

COKE IT'S ME by Daniele Basso

It's the artwork commissioned by The Coca Cola Company for 100 years of the famous Contour Bottle.

The Italian artist and designer Daniele Basso was selected by the legendary brand The Coca Cola Company to celebrate 100 years of the world's most famous bottle. As of 1 May 2015, his sculpture "Coke it's me!", made of 100% recyclable steel and recycled cans, will be presented and displayed in the Coca-Cola Pavilion at Expo Milano. In the artist's unmistakable style with plenty of twists and turns, fully polished and assembled by hand and studied to last in time, this 1.75m tall sculpture has been conceived and realized to celebrate the centennial of the Contour Bottle, a global icon of happiness and friendship, concurrently with Expo Milano, the prestigious universal event. Indeed, Coca-Cola is sold in 240 out of 242 existing countries, which means that you can drink it almost everywhere in the world. After Warhol, Hopper, Kaufman, Raushemberg, Johns, Linchtstein and other world famous pop artists, now Daniele Basso gives his interpretation of this iconic bottle, and fully confirms the vocation of this object, likely the most famous object on earth, to be a piece of real art.

At Atlanta headquarters, in the beating heart of the international giant, the managers were captivated by the artistic production and design quality of Daniele Basso, and have welcome the ethical attention to man and nature that clearly appears in all his works. His professionalism and production perfectly reflect the innovative and experimental attitude of the Coca-Cola brand, committed today more than ever to the theme of sustainability, for a better future of our planet. This message goes hand in hand with the experimental nature of Basso's works that investigate the increasingly elusive links of Art, Craftsmanship, Design and Fashion in the quest of new ethical boundaries in industrial production and in creativity as a profession. The Coca Cola Company decided to entrust the Italian artist with the task of attesting the importance of the extraordinary longevity of the most iconic object in modern life, as it not only deeply marked people's imagination and culture, but has proved an essential brand awareness factor for Coca-Cola, the world's most popular drink.

"I feel proud and honored, says the artists, and virtually share these feelings, accompanied with a strong sense of responsibility, with all that drink Coca-Cola daily. Everybody, looking at their faces reflected in the mirror surfaces of "Coke it's me", can feel like playing a role in this global success, and a testimonial of the values of happiness, joy and cooperation that Coca-Cola expresses... Not only a taste actually, but also universal values that while going global, made all of us citizens of the world! Parts of one mankind... a message of friendship and unity... Even more appealing today when we are experimenting divisions and wars!"

The artwork "COKE it's me!" is passion and happiness. It's the taste we grew up with. Emotions that started in Atlanta suburbs and filled the world with smiles. It's the global icon of the Contour Bottle that comes to life with sheer enthusiasm spilling out of the bottle and exploding all around. Lots of "Enjoy" seems to reverberate in the mirror-finish steel twists and turns. A kaleidoscope of light and darkness reflecting the many aspects of reality! We are reflected as the embodiment of the Coca Cola spirit. It's a work of Art that interprets the Coca-Cola values and makes us all feeling involved in its sensational success! A world of thanks and smiles... Coca-Cola it's us ...COKE it's me!

"In the mirror we are all alike, concludes Daniele Basso, on the boundary between dream and reality. Their function forsaken, my mirroring works are unfinished reflections and thoughts, that everyone may achieve with personal experience and a special meaning... Coke It's Me! Is a huge thank-you of Coca-Cola to everybody for the success obtained and the affection received. The celebration launched at Expo Milano will spread beyond Italian borders and virtually hug the whole world!"

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

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COKE IT'S ME

Technique: Stainless steel hand mirror polished, Aluminum Coca-Cola recycled cans
Size: 60x60 h175 cm - 115 kg
Year: 2015
Artist: Daniele Basso - Italy



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