



## Daniele Basso

*"In the eternal steel of my mirroring works we find our individual and cultural identity. We discover ourselves as protagonists and interpreters of the whole Humanity, which in the symbols reflects its messages and builds the future. We are free to choose and fly beyond all limits"*

**Daniele** (born on August 4th, 1975 in Moncalieri - Turin) is an Italian artist well known for his works in mirror-polished metal. Works that induce a greater awareness of ourselves in the search for our identity. He has participated in three editions of the *Venice Biennale of Art*, with exhibitions and works in different parts of the world, including *Carrousel du Louvre* (Paris), *University of the Seraphicum* (Vatican), *GNAM* (Rome), *Expo 2015* (Milan), *World of Coca Cola* (Atlanta), *Officine della Scrittura* (Turin), *Museo del Parco* (Portofino), *Shoah Memorial* (Milan) and in galleries in *New York*, *Dubai*, *Saint Petersburg*, *Tel Aviv*, *Monte-Carlo*, *Lugano*, *Milan*, *Turin* and *Bologna*. In 2015 "*Coke Its Me*" (The Coca-Cola Company) and *Gigant* (SWC Alta Badia - Unesco Park Dolomites). In 2016 "*Aquamantio*" (MOSCA1916) in Biella. In 2017 "*Il Cavallino*" (70th Anniversary Ferrari) and the awards at the *67th Sanremo Festival*, for *Star Team Monaco* (S.A.S. Prince Albert II of Monaco) and for *Inter FC*. In 2019 *Main Artist* at the *Teatro del Silenzio* by *Andrea Bocelli* (director *Luca Tommassini/Courtesy Laseryacht*). In 2020 with *Andrea Bocelli* on RAI 1 (Best of), *Gabriel* and *Gigant* illuminated with Italian flag for covid-19 and the monument "*Discrimine Momentum*" (African Fashion Gate) in Villafranca Verona. In 2021 *Pinocchio* (Costa Crociere), *VrummBangBull* (Tecnomar for Lamborghini63), *Cristo Ritorto* on the altar of the *Madonna d'Oropa*, *Bimbo Faber* by *CNA Biella* become annual award, speaker at *SellaEnsamble*, member of the board of the *Biella Creative City UNESCO Association* and e *TEDx* speaker. In 2022 the *Vibrante Leggerezza* project for the 90th anniversary of *Bemberg-Asahi Kasei*, the monument *Insieme* for *Yukon* and the personal exhibition *Le Pieghe dell'Anima*, the premiere of contemporary art at the *Oropa Sanctuary*. Over the years his career as case histories at the *24ORE Business School* of Milan, at the *University of Turin / Città Studi Biella*, and at the *IT Sligo Ireland College*. You can find his works at *Artion Gallery*, *Galerie Sept*, *Simon Bart*, *Hysteria Art*, *Galleria Ferrero* and *Cris Contini Contemporary*.

Bachelor's degree in Economics at *SAA / University of Turin*, specialization in Marketing Behavior at the *University of Reno Nevada*, three-year degree in Industrial Design at *IED Milan* and University Master with a scholarship in Communication at the *Istituto Superiore di Comunicazione Milan*. He worked in Paris, London and NY for *Gianni Versace*, in Milan for *BGS D 'Arcy (Publicis)* and with *Advanced Design Fiat (FCA)*. In 2004 he was responsible for Advanced Design and Communication in *Carcerano (Car Engineering & Design)*. In 2006 he founded *GlocalDesign (Think Global, Act Local)*, a strategic design studio (Marketing, Product and Communication) operating in Fashion (Sportswear and Accessories), Interior (Retail & Full Contract, Exhibitions and Events), Furniture and Lighting sectors. In 2007, for the *Magazine Class* he was among the "*Best 100 designers in Italy*", he worked for *Biella the Art of Excellence Foundation* at the *64th Venice International Film Festival* and at the *Turin World Design Capital 2008* (Teseo project: 13000 visits - Domus n° 916). In 2009 he launched the *GlocalDesign Mirror Collections* on show in NY, Milan, Bologna, Turin and Naples. With the *Napapjri Gallery Store Milan* event, he is identified "*among the first to understand the growing interactions between Design and Fashion*" (*Corriere delle Sera*) and as "*an expression of the new Local-Global Design trend*" (*Business and Finance - LaRepubblica*). Member of the *ADI Index Observatory* in 2010/2011, in the following years he created the *exclusive Glocal Design steel mirror collections* in partnership with *Molteni & C.*, *SanPatrignano*, *Federico Fellini Foundation*, *Mila Schon* and *Swarovski*. He collaborates with *Versace*, *Mila Schon*, *Krizia*, *Napapjri*, *Moncler*, *Miroglio Group*, *HBS shoes*, *Italian Instinct*, *Pitti Uomo*. He designs for *Molteni & C.*, *Lumen Center Italia*, *MAST 3.0*, *Haute Material*, *Italamp*, *Slide*, and *Edra*. In 2014 he was a special guest at *Dubai Design Week* with *Nakkash Gallery* and at *Saint Petersburg Design Week* to represent Italy.

Since 2006 he has been working with several national and international architecture firms on competitions, large-scale public works projects and private clients, including art installations in *Bologna Railway Station* and *Expo Dubai 2020*, urban renewal of *Prato's City Park*, the competition for the *Holocaust Memorial in Bologna*, urban renewal of the *Borgo di Biella Piazza* and a candidature for the project *Gran Paris Express*.

Since 2006 he has had his atelier at Spazio PRIA in Biella, in via Salita di Riva 3, a former wool mill which has now become a recognized center of Biella creativity.

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**Exhibition Selection:**

- 11/2021 TEDxBiella speaker
- 10/2021 Biella\_UNESCO Creative Cities Forum
- 08/2021 Biella\_ Fifth Centenary Coronation of Our Lady of Oropa
- 09/2020 Villafranca Verona\_Discrimine Momentum
- 01/2020 Biella\_Day of Remembrance
- 12/2019 Volterra\_Piazza e Palazzo dei Priori
- 11/2019 Siena\_ Della Scala Museum
- 11/2019 Lucca Comics & Games\_San Paolino wall
- 08/2019 Forte dei Marmi\_Lorenese fort
- 07/2019 Lajatico\_Teatro Silenzio by Andrea Bocelli
- 11/2018 Milano\_Day of Remembrance
- 10/2018 Tel Aviv\_Artist House
- 09/2018 Ravenna\_National Museum
- 12/2017 Monza\_Serrone di Villa Reale Museum
- 05/2017 Monte-Carlo\_SAS Le Prince Alberto II
- 02/2017 Sanremo\_67° Festival @ Casa Sanremo
- 09/2016 Turin \_Officina della Scrittura Museum
- 12/2015 Atlanta - World Of Coca Cola Museum
- 09/2015 Venice – Movie Festival - Hilton Stucky
- 06/2015 Rome \_ National Gallery of Modern Art
- 05/2015 Milano Expo \_ Coca-Cola Pavillion
- 04/2015 NYC Art District\_ Ca D'Oro Gallery
- 11/2014 Shanghai\_ Guoqing Temple
- 05/2014 Saint Petersburg \_ Yellow Korner Gallery
- 03/2014 Dubai \_ Nakkash Gallery
- 11/2013 Vatican \_ University of Seraphicum
- 06/2013 Bologna \_ CUBO Unipol Gallery
- 06/2013 Venice \_ 55° La Biennale di Venezia
- 07/2011 Portofino \_ Parco Museum
- 06/2011 Venice\_ 54° La Biennale di Venezia
- 2000 Paris \_ Carrousell Du Louvre

**Thank You All:**

