

PRESS RELEASE

**THE ARTIST DANIELE BASSO ILLUMINATES THE  
ALTA BADIA SKI WORLD CUP TROPHIES  
WITH SWAROVSKI® CRYSTALS  
22/23 DECEMBER 2019**

After *Gabriel*, a spectacular winged man more than 15 meters high installed this summer as *Art on Stage* on the occasion of *Andrea Bocelli's 'Ali di Libertà'* concert held at *Teatro del Silenzio* in Lajatico (which premiered on Italian television RAI UNO in September), the Biella-born artist **Daniele Basso** continues his prestigious partnership with the **Ski World Cup Alta Badia - Dolomites**. Their cooperation started in 2015 when the sculpture **Gigant** was set at the start of the *Gran Risa* ski run to celebrate 30 years of the World Cup. This year **Daniele Basso** is the **author of the trophies for the 2019 edition** of the **Giant Slalom** and **Parallel Giant Slalom** night races scheduled for **22 and 23 December 2019**.

The trophies come with thousands of illuminating **Swarovski® Crystals** and are true works of art celebrating the performances of the champions in the wonderful natural unicity of Alta Badia Dolomites. "*In the pureness of more than 15,000 Swarovski® Crystals reflecting in eternal steel, says **Daniele Basso**, significant light is cast on the importance of our choices. We all have our trajectories in life while we are in the quest for the meaning of our existence*".

The **Swarovski® Crystals** have been chosen not only for their being consistent with the sharp-cornered shapes characterizing **Daniele Basso's** art, and **Gigant** in particular, but also for the innovative and unique content of the cooperation that the artist started with **Swarovski®** in 2011 when he **first matched their crystals with mirror steel**, which is his favorite material.

**Swarovski®** has been creating beautiful crystals of unrivalled quality since 1895, a symbol of craftsmanship and creativity and now essential ingredients in the worlds of *Fashion, Interior Decoration, Design and Art*.

Both steel and the **Swarovski® Crystals** are eternal materials and through the light they reflect and magnify, they experiment **ethical Art, responsible and considerate of man and environment**, that celebrates the values of those who believe in the strength of life.

"*Art, through the emotions it raises, is both a symbol and a message that unites people, identities and territories*". This is the core of **Daniele Basso's** work, as in *Alta Badia* where, at the heart of Dolomites, all are united by the magical sensations conjured by the **Ski World Cup** and eternally confirmed and revived by **Gigant**.

[www.danielebasso.it](http://www.danielebasso.it) / #danielebassoart

DANIELE BASSO - BIOGRAPHICAL NOTES

Daniele Basso (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 2018 the collaboration with *Ferrero Gallery* (Ivrea) and *Hysteria Art Gallery* (Milan). In 2019 *Main Artist* at the *Teatro del Silenzio* by *Andrea Bocelli*, directed by *Luca Tommassini*.

**Daniele Basso Artist**

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Ski World Cup Alta Badia - Dolomites Trophies 2019



Ski World Cup Alta Badia - Dolomites  
n° 1 Trophy 2019



Gabriel by Daniele Basso  
Art on Stage at the concert  
Ali di Libertà by Andrea Bocelli  
Teatro del Silenzio 2019 - Lajatico



Gigant by Daniele Basso  
Sculpture for the 30th Anniversary  
Ski World Cup Alta Badia - Dolomites  
Piz La Ila (2100 mt) - La Villa