

Under the aegis of:



DOPPIA FIRMA 2017
DOUBLE SIGNATURE
A DIALOGUE BETWEEN DESIGN AND ARTISANAL EXCELLENCE
Second edition

Milan, Salone del Mobile – 4 to 9 April 2017
Modern Art Gallery of Milan

Opening to the public

Tuesday 4 April, 9 am - 5.30 pm

From Wednesday 5 to Sunday 9 April, 9 am - 7 pm



Milan, April 2017 – On the occasion of the 2017 edition of Salone del Mobile, **Fondazione Cologni dei Mestieri d'Arte**, **Living Corriere della Sera** and the **Michelangelo Foundation for Creativity and Craftsmanship** are pleased to present the **second edition of Doppia Firma**, an unprecedented format which met with critical acclaim at Salone del Mobile 2016.



The project brings together **design** innovation and the tradition of great Italian **artanship** by creating a **unique collection (15 works)** of original, refined objects. The objects carry two signatures – **doppia firma** – as each is the creative outcome of an exchange between a designer and a uniquely skilled craftsman. The aim is to give birth to new artworks that arise from a **cross-fertilisation** of a design culture open to contemporary vision and a **savoir-faire** that is a genuine expression of territorial uniqueness.



The new edition of Doppia Firma, which will be presented on the occasion of the European Artistic Crafts Days – an international festival showcasing top-level **savoir-faire** – features for the first time a dialogue between **European designers** and excellent **Italian artisans**. Imbuing the project with an international dimension has given life to unexpected works with widely different cultural codes.

Galleria
d'Arte Moderna
Milano



The materials and techniques animating the designers' vision and the artisans' extraordinary skills range **from silver to paper to ceramics, from wood to metal, to commesso fiorentino (semi-precious stone inlay), from lacquer to mosaic to mirrors, from fabrics to glass**. The project aims to offer craftsmen the chance to explore new realms of expression while offering designers an opportunity to be inspired by new techniques, materials and practices.

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The objects, actual narrative icons especially created for the Salone, will be on display in a very special venue, one of the most prestigious settings of Milan's art and culture: the **Galleria d'Arte Moderna di Milano** (Modern Art Gallery of Milan), a scenic jewel box displaying a unique collection of 19th-century treasures, which will exceptionally host this project in the magnificent Sala da Ballo and Sala del Parnaso. Each object will be showcased along with the name of both authors as well as photographs and videos illustrating each step of the creation process.

Thanks to the promoters' expertise in the fields of design and high-end craftsmanship, **15 extraordinary creative partnerships** have been forged. Each pair of designers and artisans has collaborated for the first time, sharing a common pathway and exchanging ideas and savoir-faire with openness, mutual respect and a desire to establish deep, fertile communication. In the name of excellence.



2017 Doppia Firma's Designers and Artisans

Nika Zupanc (Slovenia) and **De Vecchi Milano 1935** (silver)
Uros Mihic (Serbia) and **Caterina Crepax** (paper)
Elisa Strozyk (Germany) and **BottegaNove** (ceramics)
Dimitri Bähler (Switzerland) and **Maurizio Tittarelli Rubboli** (ceramics)
Sara Ricciardi (Italy) and **Nicolò Morales** (ceramics)
Pierre Marie (France) and **Leonardo Scarpelli**, from Scarpelli Mosaici (commesso fiorentino, semi-precious stone inlay)
Raw-Edges (United Kingdom) and **Carlo Apollo** (wood)
Lex Pott (The Netherlands) and **HABITO - Giuseppe Rivadossi Officina** (wood)
Oskar Zieta (Poland) and **La Fucina di Efesto** (metal)
Jan Plecháč & Henry Wielgus (Czech Republic) and **Gianluca Pacchioni** (metal)
Sebastian Herkner (Germany) and **Lucio Doro**, from Alchymia (lacquer)
Felix Muhrhofer (Austria) and **Fabrizio Travanutto** (mosaic)
Cristina Celestino (Italy) and **Antique Mirrors** (mirrors)
Federico Pepe (Italy) and **Marta Cucchia**, from Giuditta Brozzetti's Atelier (textiles)
Emmanuel Babled (Portugal/France) and **Simone Crestani** (glass)

Alessandra Salaris, a well-known interior stylist, has coordinated the project; Studio Salaris has arranged the GAM exhibition staging.

Laila Pozzo, a Milanese photographer specialising in portraits and in pictures of top-quality crafts locations, has documented the project and its creators.

A **video** and a free-of-charge **English-language catalogue** are currently being developed.



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Promoters

The **Michelangelo Foundation for Creativity and Craftsmanship** is an international, non-for-profit institution based in Geneva, Switzerland that celebrates and preserves master craftsmanship and strengthens its connection to the world of design. Rooted in a tradition of culture and excellence and in the realities and challenges of today's global economy, the Foundation seeks to support men and women who dedicate themselves to the pursuit of master craftsmanship and to foster a new cultural movement built around the values that are essential for their work. The Foundation focuses on Europe as a starting point for its activities, in recognition that craftsmanship has been a vital part of the economic and cultural fabric of the region for centuries, providing both a rich heritage and a competitive advantage in a global world.

www.michelangelofoundation.org



Fondazione Cologni dei Mestieri d'Arte (The Cologni Foundation for the Metiers d'Art) is a private, non-profit institution, founded in Milan by Franco Cologni in 1995. It promotes cultural, scientific and educational initiatives for the protection and diffusion of the metiers d'art (artistic professions). Through the editorial series "Mestieri d'Arte" - Metiers d'Art and "Ricerche" - Research (published by Marsilio Editori), it aims to retrace these highly skilled practices throughout history up to the present day. The Foundation has created the magazine Mestieri d'Arte & Design (Arts & Crafts & Design) together with the Swan Group. Through the apprenticeships of the "A School, a Job. Road to Excellence" project, the foundation supports high-quality craftsmanship training for younger generations.

www.fondazionecologni.it



Living Corriere della Sera is the magazine for interiors, design and lifestyle from the Corriere della Sera newspaper. A monthly magazine, a digital edition, and a website are at the heart of the first vertical distribution system in the home furnishing sector present in Italy and on the major social networks. Dedicated to new ways of experiencing household spaces, the monthly RCS magazine, edited by Francesca Taroni, starts with the home and then incorporates everything connected to it: food, art, fashion and green living. The special focus on "Made in Italy" excellence – from industrial design to artisan craftsmanship – the international perspective and strong attention to customer service are the cornerstones of the system and are reflected on each page of Living and in each of its projects.

www.living.corriere.it



In collaboration with:



From 1921 the **Galleria d'Arte Moderna** houses a part of the City of Milan modern art collection in the magnificent Villa Reale, one of the most interesting examples of neoclassical architecture in Milan, with its historical park. Francesco Hayez, Andrea Appiani, Tranquillo Cremona, Giovanni Segantini, Giuseppe Pellizza da Volpedo, Antonio Canova, Medardo Rosso, Gaetano Previati are some of the important artists on display in the museum rooms, as they are undisputed protagonists of Art History for both Milan and Italy. Thanks to 20th-century art collectors and donations by some prominent families, over the years masterpieces by Giovanni Boldini, Vincent Van Gogh, Paul Cézanne, Pablo Picasso, Amedeo Modigliani, have enriched the Gallery's art heritage.

Today GAM confirms its fundamental mission of perpetuating the diffusion of culture and boasts expositions and research activity connected with design, applied art, contemporary art languages and artists of the museum collection.

www.gam-milano.com

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