

Contemporary Reflections

in the steel mirroring artworks of Daniele Basso by GlocalDesign

From the 9th to the 14th of April 2013, the Nhow hotel (via Tortona 35, Milan), at the 2nd floor, on the occasion of the "FuoriSalone" - the Milan Furniture Fair, hosts the "Contemporary Reflections" show of the artist and designer *Daniele Basso by GlocalDesign*. A retrospective collection of light installations and mirroring artworks, between Art and Design, metaphors of the contemporary society that faces its desires.

"The mirror" – says Daniele Basso - "is an object that is common to all cultures, a space-time crack where we can look at ourselves and our environment, where the core of things become a message with a surprisingly communicational message. Overcoming their mere function, my mirroring works in stainless steel are reflective insights, thoughts open that we can finish finding our meaning, because our happiness is not dependent on what happens to us but how we react to it! All equal in front of the mirror we delete the distance between ourselves and the reality where we live in."

Artworks on display:

Web Icon Collection: *the protagonists of the web revolution become POP icons*

"Without space... from politics to economics, society and art... – says Daniele Basso – we, younger people, seek comfort in the Internet, neglecting social relationships, our relatives, our grandparents and the huge amount of stories and culture that they represent. This new collection of mirrors dedicated to the great protagonists of the web in reality it's a bidirectional reflective dialogue between the digital generation and the elderly people: enthusiasm and colour in exchange for experience. The Old and the young, reflecting in the POP icons of the men that have changed the world by developing amazing and universal technologies, regain possession of his own thoughts and freedom of expression. We all finally find our place in the world!"

Mr Bot Got Talent: *light installation realised in cooperation with Slide*

"Many Mr Bot in different colours illuminated in the green of the earth, a metaphor for contemporary multi-racial society, but they are at different heights. At the beginning all the same, we become ourselves through the choices we make. At the end we are all different: we are the consequence of our actions."

Kryste: *My Guiding Stone*

"Crystals are the go-between of gods and the essence of man. As light turned matter, they represent the universe and guide us. Geologically and chemically pure and perfect, they are precious. They amaze and fascinate. Kryste is my Guiding Stone. Sharp-cornered and apparently all-resistant, experiences work on it that contains the most precious and shiny thing we have in life: our soul. And through the mirror, we get in contact with ourselves."

Already in exhibit at the "54th Biennale d'Arte di Venezia" in Venice (Chiostrò della SS. Trinità - "Sign off Design" event - Curator Luca Beatrice) and in Turin (Padiglione Italia - Sala Nervi, Palazzo delle Esposizioni - Curator Vittorio Sgarbi), at the *BIC - Biella in Contemporanea* (Museo del Territorio Biellese - guest Luca Beatrice - curator BiBoxArt) and at the personal exhibition "Oltre lo Specchio ci Sei Tu!" in Magliaso, Switzerland (Rivabella Art Gallery - curator Dalmazio Ambrosioni).

In a three-point course we reflect on contemporary, on the importance of our choices for us and for the society and on the search of our real nature. We all taken to a world of ethereal lightness, between reality and dreams through Art and Design we find a new meaning of our life.

As well as being an artist, Daniele Basso is the designer owner of the "GlocalDesign" firm that works in Strategic Design (Marketing, Product and Communication) and Design in the sectors of Fashion (Sportswear and accessories), Events, Contract, Furniture and Lighting. Glocal (think globally, act locally) is not just a name, but a philosophy according to which design is the tool to enhance excellence – the real essence of well-being – throughout the world. GlocalDesign produce stainless steel mirrors 100% recyclable and, from its headquarters in Biella, coordinates projects with some of the best "Made in Italy" brands (Versace, Mila Schön, Napapijri, Krizia, Miroglio, Biennale di Venezia, Fond. Federico Fellini, Molteni&C, Slide, Alessi, Swarovsky, SanPatrignano, Haute Material, Girmi, Fiat Group, Olivetti, Wind, Lauretana, Bric's, Unicredit) and works in cooperation with a well-established international network of companies and professionals, all with the same way of thinking and work method, able to innovate by creating emotions.

SHOWROOM

Glocal Design di Daniele Basso – Via Salita di Riva, 3 – 13900 Biella – Italy
Daniele Basso: +39 329 2323148 - daniele@glocaldesign.it
Giorgio Basso: +39 335 7503572 - giorgio@glocaldesign.it

UFFICIO STAMPA ITALIA

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

Web Icons Collection:

Artwork: Apple, Microsoft, Facebook, Google
Technique: Mirroring Ni/Cr steel and acrylic colours
Size: 58x58 - 5 kg (Google 58x116 - 10 kg)
Year: 2012
Artist: Daniele Basso
Price: Apple, Microsoft and Facebook: 2200.00 Euros (Google: 3100.00 Euros)



Apple



Microsoft



Facebook



Google

Mr Bot Got Talent:

Product: MrBot
Material: Polyethylene
Colour: White, grey, yellow, orange, pink, red, green & blue
Size: 37x27 h45 cm - 3 kg
Year: 2012
Design: GlocalDesign - Daniele Basso & Alessandro Pellegrino
Made by: Slide srl
Price: 70.00 Euros + VAT



Kryste: My Guiding Stone

Artwork: Kryste
Technique: Fiberglass mat & mirroring Ni/Cr stainless steel
Size: 85x50 h150 cm - 70 kg
year: 2011
Artist: Daniele Basso
Editor: SlideArt
Value: 10,000.00 Euros



SHOWROOM

Glocal Design di Daniele Basso – Via Salita di Riva, 3 – 13900 Biella – Italy
Daniele Basso: +39 329 2323148 - daniele@glocaldesign.it
Giorgio Basso: +39 335 7503572 - giorgio@glocaldesign.it

UFFICIO STAMPA ITALIA

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