

After NYC, Dubai and Alta Badia, Daniele Basso leaves his mark in Biella with a work celebrating MOSCA1916's 100th anniversary

10 June, 2016

Daniele Basso is pleased to announce the unveiling of **AQUAMANTIO**, a public artwork made to commemorate MOSCA1916, a historic butcher shop and deli located in downtown Biella, that wished to celebrate its 100th anniversary by donating an outstanding landmark to the City and its inhabitants. It is a traditional yet modern gesture to express affection, recognition and gratefulness to the territory, a sign of thankfulness for the trust granted over 100 years.

The public unveiling will be held in **Piazza Curiel on Friday 10 June, at 7.00 p.m.**. The square lies at the very heart of the recently renovated urban district, also housing the new Public Library.

The ceremony will be attended by the Mayor of Biella, Mr Marco Cavicchioli, Mr Alberto Mosca, owner of MOSCA1916, Mr Marco Roberto Marelli, art critic and curator, the artist Daniele Basso and Ms Patrizia Bellardone, as Historical Director of the Public Library.

"It is a great honour to be entrusted with the task of making an artwork in Biella, where I live – Daniele Basso says – not only to commemorate the centennial history of the Mosca family, but also the Biella territory, rich in excellence and currently seeking to establish its new position in the global market."

AQUAMANTIO, that's what the artwork is called, supports the essential role of art at the core of the identity of a community and a people. Within the scope of Daniele Basso's art production, it strengthens the aim and meaning of the work of the outstanding artist from Biella, always striving to enhance variety as an essential quality of life, expressed through local talents that give a distinct flavour to well-being.

"Drawing upon the metaphor of the water molecules embedded in the artwork, hinting at water as a key element of life on Earth – Basso goes on to say – AQUAMANTIO is a tribute to the Biella territory, but it is also a symbol of any successful community, an enclosure protecting its treasures yet open to communication, exchange and growth, a living, bright and powerful body, an example to reach... where excellence is collective, and everybody contributes to and must be proud of it!"

An outstanding artist whose artwork has been displayed in NYC, St. Petersburg, Vatican City, Lugano, Monte Carlo in the past few years, involved in renowned projects with Coca-Cola and Ski World Cup Alta Badia, now exhibiting at Contini Art Factory in Venice, Daniele Basso has always perceived art as the universal expression of human soul and ethical commitment, therefore conveying concepts through emotions, aiming straight for the heart of people.

SHOWROOM

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His strong commitment therefore created meaningful symbols, even more poignant for the personal involvement of local population, then universally recognized. They are physical landmarks which appeal to personal identity as well as shared tangible elements whose mirrored steel surfaces – a typical artistic feature of Daniele Basso’s style – reflect all onlookers, who thus become true protagonists of their lives, to build a better future through everyday actions.

AQUAMANTIO, fully made of hand-polished mirror steel, is “A symbol of water as a key element in the history of social and economic development of the Biella territory - Basso concludes – and embodies a connection among Territory, Human Knowledge (whether medical, scientific or humanistic) and Culture, including awareness in Nutrition. Its location, in front of the new Public Library, represents culture leading us all to innovation, freedom and well-being”. These themes perfectly hint at MOSCA1916’s outstanding features as a family-owned concern, established with expertise, drive and class over a century and bequeathed through four generations.

Daniele Basso take his inspiration from contemporary life and draws upon poignant concepts conveyed through his artwork, to arouse emotion and stimulate thinking on past, present and future. His works are dedicated to the end users, the onlookers who recognize themselves in the mirrored surfaces and can thus be part of the concept, active participants in the community... to be truly known and renowned!

DEDICATION:

"AQUAMANTIO is a fancy Landmark, dedicated to the Biella territory and its inhabitants. Inspired by the metaphor of water, it celebrates Life and stands out as a symbol of Culture, Well-being and Zest, revealing talent as a shared social event."

Daniele Basso _ Biography

"In the mirror we are all alike, all suspended between dream and reality. Beyond their function, my mirroring artworks are reflections on the contemporary. Unfinished thoughts longing for a personal meaning...."

Daniele Basso started his activities between Biella and Milan in the 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. In 2015 his sculpture "Coke It's Me" is commissioned by Coca-Cola to celebrate the 100th anniversary of the iconic Contour Bottle, he took part at the "Corporate Art" Exhibition at Galleria Nazionale d'Arte Contemporanea e Moderna (GNAM) in Rome and he made GIGANT monument to celebrate 30th Anniversary of the Ski World Cup Alta Badia -Dolomites Race. In May 2016 the collective exhibition at Contini Art Factory in Venice con and the sculpture Aquamantio celebrating MOSCA1916’s 100th anniversary

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