

DANIELE BASSO'S NYC EXHIBITION

Daniele Basso is going to exhibit his works in the renowned Ca D'Oro Gallery, in the heart of Manhattan Art District.

The opening party for Daniele Basso's exhibition will be held on 23 April 2015 from 6.00 pm to 8.00 pm. The event is organized by Gloria Porcella, the resourceful Ca' D'Oro Gallery owner (Attachment 1), in the new NYC location, 529 WEST 20th Street, 9th floor, last year's addition to the successful galleries in Miami and Rome. This bipersonal exhibition will display Basso's works alongside Dalya Luttwak's, the well-known American sculptor and artist.

"A splendid opportunity in an internationally renowned art gallery, where outstanding artists exhibit their works. My cooperation with Gloria arose from her attentiveness and her sensitivity to the innovative quality of my works, always poised between Art and Design", says Basso. "My unique style springs from a new vision of reality through creative power and the search for beauty, which goes hand in hand with my strong innermost drive to always convey a forceful message on contemporaneity, proving Art's power to renew our mindset on life and Man as well as its role as an innovative force spurring society and mankind as a whole."

Over 13 works by Daniele Basso are displayed in this thorough exhibition, held in the very heart of Manhattan Art District on the occasion of the artist's 40th birthday. The works include 3 mirror-finish steel sculptures and several previews, such as "We Have A Dream", a multiple work consisting of 25 white bronze sections, inspired by the concept of freedom. *"There is no such thing as absolute freedom. It is only a value to aim for, a goal to be defended no matter what. When we forget that, we lose our hold on our humanity and, as a consequence, our dignity and the right to be free"*.

The exhibition will also include "Vertical Reflection", a collection of mirrored works in steel, felt and wood. *"A Vertical Reflection of thoughts and hints that metaphorically mark the stages of man's journey in search for the meaning of life. At first Colour – surface, questions. Then Shapes: research, pondering, commitment, choice. Then again Matter: answers, reaching certainties... an encouragement to reach awareness and find our limits, which represent the evolutionary heritage of society as a whole, trace the boundaries of change and disclose the future of mankind, defining the meaning of life and our own existence."*

Among the works on display, you will also find "Achill", a sculpture inspired by birds of prey, a metaphor *"of the power to glance at things from afar, from above, while still being able to pore on details closely and swooping in on meaningful matter. It represents freedom from any conditioning in the ability to assess, the courage to enact principles and beliefs, a free flight above everything and everyone to always do what is right for us in any condition, even in the most difficult and complex situations..."*

This is the most comprehensive exhibition dedicated to the artist to date, and also includes other outstanding works such as "Les Plis De La Vie", a sculpture displayed in the 55th La Biennale International Art Exhibition in Venice and inspired by the theme of crisis – whether innermost and individual or shared and collective – meant as an opportunity for growth and a turning point in everybody's life; "Web Pop Icon", a collection dedicated to the Net and talents who have contributed to the Web's growth, turning it into a trap or a once-in-a-lifetime opportunity, depending on how you use it; and, finally, "Russian Atmosphere", a mirror-finish artwork first exhibited in St. Petersburg in 2014, on the occasion of the Art and Design Week, where the artist was a Special Guest, and *"inspired by an image where a haggard bunch of soldiers ride their horses in the icy snow of a wintry landscape. It is an allegory of our loneliness even when we are in a group of people, at a loss before the endless vastness of nature, the mystery of life and the depth of emotions. When reflected in a mirrored surface, we are thrown into the deep chasm of our thoughts, suspended between dream and reality, proud yet hesitant before endless time... Therefore, beyond their intrinsic function, my mirror-finish works become reflections on contemporaneity, unfinished thoughts that everybody can complete with their own meaning."*

Daniele Basso started his activities in the Milan fashion setting cooperating with *Gianni Versace*, gained expertise in communication with *Publicis*, as well as 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. Driven by a keen curiosity for mirrored 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, Dubai, 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" (a section of the Berlin Wall in mirror-finish steel) is displayed.

SHOWROOM

Glocal Design di Daniele Basso – Via Salita di Riva, 3 – 13900 Biella – Italy
Daniele Basso: +39 329 2323148 - daniele@glocaldesign.it
Giorgio Basso: +39 335 7503572 - giorgio@glocaldesign.it

PRESS OFFICE

Marcello Mosesso: +39 335 1036671 mosesso@spoongroup.it

POP WEB ICON COLLECTION (8+1pcs)

work: Apple, Facebook, Microsoft (58x58cm), Google 116x58cm)
technique: Ni/Cr Stainless steel mirror finished and acrylics
year: Daniele Basso - 2012



Apple



Microsoft



Facebook



Google (su ordinazione)

WE HAVE A DREAM (25 pcs)

technique: white bronze
size: 45x29 h29 cm
year: Daniele Basso - 2015



VERTICAL REFLECTION COLLECTION (8+1pcs)

work: HK1 (40x160cm), HK2 (40x120cm), HK3 (80x80cm), HK4 (80x80cm), HK5 (160x40cm), HK 6 (160x40cm)
technique: Ni/Cr Stainless steel mirror finished, acrylic painted felt and wood
year: Daniele Basso - 2015



HK1



HK2



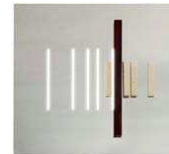
HK5



HK6



HK3



HK4

LES PLIS DEL LA VIE (9+ 1 pcs)

technique: Ni/Cr Stainless steel mirror finished by hands
size: 40x45 h160 cm
year: Daniele Basso - 2013



RUSSIAN ATMOSPHERE (9+1pcs)

technique: Ni/Cr Stainless steel mirror finished and wood
size: 170x58cm
year: Daniele Basso - 2013



ACHILL (9+1pcs)

technique: Ni/Cr Stainless steel mirror finished by hands
size: 150x90 h114cm
year: Daniele Basso - 2013



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allegato 1

GALLERIA CA D'ORO

ROMA - MIAMI - NEW YORK CITY

Galleria Ca' d'Oro was established in 1970 in Rome by Antonio Porcella, the son of Amadore Porcella, one of the most notable art critics of his time, who wrote for L'Osservatore Romano, the newspaper of Vatican City. Amadore was also the grandson of Alpinolo Porcella, a personal friend of recognized Italian masters, including Filippo de Pisis and Giorgio de Chirico. Galleria Ca' d'Oro is viewed as one of Rome's leading contemporary art galleries and is located on the historic Via del Babuino. Antonio remains active in the art world and is a current member of the de Chirico Foundation in Rome.

Gloria Porcella, Antonio's daughter and fourth generation Porcella to work in the art business, began working alongside her father in Galleria Ca' d'Oro Rome twenty years ago and also began managing the gallery's daily operations. In 2010, she realized her vision to bring the gallery to the U.S., opening in Miami with the intent to introduce more contemporary Italian art to the U.S. audience. Shortly after establishing Galleria Ca' d'Oro Miami, she staged the highly-acclaimed exhibit, "Mona Lisa Unveiled" at Miami's Freedom Tower, in coordination with the city of Margherita di Savoia and the Museo Ideale Leonardo da Vinci in Florence, Italy. Working with the world-renowned Cracking Art Group, Gloria also coordinated the worldwide tour of the "REGeneration Art Project," first in Miami during the 2010 Art Basel Miami Beach, then at the 2011 Venice Biennale and concluding in 2014 in Central Park in New York. She also coordinate "Homage to de Chirico" in New York, Los Angeles and Miami. And, she organized a tribute exhibit to Pope John Paul II celebrating the 25th anniversary of his papacy with the "Madonna in Contemporary Art" at the European Parliament in Brussels and the Pantheon in Rome. Gloria was raised in Rome, but studied at San Diego State University before returning to Rome where she assumed an advisory position for the City of Rome's Cultural Commission.

In September 2014 the Galleria has grown even further by opening its doors in Chelsea, New York City, the capital of the Art-World.

In 2013 and 2014, the gallery participated in distinguished Art Fairs such as Context-Art Miami, Scope New York, Art Wynwood Miami and Art Southampton. The same year, the Galleria successfully reintroduced eight giant red snails in Central Park and Columbus Circle, New York. The installation's popularity demonstrated once again the international prestige and acclaim of the gallery in the United States.

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