

ARTIST DANIELE BASSO CREATES THE TROPHIES FOR THE 2015 ALTA BADIA ALPINE SKI WORLD CUP ILLUMINATED WITH SWAROVSKI® CRYSTALS

For the 30th anniversary of the Alpine Ski World Cup Alta Badia – Dolomites, artist Daniele Basso - creator of GIGANT, which stands at the top of the Gran Risa slope - has chosen Swarovski® Crystals to adorn the trophies for the 2015 edition of the Giant Slalom and the very first and innovative Parallel Giant Slalom.

"Trophies - says Daniele Basso – that metaphorically tell a story, which starts at 2100 m, high above Piz la Ila, where the dream of every athlete and ski enthusiast begins and unfolds on the purest crystal snow of the Gran Risa, and the performance that determines the standings at the finishing line is unleashed..."

True works of art that interpret the logo of the Alpine Ski World Cup Alta Badia – Dolomites, one of the most spectacular white circus competitions, consecrating it in steel, brightly studded with crystals.

"And for the first time - continues Basso – the trophies are all the same size to celebrate not only achievement but the Universal value of Sports as well... When determination, talent and passion push Man and Mankind towards new goals!"

The idea to use Swarovski® Crystals originated not only to be consistent with the faceted shapes, the formal signature of the artist and of GIGANT, but also for the innovative content of a combination that began back in 2011, when Daniele Basso became the first to pair them with his preferred material: polished steel.

Entirely eco-sustainable, both materials are eternal and, through the light they reflect and amplify, they experiment with an ART that is ethical and responsible for man and for the environment, and celebrates the values of Humanity that believes in the force of life.

SHOWROOM

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Daniele Basso – A Brief 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 holds a degree in Economics (both Italy and the US), Design (dissertation at Carrousel du Louvre, Paris) and Communication (Milan). He works in Paris and NYC (Versace), Milan (Publicis and Fiat). In 2006 he founded GlocalDesign, which collaborates with brands of excellence (Molteni&C, Slide, Italamp, MilaSchon, Swarovski, SanPatrignano, Beko, Unicredit). Already on display in NYC, Turin, Naples, Verona and Milan, in 2011 he is present at the 54th International Art Exhibition of the Venice Biennale (curator: Luca Beatrice) and at the Italy Pavilion in Turin (curator: Vittorio Sgarbi), and the work "WE=WALL" becomes part of the permanent collection of the Museo del Parco in Portofino. Following one-man exhibitions in Lugano (Switzerland), Monte Carlo (Hotel Paris, Hermitage), Bologna (CUBO Unipol) and Milan, in 2013 he participates in the 55th International Art Exhibition of the Venice Biennale with "Les Plies de la Vie", and is at the Pontifical University of the Seraphicum (Vatican City) with "Tempus Angulare". In 2014 is admired during the Dubai Design Days and is Special Guest at Saint Petersburg Design Week. The year 2015 features his one-man show in NYC-Chelsea, his sculpture titled "Coke It's Me" (100th Anniversary Coca-Cola Contour Bottle) on display at the Coca-Cola Pavilion at Expo Milano, the "Corporate Art" show at the Galleria Nazionale di Arte Moderna e Contemporanea (GNAM) in Rome, the collective show titled "OPEN" in Venice (56th International Art Exhibition and 72nd International Film Festival - of the Venice Biennale) and his monumental GIGANT, created for the 30th Anniversary Alpine Ski World Cup Alta Badia - Dolomites.

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