

Daniele Basso Special Guest at the St Petersburg Design Week 2014

Italian artist and designer, operating in Dubai, Monte-Carlo and the USA in 2014, Daniele Basso was selected by the Organizing Committee of the 2014 St Petersburg Design Week for his creation of works in mirrored steel, a 100% recyclable long-lasting material. His professional standing and design works fully embody the innovative edgy essence of the exhibition, aiming at investigating the blurred line separating Art, Craftsmanship and limited-edition luxury Design, and involving Fashion as well as the growing importance of ethics and ecology in industrial production and creative professional design.

"We are all equal before a mirror, suspended between dream and reality" Daniele Basso says. *"Beyond their function, my mirrored works are reflections on present-day society, unfinished thoughts that anybody can complete with their own meaning..."*. This is the core concept of the artist/designer's participation in the exhibition held in various city locations from 20 to 28 May, where he will display a preview of his collection of works in mirror steel, each in 9 copies available on demand.

"These three highlights of St Petersburg and Russia are highly evocative and iconic" Basso says. *"Their selection was due to the real emotions they conveyed to me, that I filtered through art and turned into true metaphors of reality thanks to design technology. Due to their instinctive immediacy, they can communicate with Russian people and foreigners alike, via an abstraction process that goes from the detail to the whole, from the individual to the universal."* The work **"Whitevich"** is a tribute to Malevich, the founder of the Russian Avant-garde and Suprematism. **"Russian Atmosphere"** celebrates the untamed independence of the Russian people by showing a haggard bunch of Cossack soldiers riding to a spaceless and timeless dimension, against a mirrored background which metaphorically represents a snowy unyielding territory, apparently unwelcoming. Finally, **"Saint Petersburg SkyLife"** is a tribute to St Petersburg's pivotal role in the communication between Europe and Asia, also via Art, Design and Creativity, which express a lively spirit, trusting in the future. ([Attachment 1](#))

"WinterPalace", the limited-edition sequentially-numbered design mirror made by GlocalDesign, will be displayed in the section reserved by the organizer. This work collects all the various styles of the windows decorating the Winter Palace, designed by Bartolomeo Rastrelli, the renowned Italian architect. *"This work represents a metaphorical window between Italy and Russia, overcoming the wall of recent history prejudices"* Basso explains. *"It is proof of the wonderful works of art created by men when different cultures cooperate. It also represents an encouragement to strive for a better future and change in the world's political, economic and cultural balance through communication."* ([Attachment 2](#))

In the 50-sq.mt section reserved to Daniele Basso in the exhibition hall, the artist/designer will display **"Naturae"**, the steel sculpture whose signature style – with sharp edges and triangular fractal shapes – is an aesthetic revelation of new digital techniques. The sculpture, whose posture and shape are inspired by Botticelli's Venus, embodies the contemporary ideal beauty and recalls the trim and slender body of a sensual model, displayed when rising from clear water. It represents the hope for a new techno-cultural Renaissance through beauty, compassion and meaningful human and social relationships. ([Attachment 3](#))

The exhibits will also include **"Ghipur"** lighting system, inspired by Venetian Burano lace and designed by *Glocal Design* in cooperation with *Alessandro Pellegrino* on behalf of *ITALAMP*. These truly exclusive Made-in-Italy design creations - combining cutting-edge LED technology and local creativity - dance with the mystery of light and shade, displaying a uniquely elegant decoration style. ([Attachment 4](#))

Finally, the innovative asymmetric **"Agile"** table system designed by *Daniele Basso* and manufactured by *MAST3.0* by *LISAR* will also be displayed. Its unidirectional carbon table top is an unprecedented industrial creation, made with innovative automotive and aerospace technology at competitive prices. Sturdy and lightweight (2mt and 16 kg only), this table system combines luxury items and a "ready to use" feel, with a view to a functional nomadism that fulfils the demand for flexibility in present-day lifestyle. ([Attachment 5](#))

Daniele Basso ([Attachment 6](#)) started his activities in the Milan fashion setting cooperating with *Gianni Versace*, gained expertise in communication with *Publicis*, and design with *Versace Group*, *Ermenegildo Zegna* and *FIAT Auto*, working in NYC and Paris. In 2006 he founded **GlocalDesign**, a strategic design office whose motto is *Think Globally, Act Locally*, operating in Fashion, Interior and Lighting Design ([Attachment 7](#)). Driven by a keen curiosity for mirror steel surfaces, he first started significant partnerships and projects with various renowned Italian design brands, including *Krizia*, *Moncler*, *Napapijri*, *Mila Schon*, *Molteni&C*, *Swarovski*, *SanPatrignano*, *Italamp*, *Slide* and *Federico Fellini Foundation*. He successfully started working as an artist in 2010 and participated in Venice *Biennale* International Art Exhibition twice, besides exhibiting his works in NYC, Paris, Lugano, Monte-Carlo, Forte Dei Marmi, Vatican City, Milan, Bologna and Naples. His works are also exhibited in several permanent collections, including the *Portofino* Park Museum, where "We=Wall" is displayed.

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St Petersburg Art Collection
Mirrored works SPDW2014
Attachment 1

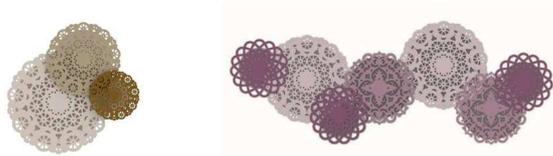


WinterPalace
Design Mirror
Attachment 2



Naturae
Mirror sculpture
Attachment 3

Ghipur Light System
ITALAMP
Attachment 4



Agile Table System
MAST3.0 by LISAR
Attachment 5



Thanks to:



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