

Daniele Basso's art rewards the owner of the winning horse at the Longines FEI World Cup

Fieracavalli chooses the art of Daniele Basso to award the owner of the winning horse at the Italian stage of Longines FEI Jumping World Cup Grand Prix.

On Sunday 10 November, it was the sculpture VLINT by artist Daniele Basso, the prestigious prize chosen for Deborah Mayer, owner of My Prins of Team Iron Dames, the horse ridden by Sophie Hinners winner at the Longines FEI Jumping World Cup Grand Prix, in the authoritative setting of Fieracavalli 2024 in Verona.

'It is an extraordinary honour' commented the artist Daniele Basso 'to combine my work with the fascinating world of horse jumping. I thank Emanuele Anchisi of Scuderia 1918 for having nominated me for this role, together with Fieracavalli for having accepted the proposal. It is a new world for me, one of great fascination. Where the sensitivity and skills of the rider are ineffective without a perfect symbiosis with the horse, the true champion protagonist of the competition'.

A collaboration matured in the wake of the project "Art/Company/Territory", which characterizes the artistic project of Daniele Basso, close to the world of work and business for more than 10 years now. A Corporate Art and Communication project aimed at companies of excellence, in which the intangible values of the brand become tangible through art, capitalizing on the link with the territory (genius loci) and increasing the economic value, image and social involvement of the company. A process that generates highly symbolic monuments and sculptures, perfect for social media and the web, and capable of communicating identities and messages with which to identify.

'It is often the corporate world' Basso specifies 'that supports professional sports and major championships. A terrain where the limits of man and humanity are always being challenged towards new records. Through art, we have the opportunity to bring these extraordinary performances and the values they express closer to everyday life. Show jumping is about love for animals, respect for nature... but also about understanding, cooperation and symbiosis on the basis of mutual respect... about hard work, fatigue and determination, commitment and sacrifice, dedication and renunciation for a goal and the achievement of a result... all factors, in my opinion, that are decisive for success in everyday life!'

The VLINT sculpture, prize for the owner of the winning horse at the Longines FEI Jumping World Cup Grand Prix in Verona this November, *'celebrates primordial human ingenuity, the instinct that transformed a stone into a splinter and the splinter into a tool. A symbol of man's unique ability to relate to Nature, which today we must direct towards respect for life and the environment'* Basso concludes *'In this context, it speaks of listening, empathy, symbiosis and instinctual union between horse and rider... that goes beyond reason... that comes from the heart and produces extraordinary experiences and results!'*

A collaboration that is sure to open up new creative opportunities, with art as the interpreter of a world unknown to most, which has its origins in ancient history and still has many emotions to tell.

Daniele Basso – Verona November 11th, 2024

Daniele Basso Artist

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Daniele Basso - Biographical Notes

Daniele Basso is an Italian artist (4/8/1975 – Moncalieri TO) known for works in mirror-polished metal. Works that induce a greater awareness of ourselves in the search for our identity. Three Venice Art Biennials, with exhibits and works around the world, including *Carrousel du Louvre* (Paris), *Università del Seraphicum* (Vatican), *GNAM* (Rome), *Expo 2015* (Milan), *World of Coca-Cola* (Atlanta), *Officine della Scrittura* (Turin), *Museo del Parco* (Portofino), *Shoah Memorial* (Milan), *Oropa Sanctuary* (Biella) and in galleries in *New York*, *Dubai*, *St. Petersburg*, *Tel Aviv*, *Monte-Carlo*, *Lugano*, *Geneva*, *Athens*, *Milan*. He works with excellent companies including *Ski World Cup Alta Badia* (Unesco Dolomites), *Teatro del Silenzio* (Andrea Bocelli), *Sanremo Festival*, *Star Team* (H.S.H. Prince Albert II of Monaco), *Tecnomar for Lamborghini* 63, *Costa Crociere*, *Banca Sella*, *Aurora Penne*, *Asahi Kasei*, *Inter FC*. He is a *TEDx* and *Sole24ORE Business School* speaker. He is on the board of *Biella UNESCO Creative City*. In 2023 the *Quintino* monument (150th CAI Biella) in the Art Collection of *Banca Patrimoni Sella*. In 2024 the *SaloneSatellite Award 2024* (25th Anniversary) and the work *Enrosadira* for the *50th Anniversary Dolomiti Superski*. www.danielebasso.it

Sculpture

artist

year/size

technique

VLINT - EVO02 202310

Daniele Basso

2024 / 13X13Xh56 cm

Brass mirror polished by hands

Prize

**First Prize to the Owner of the Winning Horse at the
Longines FEI Jumping World Cup Grand Prix / Fieracavalli 2024 FieraVerona**



VLINT – EVO2 202310_dBasso_HD.jpg



VLINT EVO 2 - 202310_ph Ceretti (2)_HD.jpg

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