

## **Art and Communication**

***Daniele Basso, an artist looking for the meaning of life.***

Art is communication. Through the emotions that art can evoke, we can escape from reality and follow our dreams. That's what the artworks of Daniele Basso express. They stimulate us to meet high expectations, to rediscover the sense of wonder and the value of astonishment, in order to get in touch with the present and explore the meaning of real life. If we look at his works in mirror-finish steel, we can see ourselves face to face. This encourages us to think about what we can really see and what surrounds us. The artworks of Basso are symbols and help us to find our identity –not only an individual identity, but rather a collective one: the identity of the community that identifies with his works. His works are metaphors for the variety of perfection and beauty that humanity is made of. Let us discover again the value of being unique but also of belonging to a community that shares values, thoughts, beliefs, knowledge... nowadays, we are overwhelmed with messages and we often withdraw into ourselves, rejecting the idea of solidarity. The artworks of Basso help us to share dreams and emotions and to discover ourselves as part of a society again – to discover that we can make a difference. GIGANT is this: a symbolic retreat for all our ski fans. It is a symbol for the love that the inhabitants of Alta Badia feel for sports and for the breath-taking beauty of the Dolomites. It is the symbol of the identity of this region, where Ski World Cup champions make us feel strong emotions. Daniele Basso has created the trophies for the giant slalom and the parallel giant slalom race for AUDI FIS Ski World Cup Alta Badia – Dolomites 2017 with Swarovski and has thus strengthened the collaboration started for the 30th anniversary of Ski World Cup.

### **Biography of Daniele Basso**

*Daniele Basso has a degree in Economics (in Italy and USA), Design (thesis at Carrousel du Louvre, Paris) and Communication (in Milan). He works in Paris, New York (Versace) and Milan (Publicis and Fiat). In 2010 he exhibited his work "Dolce-Vita", which he created for the Federico Fellini Foundation, in Milan and New York. In 2011 he showed his work "Kryste" on the exhibition Sign Off Design by the curator Luca Beatrice in collaboration with the 54th Venice Biennale and at Italy's Pavilion in Turin by the curator Vittorio Sgarbi. In the same year, "WE=WALL" became part of the permanent collection of Portofino's Museo del Parco. In 2012 he held his own exhibition at the Rivabella Art Gallery in Lugano (Switzerland). In 2013 he was invited to the event OverPlay, in collaboration with the 55th Venice Biennale, thanks to the work "Les Plis de la Vie", held an exhibition at the CUBO Unipol in Bologna and presented "Tempus Angulare" at the Pontifical University Seraphicum in Vatican City. In 2014 he was invited in Dubai at the Nakkash Gallery and at the Saint Petersburg Design Week as Italy's special guest. In 2015 he displayed the work "Coke It's Me", which was commissioned by Coca-Cola to celebrate the 100th anniversary of the Contour bottle, at the Ca D'Oro Art Gallery of NYC-Chelsea. This artwork became part of the permanent collection "World of Coca-Cola" in Atlanta, was exhibited at the Expo in Milan and displayed at the exhibition Corporate Art in the Galleria Nazionale d'Arte Contemporanea e Moderna (GNAM) in Rome. In 2015 he participated in the collective exhibition OPEN in Venice for the Film Festival and the 56th Biennale, and created the monument "Gigant" for the 30th anniversary of the Ski World Cup race in Alta Badia – Dolomites, UNESCO heritage in the Dolomites. In 2016 he participated in the collective exhibition Contini Art Factory in Venice, created "Aquamantio"- a monument located permanently in front of the library in Biella – and "Aureo" for the Museum Aurora of Signs and Pens "Officine della Scrittura" in Turin. In 2017 he displayed his works on the exhibitions "Reflection" by the curator Irene Finiguerra in Argenta (province of Ferrara), "Luce e Pensieri" (by D. Basso and P. Amico) in Venice at Palazzo Contarini Polignac and "Filari di Luce" (by D. Basso and D. Shapira) in La Morra (province of Cuneo) in the winery Poderi Gianni Gagliardo (curator: Ermanno Tedeschi).*

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