gianni Versace) and in Milan (Publicis and Fiat Auto). In 2006 he founds "GlocalDesign" that cooperates with the major brands of Italian Design (Molteni&C, Slide, Italamp, MilaSchon, Swarovski, SanPatrignano, Beko, Unicredit). In 2009, his artworks are on display in NY, Turin, Naples, Verona and Milan; he is "the first to grasp the interactions of Art, Design, and Fashion" (Corriere della Sera) and "the new Local/Global trend (LaRepubblica). In 2010 he realises the exhibit "Dolce Vita" for the "Federico Fellini Foundation" (Milan and NY); in 2011 "Bright Future" with Swarovski and "Kryste" with SLIDEart, this one featuring at the 54th Venice Biennale (Luca Beatrice) and the Italian Pavilion in Turin (Vittorio Sgarbi). His work WE=WALL becomes part of the permanent exhibition of Portofino's Museo del Parco. In 2012, AD, Interni, MarieClaire and Domus talk about him and he has his first personal exhibition at Rivabella Art Gallery in Lugano (CH). In 2013 he is invited to the event "OverPlay" (55th Venice Biennale) with his exhibit "Les Plies de la Vie". During the summer, he holds exhibitions in Forte dei Marmi (personal), Monte-Carlo (Hotel de Paris), Bologna (CUBO Unipol), and Milan. In November he is on show at the Seraphicum Pontifical University in Vatican. In 2014 he is in Dubai at Nakkash Gallery, in Milan with his solo exhibition "Dark Light Reflections", at Hermitage in Monte-Carlo during F1 Grand Prix and as Special Guest at Saint Petersburg Design Week. In 2015 his personal at Ca D'Oro Art Gallery in NYC-Chelsea, his sculpture "Coke It's Me" commissioned by Coca-Cola to celebrate the 100th anniversary of the Contour Bottle, the "Corporate Art" Exhibition at Galleria Nazionale d'Arte Contemporanea e Moderna (GNAM) in Rome, the collective "OPEN" in Venice (Film Festival and 56.La Biennale in Venice) and he made GIGANT monument to celebrate 30th Anniversary of the Ski World Cup Alta Badia -Dolomites Race. In 2016 on show at Contini Art Factory in Venice and the monument Aquamantio for 100 Anniversary of MOSCA1916.

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