



**Bemberg™ invests in the steel art of Daniele Basso as an innovative vehicle of corporate values**



On the occasion of the 90th year since its birth, Bemberg™ invests in the artistic spirit of Daniele Basso to create a work of art able to convey the values that characterize its fiber from the "craftsmanship elegance" through an innovative language.

According to the creative and strategic vision of the Italian artist - known for the symbolic works in sustainable steel developed for major companies such as The Coca-Cola Company, Andrea Bocelli, Ferrari Rossocorsa and Mila Schon - sculptures can become a concrete expression of the entrepreneurial dream, of the culture and values of excellence that companies express in their own unique history and that they represent for the Community and the Territory that hosts them.



**Daniele Basso Art**

All of this is reflected in the work commissioned by Bemberg™, where the history of the Japanese brand takes concrete shape in a blue spiral, able to express both the company's adaptive nature to contemporary times through energy and proactivity, and its ability to build a new, harmonious visual identity. Moreover, the intertwining of the threads emphasizes the synergies and collaborations that lead Bemberg™ to constantly move towards new opportunities.

"As in a dance," explains the artist, "the two souls, one male and one female, of Bemberg™ intertwine in a turn that is at once elegant, vibrant and sensual... Syntony and complicity of a relationship whose protagonist is movement and change. Unique, true and powerful creative and constant energy of life."

"We are extremely grateful and satisfied with the creative and communicative synergy with Daniele Basso." Affirms Koji Hamada, CEO of Asahi Kasei Fibers Italia. "Thanks to his translation of the values and heritage of Bemberg™ into sculpture, art becomes a symbol of corporate identity that allows to acquire value in the eyes of all stakeholders and social solidity in the market."

Through this collaboration, art becomes a strategic tool to communicate and build value, but also to thank the system and the relationships that support it. In fact, the piece will be donated to the mayor of Gallarate, where the headquarters of Asahi Kasei Fibers Italia currently reside.

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Bemberg™ is a brand of cupro, regenerated cellulose fiber, manufactured by Asahi Kasei.

**About Bemberg™** Bemberg™ by Asahi Kasei, is a one-of-a-kind, matchless and original new generation material made from the smart-tech transformation of cotton linter pre-consumer material, converted through a traceable and transparent closed loop process. Bemberg™ has the RCS, Oeko-Tex Standard 100 e ISO 14001 certifications. Today an INNOVHUB report confirms that Bemberg™ filaments disintegrate at 100% and that Bemberg™'s very low concentration of hazardous substances complies with the limits specified by the UNI EN 13432. It is a unique and contemporary innovation designed for beautiful fashion every day. Bemberg™ is cool and sensual with a unique, supple drape. It is antistatic and breathable while its soft versatility makes it perfect for The Modern Wardrobe fashions, athleisure and everyday casual wear. Bemberg™ is the brand name of the regenerated cellulose fiber cupro, produced only by Asahi Kasei. Bemberg™ is also partner of C.L.A.S.S.

**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 2019 *Main Artist* at the *Teatro del Silenzio* by *Andrea Bocelli*, directed by *Luca Tommassini*. In 2020 with *Andrea Bocelli* on RAI 1 (Best of), *Gabriel* and *Gigant* illuminated with Italian flag for covid-19, case history at *24ORE Business School* and the monument "*Discrimine Momentum*" (African Fashion Gate) in Villafranca Verona. In 2021 *Pinocchio* (Costa Crociere), *VrummBangBull* (Tecnomar for Lamborghini63), *Cristo Ritorto* on the altar of the *Madonna d'Oropa*, *Bimbo Faber* by CNA Biella become annual award, speaker at *SellaEnsamble*, member of the board of the *Biella Creative City UNESCO Association* and e *TEDx* speaker. You can find his works at *Artion Gallery*, *Galerie Sept*, *Simon Bart*, *Hysteria Art*, *Laura Tartarelli Contemporary* and *Galleria Ferrero*.