

**DANIELE BASSO:
Art & Design at ex-Ansaldo in Milan**

"Sign Off Design", the international project by SLIDEart, is pleased to present "Kryste" by Daniele Basso, a young artist whose cross-discipline creativity combines Art, Fashion and Design

17 - 21 April 2012

Milan – Ex-Ansaldo, Spazio A – via Bergognone 34

free entry from 10.00 a.m. to 8.00 p.m.

On the occasion of the Milan International Furniture Fair (*Salone Internazionale del Mobile*), **SIGN OFF DESIGN** -an art project by **SLIDEart** based on the interpretation of the plastic material by artists and designers- will exhibit at **Spazio Ex-Ansaldo**, Tortona Area, confirming once again its nature of travelling art gallery that promotes its artists during various events in world's most important locations.

After the great success of the **Venice Biennale**, which recorded 1,000 visitors at the vernissage and peaks of over 300 visitors a day, under the curatorship of **Luca Beatrice**, the exhibition moved to Turin, at the Palazzo delle Esposizioni (*Exhibition Centre*), hosted by the **54th Edition of the Venice Biennale – Hall Italy**, under the curatorship of **Vittorio Sgarbi**.

One of the selected artworks will be **"Kryste" (KRYstal STone guidE)** by **Daniele Basso**, a young artist from Biella: *"Inspired by the extraordinary intensity of the landscape of my city, Biella, I made a huge crystal –Mr Basso said– using transparent gold and fluorescent lighted fibreglass...my personal Guidestone shaped by experience, which protects and preserves the most precious and bright thing we all have in our lives: our soul. The mirror is the doorway to our unconscious, the guardian of our essence"*.

This is a new chapter of the collaboration between Daniele Basso and SLIDE, a leading Italian company of the sector of light fittings design and manufacturing, which has been developing through the creation of artworks that combine Art, Design and Fashion and that have put him in the spotlight on both a national and international level, together with Designers and Artists of the calibre of Alessandro Mendini, Karim Rashid, Marc Sadler, Denis Santachiara, Giuseppe Spagnulo, Alessandro Guerriero, Ferdi Giardini, Flavio Lucchini, Bruto Pomodoro, Fabio Rotella and many others.

Event sheet

Name	SIGN OFF DESIGN
Artists	M. Acerbis, A. Agop, Andy, D. Basso, M. Cattaneo, H. Ditzler, J.C. Farhi, F. Giardini, A. Guerriero, F. Lucchini, A. Mendini, A. Mocika, E.S. Park, B. Pomodoro, K. Rashid, F. Rotella, M. Sadler, D. Santachiara, S. Soddu, G. Spagnulo.
Organised by	SLIDEart
Opening days	from 17 to 21 April 2012
Opening hours	10.00 a.m. - 8.00 p.m.
Ticket	Free entry

SHOWROOM

Glocal Design di Daniele Basso – Via Salita di Riva, 3 – 13900 Biella – Italy
Daniele Basso: +39 329 2323148 - daniele@glocaldesign.it
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UFFICIO STAMPA & COMUNICAZIONE

Marcello Mosesso: +39 335 1036671 - mosesso@spoongroup.it

Daniele Basso:

A graduate A.B.A. (Italy & USA) & Ind. Design graduate (his thesis "Centro Stile Lancia" is at Carrousel du Louvre, Paris) with also a Communication Master. After working in Paris and NY for Versace and in Milan with Publicis and Fiat Group, in 2004 he leads Carcerano's Advanced Design & Communication (Car Design); in 2006 founds "GlocalDesign" (Think Global, Act Local); in 2007 makes the installation for the Found. "Biella the Art of Excellence" at the 64th Venice Film Festival with the "Class" magazine ranking him among "the best 100 Architects in Italy". In 2008 his "TESEO" appears at "Turin 2008 World Design Capital" (over 13,000 visitors – Domus no. 916); in 2009 launches the GlocalDesign mirror collections "Desiderio Barocco" (extra-light AL) and "Message Lim. Ed." (100% recyclable steel) shown in NY, Turin & Naples. At Milan's Napapijri Gallery Store he is saluted as "one of the first to grasp the growing interactions of Design and Fashion" (Corriere della Sera) and as "expressing new local/global trends of Design" (Affari e Finanza in La Repubblica). His work "Universo Dentro" goes to "Abitare il Tempo" in Verona, then at Marmomacc and "Torino Design Week". An ADI Index Observatory member, in 2010 he makes the "We Are the Wall" exhibit and the exclusive mirror collections "GlocalDesign+Molteni&C" (Gallizia design) and "GlocalDesign for SanPatrignano" on display at Milan's Art Hotel Nhow with the unique mirrors "DolceVita" for the Found. "Federico Fellini". In 2011 come his logo for "Oggetti Design Magazine" and a smart lighting system for "Lumen Center Italia". He is at the event "Cavour & Mazzini: leaders of Risorgimento" (2 pieces in the catalogue cover). He made "A Bright Future" artwork with Swroviski (2011), joins the "SlideArt" with "Kryste" (2011) shown at 54th Biennale d'Arte di Venezia, and he made "WE=WALL" artwork for the Museo del Parco, Centro Internazionale di Scultura all'Aperto, of Portofino. In December his artwork "Kryste" is on show at Biennale di Venezia Padiglione Italia - Turin (Sala Nervi, Palazzo delle Esposizioni - Curator: Vittorio Sgarbi).



Artwork sheet

Name: Kryste (KRYstal STone guidE)
Mixed technique: fibreglass mat &
Ni/Cr stainless steel mirror finishing

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