



Daniele Basso

The Lord of Art

Daniele Basso's Leonardesque smile gazes into our traditional art perceptions while wandering through his ocean of mirror-polished metal works. This contemporary Italian artist was born in 1975 in the historique town of Moncalieri; its castle, inspired several Savoy princesses to choose it for their ideal wedding location and where the strategic Moncalieri Proclamation was written by Massimo D'Azeglio. Daniele Basso's art work fragments reveal an introduction to a social history of art based on sophisticated economic models. His education and experience in art and business, polished by a master in communication, have made his Art be as a dialogue with which to transcend social consciousness. His sculptures analyse

indeed our understanding of our social role in light of new forms of social communication through art. As a Renaissance artist would be commissioned by his patron's desire to signify his own financial status, affluence and refinement, Daniele Basso's monumental masterpieces witness a new social global techno-cultural Renaissance 'beyond limits and boundaries'. One can rediscover a new sense of sensitivity, community and belonging to our planet. Art, Firms, Territory are Daniele Basso's epitome search to convey our ideological well-being back to the center of our global strategic values and asset: the entrepreneurial initiative transforms one's territory and community becoming the accelerator in the meaning of our actions'.

What makes Daniele Basso's sculptures so different from the ordinary? The artist's desire to create something new while continuing to converse with the past. Basso encapsulates his Art Identity through mirror-polished surfaces, stainless steel flawless folds and ultramarine blue which evoke his passionate engineering Genius to create an intense Art dialogue for future generations.

The mirror-polished surfaces evoke motions of time: time that passes and the time that stands still. In the monumental 15 meters high 'Gabriel', composed in 2019 for the concert "Ali di Libertà" by Andrea Bocelli in Teatro Del Silenzio, the glittering mirror sculpture cause a three-dimensional iconographic reflection. The world moves around its symbolism including everything but most importantly, the viewers are included too; one can enter into the sculpture while moving away from it so that all of us feels active part within the work. On the other hand, the pure ethical stainless steel reminds the viewer of D'Annunzio's 'immutus nec iners', motionless but not frozen, our continuous search for new challenging limits.



The Gigant, a 6.50 meter high made out of steel sculpture created for the 30th Alpine Ski World Cup Alta Badia, UNESCO Park Dolomiti, is one of the perfect example of Basso's interpretation of the idea of movement in the continuity of space.

The multiple sensual Folds, which generate in sets of triangular planes echoing our multiple realities, are to be found in Les Plis de la Vie, 2.50 m high sculpture, Costa Crociere, Costa Smeralda ship, a scream against the sky, metaphor to our evolving survival needs.

Coke It's Me, Expo Milano, Coca Cola Pavilion and now at World of Coca Cola Museum (2015), is the reminiscent desire imbedded by 'twists and turns, lights and shadows' disclosing the many faces of human representation of friendship and unity. Basso's sculpture are not always as bold and immense but they can be intimate memories to recollect in tranquillity.

His 'minute' King Lion, only 78 cm high, invites us to touch and stroke it and to be aware that despite ones size, we can be powerful and courageous if we believe in our dreams.

His sculptures are indeed a poetic reflection of our souls and space. Daniele Basso has participated in three editions of the Venice Biennale of Art.

He has exhibited in several parts of the world, including Carrousel du Louvre in Paris, University of the Seraphicum in Vatican, GNAM in Rome, Expo 2015 in Milano, World of Coca Cola in Atlanta, Officine Della Scrittura in Turin, Museo Del Parco in Portofino, Shoah Memorial in Milano; and in galleries in New York, Dubai, Saint Petersburg, Tel Aviv, Monte-Carlo, Lugano. Lately you can find his works at Ferrero Gallery, Hysteria Art Gallery, Laura Tartarelli Contemporary, Simon Bart and Artion Art Gallery.