

art<sup>n</sup>

nhow  
elevate your stay

## Bad Habits

art & design exhibition | nhow hotel  
OPENING 29 aprile ore 19 -22 | 1° piano  
29 aprile - 12 settembre 2010

Art and design join forces in the new exhibition at nhow hotel in a struggle to break bad habits. Starting from the lobby, nhow offers its visitors a cure to smooth off the rough edges of our character preventing us from being better and happier people. Depending on how much a bad habit has taken roots, the visitor can choose the appropriate floor to fight it. Each floor is in fact a reflection of a different bad habit, giving the chance to deal with it through the works of art and design exhibited. The cure begins relaxing on soft armchairs, and turning on enlightening lamps, and continues with the works on display on every floor, from photography to painting, to graphic design, setting on a journey in and out of oneself.

Change a habit and you will change the world!

### LOBBY\_bad habits soup

As usual, the lobby introduces to the theme of the exhibition, presenting this time a variety of bad habits. Let's start with being LOST-IN-THOUGHT, with a series of works by LUCA DE SANTIS, a young artist in whose works photography, painting and video combine in images where urban and human landscapes become one with the land where our thoughts wander and crowd in our heads, fleeing into outer space like crazy animals. We can look for them, take care of them, hide them or just give them to the world as a gift. The bodies portrayed, human "skyline", stand a short distance behind that very crowd of thought-objects that inhabit their minds. We then go on to LAZINESS, represented by PLUS+ by TAKEIDEA's armchairs and sofas. Through design, creativity and sustainability, Takeidea creates soft seating made with natural materials, from hemp to newspaper's paper, to tanned leather. Another example of a space where laziness can be fully practised is the bathtub, which BAEK KI KIM has transformed into a comfortable chair, the Seatub. And then, from indolence to ADULTERY. ROLF.FR's design collection 'Cutting Edge' is to be read as an unexpected encounter between two elements apparently incongruous and coming from different worlds: an old (wooden piece of furniture) meets a brilliant young (design and colour).

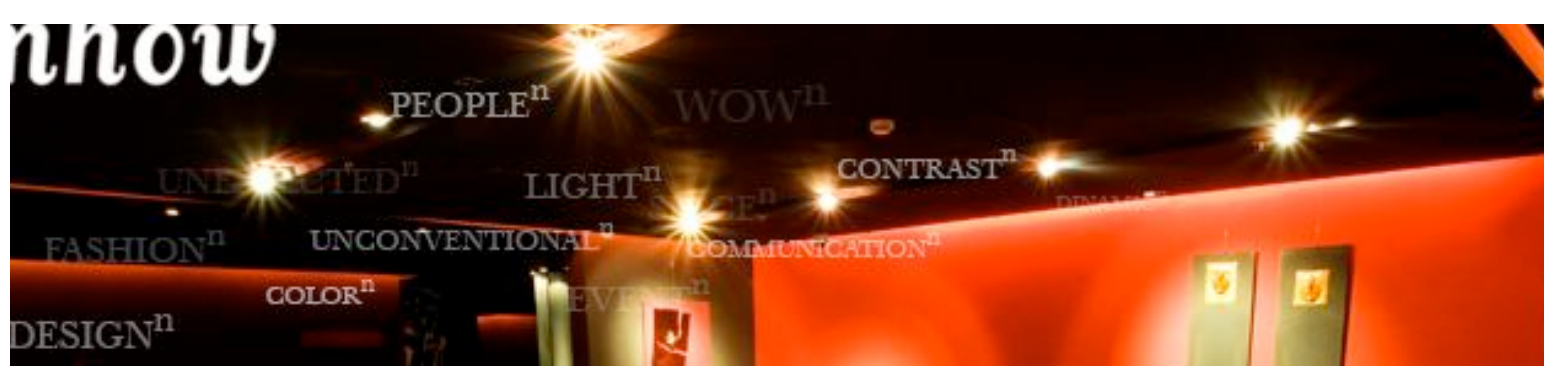
### LOUNGE\_sweet tooth

GLUTTONY: sweets of honey, chocolate and cream... who can resist? Be it a real cake or a soft stool called *muffin*. ELEMENT-S, an Italian design studio, creates design objects evoking a world of pastries, colourful candy canes, and candied petals. Not for people on a diet.

### UNDERGROUND\_bad habits underground

SELETTI and MAURATO present in two different set-ups in the Underground space. Maurato's world is a colourful, apparently childish world, in fact a metaphor for different kinds of universal human behaviour. The visitor can recognize himself in one or more of the bad habits, but to do so one must get closer and look carefully. To recognize one's own bad habit means taking a journey inside oneself and learning to look outside.





### 1 FLOOR\_fame

Even FAME, along with the search for power, can become a bad habit, especially when it is never enough. It is represented by the explosive colours of LUDMILLA RADCHENKO's works. On her canvases, famous faces from the movies and the show business are often surrounded and overwhelmed by dripping, applications, incrustations that almost disfigure them, in the same way as fame hides their true face to themselves, and also to the public.

#### \_disorder

A man fights with a wooden chair as if it were alive, as if it were an enemy in the flesh to fight against. It is a man trying to break his bad habits, first of all, DISORDER, the one we find in the works of ROHN MEIJER, from the series 'Naked Chair'. But it is also a man struggling with design itself, with its meaning and with the meanings he has chosen to give it. (Seating by MASSIMO RASERO).

#### \_heaviness

Also being HEAVY, redundant, overwhelming people with blue streaks, ephemeral troubles and groundless fears, may become a bad habit. MATCO represents this allegorically with his 'alert' works. Echoing the design of attention signals, Matco invites, with a wry smile, to take life a bit 'more lightly'. In the same area, a small comfort room by FABRIZIO BELLOMO, THOMAS DE LUSSAC and RI-CREA is there for those who want to measure their level of... heaviness.

### 2 FLOOR\_penny-pinching

Greed may be good for the bank account, but it's certainly not elegant and it is not a good habit. Thus teaches us MIMMO DI MAGGIO with his collection 'Out of Order', digital collages in which notes are superimposed with images of familiar objects blurring the original image and creating a new one, suggestive and fascinating. Besides the notes, coins - the foundation of 'thrif' - cannot be missing. They are represented here by comfortable cushions and coloured carpets by ELEMENT-S.

### 3 FLOOR\_vanity: too many mes

It is to blinding VANITY, complacent of its own image, that is dedicated the third floor, with walls of mirrors in steel and aluminium, by Daniele Basso (GlocalDesign). The mirror, symbol of vanity, becomes by contrast the subject of growth and reflection. Found across all cultures, present in all homes, the mirror has helped humanity to recognize and distinguish itself from other animals. Today, it is presented as a way to find a new awareness for the self and for society, inviting reaction in an ethical way. In these mirrors are reflected crowds of Moonwalk men - lamps designed by THOMAS DE LUSSAC - unaware of their mutual-identity, and vainly seeking the reassurance of their essential diversity in their own reflection.

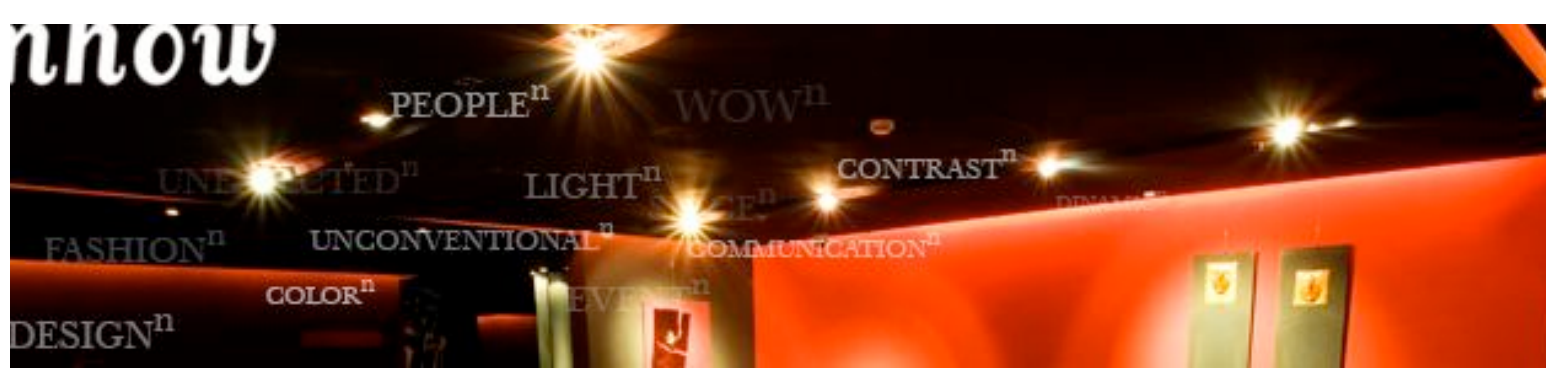
### 4 FLOOR\_d-inner doubts

A constant INDECISION has become a bad habit for the woman protagonist of the first story told by the fourth floor. This woman is going to prepare a romantic dinner, but... 'What shall I buy? What do I wear? What shall I cook?...' And the doubt devouring her ends up corroding even the pictures portraying her, from the series 'Metamorphosis' by ROHN MEIJER. Meanwhile, also the flowers she bought for the table get bored and fade (Felt Plants by WANDSCHAPPEN).

#### \_indifference

It is easy to become blind, especially in big cities, and ending up ignoring one's neighbours. It's a bad habit that must be changed, if we don't want to live in places populated by strangers aggressive to each other. The selection of photographs from SERGIO GOGLIA, (from a series of works made for a calendar supporting UNICEF) represents this INDIFFERENCE in the ribbons covering the eyes, and consequently binding the hands and arms, of nameless faces. Only one of the faces portrayed has uncovered, open eyes. Consciousness is possible, and almost by magic, the ribbons melt, and leave the work to become a chair (by VALERIO PORRU).





**ART:** Matco, Luca de Santis, Mimmo di Maggio, Sergio Goglia, Maurato, Fausto Mazza, Rohn Meijer, Ludmilla Radchenko. **DESIGN:** Baek Ki Kim, Daniele Basso (GlocalDesign), Fabrizio Bellomo, Bihain, Federico del Rosso, Thomas de Lussac, Element-s, JSPR, Heewon Kim, Moro Pigatti, Ifeanyi Oganwu (Expand Design Ltd.), Valerio Porru, Ricrea, Rolf.fr, Seletti, Plus+ by Takeidea, Wandschappen

Curator: Elisabetta Scantamburlo  
Dynamic Space Management by Ghg

nhow hotel  
via tortona 35  
milano  
tel. 02 48955144  
[www.artnhow.com](http://www.artnhow.com)  
[info@artnhow.com](mailto:info@artnhow.com)  
[www.nhow-hotels.com](http://www.nhow-hotels.com)

