

# FIND YOURSELF BEHIND THE MIRROR!

*The protagonists of the web revolution become POP icons  
in the mirroring works by Daniele Basso*

Up to 1<sup>st</sup> March 2013, the Rivabella Art Gallery of Magliaso (Via Ressiga 17), near Lugano, hosts "Oltre lo specchio ci sei tu" (Find yourself behind the mirror) (curated by Dalmazio Ambrosioni), the personal exhibition of Daniele Basso, artist, designer and creative that uses the mirroring surface reflects and invites to reflect on the interactions of Art, Design and Fashion with the human being and on the privileged role of these sectors in representing the modern times.

*"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 with a surprisingly communicational message. Overcoming their mere function, my mirrors furnish any environment, reflect and invite people to reflect on the aspects of modern life and existence, because our happiness does not depend on what happens to us but on how we react to it!"*

The Rivabella Art Gallery, a major exhibition centre in the region, is only one part of the Residenza Rivabella, masterfully directed by Mr. Alexandre Aleman. Located between the lake, the Golf Club and the airport of Lugano, this is a first-class hotel, with Spa and Swimming pool, where guests can enjoy the mild climate of Ticino and spend a few days of rest and relaxation. The staff is available 24 hours a day; the guests can enjoy total privacy as well as personal services, customised cutting-edge therapies and recreational activities, all in a safe, quiet and cultural environment.

Rivabella was specifically chosen as the venue for this exhibition so that art could help find the real meaning of life, because filling the generational gap between younger and older people is an urgent need in a world that is growing old at a very fast pace. *"Without space... from politics to economics, society and art... – says Daniele Basso – we, younger people, seek comfort in the Internet, neglecting social relationships, our relatives, our grandparents.. and the huge amount of stories and culture that they represent. Therefore, I have decided to start a bidirectional dialogue with elderly people: experience in exchange for enthusiasm and colour. At Rivabella, I exhibit my new collection dedicated to the great protagonists of the web. Modern POP icons that have changed the world by developing amazing and universal technologies in order to regain possession of one's own thoughts and freedom of expression. There is still the problem of what to express... but, fortunately, the elderly people can provide us with lots of ideas, so that the younger can build their place in the world."*

The exhibition includes the collections GlocalDesign, Swarovski, Mila Shön, Molteni&C, SanPatrignano and Haute Material; the one-offs made for Fondazione Federico Fellini, which were already exhibited in New York among the examples of Made in Italy excellence; the brand new mirrors made in cooperation with artist Ludmilla Radchenko; the specifically made installation of 25 "MrBot", a POP icon lamp designed for Slide; the piece "Kryste", already exhibited at the 54<sup>th</sup> Biennale d'Arte di Venezia (SLIDEart, curated by Luca Beatrice) and in Turin with Vittorio Sgarbi; as well as several pieces from the Limited Edition collections of GlocalDesign.

Over 30 mirror works that provide a summarized account of the experiences, themes and path of Daniele Basso through Fashion, Design and Art, and take the visitors to a world of ethereal lightness, between reality and dreams, as a metaphor of the modern society that deals with its desires.

As well as being an artist, Daniele Basso is the owner of the "GlocalDesign" firm that works in Strategic Design (Marketing, Product and Communication) and Design in the sectors of Fashion (Sportswear and accessories), Events, Contract, Furniture and Lighting. Glocal (think globally, act locally) is not just a name, but a philosophy according to which design is the tool to enhance excellence – the real essence of well-being – throughout the world. From its headquarters in Biella, GlocalDesign coordinates projects with some of the best "Made in Italy" brands and works in cooperation with a well-established international network of companies and professionals, all with the same way of thinking and work method, able to innovate by creating emotions.

[www.glocaldesign.it](http://www.glocaldesign.it)  
[www.rivabella.ch](http://www.rivabella.ch)  
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## SHOWROOM

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## UFFICIO STAMPA ITALIA

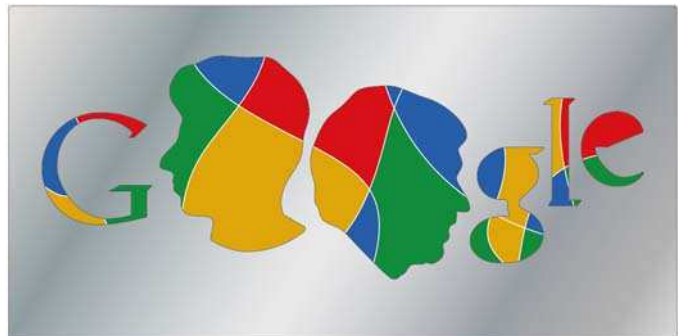
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## Daniele Basso

### Designer & Artist

A graduate A.B.A. (Italy & USA) & Ind. Design graduate (his thesis "Centro Stile Lancia" is at Carrousel du Louvre, Paris) with also a Communication Master. After working in Paris and NY for Versace and in Milan with Publicis and Fiat Group, in 2004 he leads Carcerano's Advanced Design & Communication (Car Design); in 2006 founds "GlocalDesign" (Think Global, Act Local); in 2007 makes the installation for the Found. "Biella the Art of Excellence" at the 64th Venice Film Festival with the "Class" magazine ranking him among "the best 100 Architects in Italy". In 2008 his "TESEO" appears at "Turin 2008 World Design Capital" (over 13,000 visitors - Domus no. 916); in 2009 launches the GlocalDesign mirror collections "Desiderio Barocco" (extra-light AL) and "Message Lim. Ed." (100% recyclable steel) shown in NY, Turin & Naples. At Milan's Napapijri Gallery Store he is saluted as "one of the first to grasp the growing interactions of Design and Fashion" (Corriere della Sera) and as "expressing new local/global trends of Design" (Affari e Finanza in La Repubblica). His work "Universo Dentro" goes to "Abitare il Tempo" in Verona, then at Marmomac and "Torino Design Week". An ADI Index Observatory member, in 2010 he makes the "We Are the Wall" exhibit and the exclusive mirror collections "GlocalDesign+Molteni&C" and "GlocalDesign for SanPatrignano" on display at Milan's Art Hotel Nhow with the unique mirrors "DolceVita" for the Found. "F. Fellini". In 2011 come his logo for "Oggetti Design Magazine" and a lighting system for "Lumen Center Italia". He is at the event "Cavour & Mazzini" with Omar Ronda. He made "A Bright Future" artwork with Swroviski (2011), joins the "SlideArt" with "Kryste" (2011) shown at 54<sup>th</sup> Biennale d'Arte di Venezia (Luca Beatrice Curator) and at Padiglione Italia in Turin (Vittorio Sgarbi Curator), and he made "WE=WALL" artwork for the Museo del Parco of Portofino. In 2012 the HauteMaterial ancient wood Mirrors Collection is published on AD, Interni, MariClaire magazines and Domus web. At the Salone in Milan he designed the innovative Carbon Fiber Table made by Mast3.0 and the MrBot Light made by Slide. He collaborate with Ludmilla Radchenko and he organized his first personal exposition between Art, Fashion and Design at the Rivabella Art Gallery in Switzerland.

#### Pop Web Icons Collection:



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