

#12_beyond hope

Art project at the time of Covid-19

This painful global experience must leave us something.
So I thought of sharing short reflections on my work useful for the project of a better future in which to live. Because this challenge is ours. History tells us. Let's live it in the awareness of being the protagonists of the whole of humanity.



Bimbo Faber

2019 - 100x130 cm, h 130cm - stainless steel mirror finished by hands
Daniele Basso

Today more than ever "Italians need to regain full awareness of their historical and cultural exceptionality, of that heritage unmatched in the world, whose competitive advantage,"endogenous to Italy", goes under the "Made in Italy" brand", the third most famous brand in the world after Coca-Cola and Visa" (from DDL 0562 of 3 July 2018 - institution of the Ministry of promotion of Made in Italy). And it is precisely in the "Know-how" and in the "Community" that lies the indomitable strength of our culture and our identity.

This is the reason to talk about Bimbo Faber, the work commissioned by CNA Biella on the 50th Anniversary, which explains how "Being craftsmen is a matter of passion. As children in search of identity, they face every day, with curiosity and courage, new challenges. To achieve excellence. To leave a mark. A legacy that becomes first a family culture, then a community ones, to be an expression of an entire territory. The work tells this personal story that becomes universal and embodies the essence of "Made in Italy" that fascinates the world. A world that looks like a child at our workers with respect and admiration. Symbol of a unique "Know-how" that becomes a system, to be defended with passion in the era of global communication ".

Ultimately, every crisis is nothing more than the opportunity to start again towards new and better goals, and the strength of every initiative to reopen lies in the ability and courage to plan the future you want. Quoting Adriano Olivetti "The term utopia is the most convenient way to liquidate what you don't want, ability, or courage to do. A dream seems like a dream until you start somewhere, only then it becomes a purpose, that is something infinitely bigger ".

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