

A BRIGHT FUTURE! ITALY CRUCIFIED.

A PROVOCATIVELY TRANSGRESSIVE STATEMENT INTO A POSITIVE CONTEMPORARY MESSAGE: A "BRIGHT FUTURE" MADE WITH SWAROVSKI ELEMENTS

From April 12 to 17, at Art Hotel Nhow - Milan, via Tortona 35 (Lobby – SPA Lounge), in the year of the 150th Anniversary of Unity, Italy is crucified!

A way of saying that **Daniele Basso** turns into an image and an object. The mirror Italy, with a height of 180 cm and sparkingly clad in **SWAROVSKI ELEMENTS**, compels those who look at it to carefully ponder on the ongoing crisis of identity in society. It makes us feel deep inside that we all should recover our role because we are Italy!

"The economic crisis and the great social changes, says **Daniele Basso**, owner of **GlocalDesign**, point at ominous future scenarios, full of excesses and poor in values. But we must not surrender. We proudly answer that we "can make" excellent products, whose quality, innovation and originality shine in the world.

The mirrors in the **Message Limited Edition** collection are made of 100% recyclable steel and beautified by the addition of genuine **SWAROVSKI ELEMENTS** that make them unique home jewels with a deeply rooted artistic vocation.

Strictly "Made in Italy", laser-marked against counterfeiting, suitable for indoor or outdoor installation, the **GlocalDesign** mirrors add the explosive energy of light that only genuine **SWAROVSKI ELEMENTS** can capture to the multi-faceted elegance of the **GlocalDesign+Molteni&C** collection (*designed by Nicola Gallizia*) and the minimal baroque style of the **GlocalDesign for SanPatrignano** collection (*designed by Daniele Basso*).

They are unique and exclusive products that are created to tackle the growing need for quality and excellence, as the new "Made-to-Measure Set" by **GlocalDesign**, mainly intended for the Contract sector (Retail, Hotels, Showroom...) and Architects, but capable of satisfying also household needs.

Art, Fashion and Design, being aspects of the "Made in Italy" success in the world and in **GlocalDesign's** DNA since ever, speak about who we want to be, help us become as we want to be. Together, they cast a glance farther on and plan the "Bright Future" we all long for.

GlocalDesign also is at Rho Fiera in the *Molteni&C* area and in Milan at the Showroom in Corso Europa 1, and again in Rho in the SanPatrignano area. The valuable collections exclusively developed in cooperation with both brands are displayed in all these venues.

The **mirrors DieMauer** and **DreamScape** from the "Message" collection, a limited edition designed by Daniele Basso, will be exhibited at "**Akille: Italian design collection**" on Friday, April 15, from 7:00pm to midnight. During this event organised by *Luisa Bocchietto*, a selection of the best Italian emerging designers will furnish Piazza della Borsa in Milan.

GlocalDesign (Think Global, Act Local) is a creativity firm supplying Strategic Design (Marketing, Product & Communications) and planning in the Fashion, Interior, and Furniture & Lighting Sectors. From their Biella offices, they coordinate projects with the major Made-in-Italy brands and rely on a consolidated international network of firms and professionals capable of creating emotional innovation.

SHOWROOM, UFFICIO STAMPA & COMUNICAZIONE

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