

Daniele Basso

"In the eternal steel of my mirror works we find our individual and cultural identity. We discover ourselves as protagonists and interpreters of the whole of Humanity, which in symbols reflects its own messages and builds the future. We are free to choose and fly beyond all limits'.

Daniele Basso, born 4/8/1975 in Moncalieri (TO), moved to Biella in 1981, Cavaliere della Repubblica since 2022, is an Italian artist known for his hand mirror polished metal works, modelled by folds and edges. Works that induce greater self-awareness in the search for our identity. He has participated in three editions of the Internationa Art Exhibition La Biennale of Venice, with solo and group exhibitions and works in different parts of the world, including Carrousel du Louvre (Paris), Seraphicum University (Vatican), GNAM (Rome), Expo 2015 (Milan), World of Coca Cola Museum (Atlanta), Officine della Scrittura (Turin), Museo del Parco (Portofino), Shoah Memorial (Milan) and in galleries in New York, Dubai, St. Petersburg, Tel Aviv, Monte-Carlo, Lugano, Athens, Forte dei Marmi, Portofino, Milan, Turin, Venice and Bologna. In 2015 Coke Its Me (The Coca-Cola Company) and Gigant (Ski World Cup Alta Badia -Unesco Park Dolomites). In 2016 Aquamantio (100th MOSCA1916) in Biella. In 2017 Il Cavallino (70th Ferrari) and awards at the 67th Sanremo Festival, for Star Team Monaco (HRH Prince Albert II of Monaco). In 2019 Main Artist at Andrea Bocelli 's Teatro del Silenzio (directed by Luca Tommassini/guest Mika, Dua Lipa, Stefano Accorsi, Carla Fracci, Serena Rossi, Elisabetta Canalis). In 2020 with Andrea Bocelli on RAI 1 (Best of), the works Gabriel and Gigant lit tricolour for covid and Discrimine Momentum (African Fashion Gate) in Villafranca Verona. In 2021, Pinocchio (Costa Crociere), VrummBangBull (Tecnomar for Lamborgini 63), Cristo Ritorto on the high altar of the Madonna d'Oropa, creator of the Bimbo Faber Prize for CNA Biella, on the board of the Association Biella Creative City UNESCO and TEDx speaker. In 2022 Vibrante Leggerezza (90th Bemberg-Asahi Kasei), Insieme (35th Yukon) and the solo exhibition Le Pieghe dell'Anima at the Sanctuary of Oropa. In 2023 Quintino (150th CAI Biella) acquired by Banca Patrimoni Sella and the Inter FC Trophy for the Champion League Final in Istanbul. In 2024 the SaloneSaltellite Award (25th Anniversary), Enrosadira (50th Dolomiti Superski), exhibitions in Knokke and Brussels with Galerie Sept, speaker at Francesco Morace's Future Concept Lab, lecturer at the Master of Cultural Heritage at UniTO/Città Studi Biella, the VLINT project (1st prize at the Longines FEI World Cup at Fieracavalli - VeronaFiere) and the development of the ATT project in the USA. Over the years, his works have been case histories at 240RE Business School Milan (Economics and Management of Art and Cultural Heritage), UniTO/Città Studi Biella (Multichannel Marketing - Innovation Module), and/T Sligo Ireland College (Creative Thinking - Art, Theatre & Architecture). Today his works are at Galerie Sept, Artion Gallery, Simon Bart, Hysteria Art, FPart and Cris Contini Contemporary.

Bachelor's degree in Economics at SAA / University of Turin, specialization in Marketing Behavior at the University of Nevada Reno, three-year degree in Industrial Design at IED Milan and University Master with a scholarship at the Istituto Superiore di Comunicazione in Milan. He worked in Paris, London and NY for Gianni Versace, in Milan for BGS D 'Arcy (Publicis) and with Advanced Design Fiat (FCA). In 2004 he was responsible for Advanced Design and Communication in Carcerano (Car Engineering & Design). In 2006 he founded GlocalDesign (Think Global, Act Local), a strategic design studio (Marketing, Product and Communication) operating in Fashion (Sportswear and Accessories), Interior (Retail & Full Contract, Exhibitions and Events), Furniture and Lighting sectors. In 2007, for the Magazine Class he was among the "Best 100 designers in Italy", he worked for Biella the Art of Excellence Foundation at the 64th Venice International Film Festival and at the Turin World Design Capital 2008 (Teseo project: 13000 visits -Domus n ° 916). In 2009 he launched the GlocalDesign Mirror Collections on show in NY, Milan, Bologna, Turin and Naples. With the Napapjri Gallery Store Milan event, he is identified "among the first to understand the growing interactions between Design and Fashion" (Corriere della Sera) and as "an expression of the new Local-Global Design trend" (Business and Finance - LaRepubblica). Member of the ADI Index Observatory in 2010/2011, in 2011 he created the exclusive steel mirror collections in partnership with Molteni & C., SanPatrignano, Federico Fellini Foundation, Mila Schon and Swarovski. He collaborates with Versace, Mila Schon, Krizia, Napapijri, Moncler, Miroglio Group, HBS shoes, Italian Instinct, Pitti Uomo. He designs for Molteni & C., Lumen Center Italia, MAST 3.0, Haute Material, Italamp, Slide, and Edra. In 2014 he was a special guest at Dubai Design Week with Nakkash Gallery and at Saint Petersburg Design Week to represent Italy.

Since 2009 he has been working with several national and international architecture firms on competitons, large-scale public works projects and private clients, including art installations in *Bologna Railway Station* and *Expo Dubai 2020*, uban renewal of *Prato's City Park*, the competition for the *Holocaust Memorial in Bologna*, urban renewal of the *Borgo di Biella Piazzo* and a candidature for the project *Gran Paris Express*.

Since 2006 he has had his atelier at Spazio PRIA in Biella, in via Salita di Riva 3, a former wool mill which has now become a recognized center of Biella creativity.

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Artistic Identity

Daniele Basso's works are characterised by the prevalent use of steel, ethical in its eternal dimension, sometimes combined with other metals, often polished by hand, to form volumes characterized by folds and edges. A creative process that starts from the pencil to cross technology and return to man's manual execution. Works always accompanied by short 'open' texts for an initial suggestion of the work, to be finished with imagination and personal reflections. Each work is a message, a symbol in which to recognize oneself as an individual and as a member of a unique and distinctive community, whose values belong to us. Figurativism and the pursuit of beauty are the concrete crutches chosen to stimulate positive emotions and move consciences to imagination and the project of a better future.

In his poetics, mirroring is the ancestral gesture, straddling public and private, that gave rise to Humanity, while the fold, the physical expression of change (life's only constant), is the metaphor of the experiences that pass through us and define us as we are: unique individuals. The set of planes that are generated between the folds are the thousand faces of reality, which appears unique, but is multiple. As is truth. The use of 'ultramarine blue', on the other hand, deep and intense, transfigures the object into an idea of itself, forcing us to approach and focus on the moment, for a small, but important, experience of the present.

Daniele Basso is very active in Corporate Art. In Art/Company/Territory project he creates very effective symbolic sculptures also on the web and social media, capable of integrating the artistic project as a strategic and communication asset for the company of excellence, to create economic, image and social value, through restitution, gratitude and community involvement in the company's value process.

In general, in the works of Daniele Basso, Art is experienced as an opportunity to share thoughts and emotions that can inspire individuals and communities to continuous improvement and the project of the future.

Art projects

Inox: made of hand mirror polished steel (sometimes combined with other metals), they are sculptures of light and shadow, in which form is discovered by moving. They are jewelry in which to reflect and ponder in search of meaning.

Frame: Unfinished sculptures in which the imagination of the viewer complements the artist's gesture, creating a dialogue about the work and its meanings. Mainly made of steel (sometimes combined with brass or bronze) it has an alternating rough, brushed and hand mirror polished finish.

VLINT: sono schegge di metalli diversi (lucidi o trattati con acidi) che celebrano l'ingegno umano primordiale, che ha trasformato una pietra in scheggia e la scheggia in utensile. Sono simboli della capacità dell'uomo di modellare il mondo secondo le proprie esigenze e monito per un rapporto più maturo, rispettoso e consapevole con la Natura.

<u>VR – Vertical Reflection</u>: It tells the story of each man's evolution through the horizontal and vertical primary lines. Three phases: youth in felt that absorbs the colours of life; adolescence with soft felt contrasted with hard wood, a metaphor for painful but useful choices; maturity all in neat but complex wood, a metaphor for experiences that become friends.

<u>Blue</u>: POP and irreverent expresses different messages. The 'ultramarine electric blue' confuses the form and forces us to stop and understand, giving us a rare moment of the present in today's life.

ATT–Arte/Azienda/Territorio: is a Corporate Art and Communication project aimed at companies of excellence. The intangible values of the brand become tangible through art, capitalising the link with the territory (Genius Loci) and increasing the economic, image and social value and engagement of the company. This gives rise to highly symbolic works, perfect for social media and the web, which communicate identity and messages with which we can recognize ourselves. The AAT project, integrated with CSR policies, is a strategic asset that improves Brand Perception and Identity, increases Stakeholder Value and Shared Value, for better success in the global market.

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Collaborazioni

Selection of Exhibits, Installation, Activities and Events.

2024 Solo Exhibit: Extra2024/San Vittore Church/Vercelli/Italy Exhibit: Universo Satellite/Triennale/Milan/Italv Exhibit: Mirror of Perception/Galerie Sept/Knokke & Bruxelles/Belgium Exhibit: Daniele Basso@Franciacorta Golf Club - 6499 Cup/Franciacorta/Italy Exhibit: Daniele Basso@Porche Museum/Gstaad/Swizzerland Monument: Enrosadira (50° Anniversary)/Dolomiti Superski Head Quarter/Castelrotto (BZ)/Italy Installation: Ikaros/Territoria by Alain Ducasse/Relais Santo Stefano/Sandigliano (BI)/Italy Society: Bimbo Faber Price - CNA/Biella/Italy Society: Vlint/1° prize at Longines FEI World Cup at Fieracavalli/Verona/Italy Auction: Designers' Dream by Christie's/SlideArt Collection/Superstudio by Gisella Borrioli/Milan/Italy Talk: guest@Communication Seminar/FCL-Future Concept Lab by Francesco Morace/Milan/Italy Trophies: Salone Satellite Award (25° Anniversary)/Salone Satellite-Salone del Mobile.Milano/Italy Trophies: Ski World Cup Alta Badia - Dolomites/La Villa-Val Badia (BZ)/Italy Trophies: Inter FC/Champions League Tournament 2023 Exhibit: Borderline Arte Festival/Sacro Monte UNESCO Site/Varallo/Italy Exhibit: Arteam 2023 by Expoarte/Fortezza del Priamar/Savona/Italy Exhibit: Dietro La Maschera/Jewish Museum/Casale Monferrato/Italy Monument: Quintino-150° CAI Biella/CAI 150 anni square/Biella/Italy Installation: Quintino-150° CAI Biella/National Mountain Museum/Turin/Italy Installation: Quintino-150° CAI Biella/Cittadellarte-Pistoletto Foundation/Biella/Italy Installation: Quintino-150° CAI Biella/Palazzo Ferrero Museum/Biella/Italy Society: Bimbo Faber Price - CNA/Biella/Italy Talk: guest@Designtech-Salone del Mobile/Milan/Italy Trophies: Ski World Cup Alta Badia - Dolomites/La Villa-Val Badia (BZ)/Italy Trophies: Inter FC for Football Champions League Final /Istanbul/Turkey

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2022 Solo Exhibit: Le Pieghe dell'anima/Oropa Sanctuary/Biella/Italy Exhibit: Nuove Radici 2.0/Villa Cernigliaro/Biella/Italy Exhibit: La Casa degli Angeli/Old Port/Genoa/Italy Exhibit: Galerie Sept/Knokke/Belgium Exhibit: Artion Gallery/Geneva/Switzerland Exhibit: YouNique/Lugano/Switzerland Monument: Vibrante Leggerezza for Assahi Kasei-90° Bemberg/Milan/Italy Monument: Insieme for Yukon/Vigliano Biellese/Italy Society: Bimbo Faber Price – CNA/Biella/Italy Honor: Daniele Basso Knight of the Italian Republic/Government Palace Biella/Italy Trophies: Ski World Cup Alta Badia - Dolomites/La Villa-Val Badia (BZ)/Italy
2021 Exhibit: Slow Art/Casa Regis Culture and Contemporary Art Center/Valdilana/Italy

 Monument: Costa Toscana/flagship Costa Crociere/Savona/Italy

 Monument: Ikaros/Relais Santo Stefano/Sandigliano/Italy

 Acquisition: Crito Ritorto/Art Collection Oropa Sanctuary/Biella/Italy

 Installation: Cristo Ritorto@V° Centenary Coronation of the Holy Virgin/Oropa Sanctuary/Italy

 Installation: Carmine square/Florence/Italy

 Society: Bimbo Faber Price – CNA/Biella/Italy

 Talk: TEDx speaker/Biella/Italy

 Talk: Gigant@UNESCO Creative Cities Forum/Biella/Italy

 Talk: web speaker@Inside Studio Project-Victoria Chapman/Los Angeles/USA

 Honor: Member of the board Biella UNESCO Creative City Association/Italy

 Teaching: Sole24ORE Business School/Milan/Italy

 Trophies: Ski World Cup Alta Badia - Dolomites/La Villa-Val Badia (BZ)/Italy

 TV Movie: FooDeFineArt/RAI1HD-Netflix-AmazonPrime/Cascina E'/Sandigliano/Italy

2020 Solo Exhibit: Beyond Hope/web & social/Gaglianico/Italy Solo Exhibit: Remembrance Day 2020/Public Library Biella/Italy Exhibit: #DistanzaZero/ArtInsolite web & social/Lajatico/Italy Monument: Discrimine Momentum/Villafranca Veneta-Verona/Italy Installation: Gabriel@Teatro del Silenzio 2020 by Andrea Bocelli/Lajatico/Italy Honor: Gabriel illuminated by the Italian flag/Tuscany region/Lajatico/Italy Honor: Gigant illuminated by the Italian flag/Trentino Region/La Villa/Italy Honor: Ikaros candidacy symbol for Capital of Culture XXI /Volterra/Italy Trophies: Ski World Cup Alta Badia - Dolomites/La Villa-Val Badia (BZ)/Italy TV Show: Un Nuovo Giorno/Andrea Bocelli/RAI1HD Worldwide Concert/Lajatico/Italy

2019 Solo Exhibit: In Volo/Priori square and palace/Volterra/Italy Solo Exhibit: OltreVerso/Lorenese Fortress/Forte dei Marmi/Italy Exhibit: In Volo@ArtInsolite/Lajatico/Italy Exhibit: Clen Gallery/Center For Italian Modern Art/New York City/USA Exhibit: Contemporary Days-Italian Ambassador Residence/Tel Aviv/Israel Exhibit: Angeli & Artisti/Scala Museum/Siena/Italy Exhibit: Unexpected Childhood/Villa Borghese/Rome/Italy Exhibit: Unexpected Childhood/Polo del 900 Museum/Turin/taly Exhibit: Unexpected Childhood/Jewish Museum/Bologna/Italy Monument: Costa Smeralda/ flagship Costa Crociere/Savona/Italy Monument: Bimbo Faber - 50° CNA/Palazzo Ferrero/Biella/Italy Installation: Ironman@Lucca Comics-Becoming Humans/Lucca/taly Installation & Talk: speaker@Azimut Libera Impresa/Milan/Italy Installation: Ironman/Marconi square/Forte dei Marmi/Italy Installation: Gabriel@Teatro del Silenzio 2019 by Andrea Bocelli/Lajatico/Italy Talk: speaker@AAT/Sella Foundation/Biella/Italy Crhistie's Auction: Celebrity Fight Night@Andrea Bocelli House-ABF/Forte dei Marmi/Italy Trophies: Ski World Cup Alta Badia - Dolomites/La Villa-Val Badia (BZ)/Italy Trophies: Inter FC for China Summer Tour/Shanghai/China

2018 Solo Exhibit: Hysteria Secret Art Gallery/Milan/Italy Solo Exhibit & Talk: AAT project/Azimut Capital Management/Rome/Italy Solo Exhibit: Galleria Ferrero/Ivrea/Italy Exhibit: Ricordi Futuri 4.0/Shoah Memorial-Binario 21/Milan/Italy Exhibit: Unexpected Childhood/Artist House/Tel Aviv/Israel Exhibit: Unexpected Childhood/National Museum/Ravenna/Italy Exhibit: Unexpected Childhood/Ex Ospedale San Rocco/Matera/Italy

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2017 Solo Exhibit: Luce & Pensiero/Contarini Polignac Palace/Venezia/Italy Solo Exhibit: Filari di Luce/Gagliardo Winery/La Morra/Italy Solo Exhibit: Reflections/Centro Mercato Museum/Argenta/Italy Exhibit: Angeli & Artisti/Villa Reale/Monza/Italy Exhibit: Art Biennal/Soncino/Italy Exhibit: Eclettico Art Space/Florence/Italy Monument: Naturae@Italian Ambassador Residence/Tel Aviv/Israel Installation: Il Cavallino/70° Ferrari/Modena/Italy Auction: Camis De Fonseca Foundation/Turin/Italy Trophies: Ski World Cup Alta Badia - Dolomites/La Villa-Val Badia (BZ)/Italy Trophies: Casa Sanremo - 67° Music Festival/Sanremo/Italy Trophies: Star Team-SAS Albert Prince Monaco/Charity Football Match/Monte-Carlo Trophies: Star Team-SAS Albert Prince Monaco/Charity Ski Race/Alta Badia/Italy

2016 Exhibit: Clen Gallery/Rouge Space Manhattan/New York/USA Exhibit: Contini Factory/Venice/Italy Monument: Aureo & Aureo jr/Officina della Scrittura Museum/Turin/Italy Monument: Acquamantio/Curiell square - Public Library Biella/Italy Teaching: Multichannel University Master/Città Studi/Biella/Italy Trophies: Ski World Cup Alta Badia - Dolomites/La Villa-Val Badia (BZ)/Italy Trophies: Ferrari Rossocorsa Elegance Prize/Royal Palace of Venaria Reale/Italy

- 2015 Solo Exhibit: Ca' D'Oro Art Gallery-Art District Manhattan/New York/USA Exhibit: OPEN18@56 La Biennale of Venice Art & Film Festival/Molino Stucky/Italy Exhibit: Corporate Art/GNAM- National Museum/Rome/Italy Monument: Gigant-30° Ski World Cup Alta Badia/UNESCO Park Dolomites/Italy Acquisition: CokeltsMe@World of Coca-Cola Museum/Atlanta/USA Installation: CokeltsMe@Coca-Cola Pavillon Expo Milan/ Italy Trophies: Ski World Cup Alta Badia - Dolomites/La Villa-Val Badia (BZ)/Italy
- 2014 Solo Exhibit: Yellow Corner Art Gallery/Saint Petersbourg/Russia Solo Exhibit: Dark Light Reflection/Salone Satellite@nhow Hotel/Milan/Italy Exhibit: Special Guest@Art & Design Week/Royal Manege/Saint Petersbourg/Russia Exhibit: Dark SuperStudioPiù/Salone Satellite/Milan/Italy Exhibit: Special Guest@Art & Design Week/Nakkash Gallery/Dubai Installation: MrBot Holiday@Hotel De Paris/Monte-Carlo Installation: MrBot@Hermitage/F1 Grand Prix/Monte-Carlo Installation: Tempus Angulare/Saint Stephen Cathedral/Biella/Italy
- 2013 Solo Exhibit: Rivabella Art Gallery/Magliaso-Lugano/ Switzerland Solo Exhibit: Oltre la Paura/CUBO Unipol Art Space/Bologna/Italy Solo Exhibit: BIC-Contemporary Art@Children's Library Piacenza Palace/Biella/Italy Solo Exhibit: Contemporary Reflections/Salone Satellite@nhow Hotel/Milan/Italy Exhibit: Urbis & Orbis/Pontifical University of Seraphicum/Vatican City Exhibit: OverPlay@55 La Biennale of Venice Art/Palazzo Albrizzi/Italy
- 2012 Solo Exhibit: Elevate Your Stay/Salone Satellite@nhow Hotel/Milan/Italy Exhibit: BIC-Contemporary Art@Museum of Biella Territory/Italy Exhibit: SignOfDesign@Ansaldo Art Space/Milan/Italy Exhibit: Leftovers@nhow Hotel/Milan/Italy
- 2011 Solo Exhibit: Rooms/Salone Satellite@nhow Hotel/Milan/Italy Exhibit: Italian Pavillion@55 La Biennale of Venice/Nervi Hall/Turin/Italy Exhibit: Sign off Design@55 La Biennale of Venice Art/Cloister SS Trinity/Italy Exhibit: Mazzini & Cavour@Museum of Biella Territory/Italy Exhibit: Maison & Object/Salon des Exposition/ Paris/France Acquisition: We=Wall/Parco Museum of Portofino/Italy Installation: A Bright Future/Salone Satellite@nhow Hotel/Milan/Italy

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- 2010 Solo Exhibit: Il Muro Siamo Noi/Flagship Store Napapijri/Milan/Italy Exhibit: Bad Habits/Salone Satellite@nhow Hotel/Milan/Italy Installation: DolceVita-Fellini Foundation@Film Festival/Hotel Majestic/Rome/Italy Installation: Luz of Stonehenge@Artissima/Turin/Italy
- 2009 Installation: Sale di Vita/Vittorio square/Turin/Italy Installation: Universo Dentro@Mamromacc/Verona/Italy Installation: Be Visible with Invisible/Abitare il Tempo/Verona/Italy
- 2007 Installation: Reflective Mirror@Salone Satellite/Milan/Italy
- 2000 Exhibit: MAN Mobility Assistant Network@Carrousell du Louvre/Paris/France