

PRESS RELEASE

REBUILT WITH ART

SUPER MAX ARCIERE

sculpture by Daniele Basso

Presentation on Sunday 17 December from 6:30 pm to 7:30 pm

GLAM'S

LA VILLA STRADA COLZ 71

During the "Media Aperò" event, the artist **Daniele Basso** presents the work "**SuperMaxArciere**". A work double linked to the book "*Max Blardone - oggetti, aneddoti e pensieri del nostro campione*", which recounts through images the sporting events and life of the champion. This book, created with a deep emotional content by the *Fan Club Max Blardone*, is also a Charity Project where all the proceeds will be entirely donated in favor of the earthquake victims.

"**SuperMaxArciere**" is a work in two dimensions, with limited edition of 35 pieces, which contributes to the Charity Funds Collection organized by Max Blardone as recognition and incentive to benefactors who will have been the most generous at the end of the project.

"When Max Blardone - explains Daniele Basso - a dear friend and authentic champion in life and in sport, told me about his project, I thought about the importance of Art in the physical and moral reconstruction processes of the areas hit by the earthquake, and I decide to contribute ... this is how this work is born. It is a concrete thanks, expressed through Art, to those who help these families, deprived of the house, of the assets and sometimes of the dearest loved ones, to "never give up!"

In fact, Art helps to become aware of the world through emotions. It expresses the deepest essence of man, which finds its individual and collective identity in it. It is impossible to imagine the meaning of losing everything ... but in the midst of the tragedy and pain of the destruction of matter, it is also necessary to treat the spirit with beauty. To regain the courage to dream of the future, even better than the lost past. To celebrate life with strength and dignity, and restore luster to a wonderful piece of Italy and its culture of excellence!

"This is how this work - continues Basso - transforms "Super Max", in the pose of the Archer, into a symbol not only of victory at the end of the race, but also of strength and determination of" who never gives up ". It means that the victory is built step by step. The arrow is a metaphor to go beyond the difficulties, in the chosen direction. To go beyond our limits, towards new challenges, with courage and dignity, transforming the drive to survival in desire and search for a better world ".

Daniele Basso is an artist deeply linked to Alta Badia. He is the author of the sculpture GIGANT located at the start of the Gran Risa, made in 2015 for the 30th anniversary of the Ski World Cup. He is also well known for the sculpture "Coke Its Me", commissioned by Coca Cola for the 100th Anniversary of the Contour bottle, the universal symbol of the brand. And he made also several exhibitions and events in galleries and museums all over the world. He is today proud of this new initiative with his friend Max Blardone.

"A project - concludes Basso - that I am enthusiastically taking his path in Alta Badia where the affection of his friends Badioti makes us all feel a little at home away from home, where the breathtaking beauty of the territory reminds us of the joy of living and inspires 'Art with feelings of great energy ".

Information:

Title SuperMaxArciere
Artist Daniele Basso
Year 2017
Sizes big: L27xH30xP13 cm / small: L16xH18xP8 cm
Technique stainless steel mirror finished
Edition big: 5+1 P.A. / small: 30+5 P.A.

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SuperMaxArciere



SuperMaxArciere piccolo e grande

Daniele Basso Short biography

"In the mirror we are all alike, all suspended between dream and reality. Beyond their function, my mirroring artworks are reflections on the contemporary. Unfinished thoughts longing for a personal meaning...."

Daniele Basso started his activities between Biella and Milan in the fashion setting cooperating with *Gianni Versace*, gained expertise in communication with *Publicis*, as well as design with *Versace Group*, *Ermenegildo Zegna* and *FIAT Auto*, working in NYC and Paris. In 2006 he founded **GlocalDesign**, a strategic design office whose motto is Think Globally, Act Locally, operating in Fashion, Interior and Lighting Design. Driven by a keen curiosity for mirrored steel surfaces, he first started significant partnerships and projects with various renowned Italian design brands, including *Krizia*, *Moncler*, *Napapijri*, *Mila Schon*, *Molteni&C*, *Swarovski*, *SanPatignano*, *Italamp*, *Slide* and *Federico Fellini Foundation*. He successfully started working as an artist in 2010 and participated in *Venice Biennale International Art Exhibition* twice, besides exhibiting his works in NYC, Paris, Dubai, Lugano, Monte-Carlo, Forte Dei Marmi, Vatican City, Milan, Bologna and Naples. His works are also exhibited in several permanent collections, including the *Portofino Park Museum*, where "We=Wall" (a section of the Berlin Wall in mirror-finish steel) is displayed. *In 2015 his sculpture "Coke It's Me" is commissioned by Coca-Cola to celebrate the 100th anniversary of the iconic Contour Bottle, he took part at the "Corporate Art" Exhibition at Galleria Nazionale d'Arte Contemporanea e Moderna (GNAM) in Rome and he made GIGANT monument to celebrate 30th Anniversary of the Ski World Cup Alta Badia -Dolomites Race.* In May 2016 the collective exhibition at *Contini Art Factory* in Venice, the sculpture *Aquamantio* celebrating MOSCA1916's 100th anniversary and the sculpture "Aureo" for "Officine della Scrittura" Museum of Aurora - pens Made in Italy. In 2017 the solo anthological exhibition "Reflections." in Argenta (FE - Italy), the trophies "Casa Sanremo Award" during "67th Sanremo Music Festival", and the ones for "Star Team Monaco for Children" at the events in Alta Badia and Montacarlo.