

CAMP DESIGN GALLERY

Via Giovanni Segantini 71, 20143 Milano

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www.campdesigngallery.com

FUORISALONE 2015 – CDG 0.1

14-19 Aprile 10.00-20.00

16 Aprile - Press Preview 15.00-18.00

- Opening Cocktail 18.00-22.00

CAMP DESIGN GALLERY

Camp is a contemporary design gallery founded in Milan - Navigli district- by Beatrice Bianco and Valentina Lucio, young gallery owners passionate of aesthetic research.

The concept of camp is an intellectual effort to create " critical texts " through design works, designed as a vehicle for a new culture of beauty. It is also a way of perception of the art of design and its movement through an ironic sensibility.

The aim of the gallery is to evolve as an incubator of new ideas on contemporary " designart " through the creation of unique pieces and limited editions in collaboration with the most innovative designers , artists and architects, Italian and international . This research is mainly accompanied by a dialectic which sees the design projects materializing in sculptures by traditional Italian craftsmanship.

In occasion of Fuorisalone 2015 Camp Design Gallery debuts with CDG 0.1

The collective CDG 0.1 is the result of research carried out by each artist on revisiting aesthetics of the past materialized in a contemporary way, following the principle that Eve Sedgwick had completed with the juxtaposition of the past with the present - popular culture and intellectual culture . These oxymorons create an intense dialogue of form and matter in which the expectations of the observer are diverted from illusory games and sophisticated harmonies .

With its opening, Camp Design Gallery presents its unique pieces and limited editions made exclusively for the gallery itself by **Analogia Project** , **Paolo Spalluto** and **Veronica Todisco** . Each work is the evidence of a close collaboration between the artists and the masters of Italian craftsmanship . An example , the gold decoration entirely made by the expert hand of **Fabscarte** signed Analogia Project .

In parallel , Camp Design Gallery , presents a preview of the future collaboration with the artist and American architect **David Lindberg**.

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Analogia Project

After meeting in London at the Royal College of Art, **Andrea Mancuso**, designer, and **Emilia Serra**, architect, founded **Analogia Project** in London in 2011 with the aim to experiment with new visual languages creating narrative projects involving the imagination of the viewer. The research focuses on our relationship with the objects that surround us, loaded of memory and history.

Each project is an excuse to find new ways and through an experimental methodology that seeks to merge digital process and craft skills of Italian excellence.

They have participated in the most important fairs of the European design, collaborating with high fashion brands like Bulgari, Fendi and Gucci, and their work has been published worldwide.

In occasion of Fuorisalone 2015 Analogia Project (Andrea Mancuso and Emilia Serra) will present two new works exclusively for Camp Design Gallery. The projects deepen research, already begun with 'Storywall', on the relationship between design and the archaeological world, which is one of the main points of the manifesto of their study. The projects have been developed through an experimental methodology that seeks to blend traditional techniques of excellent Italian craftsmanship with contemporary 3d digital technologies.

Pantheon

The Pantheon - 118 and 128 A.D. - was built under visionary Emperor Hadrian, passionate lover of Greek culture and philosophy. This mysterious and magical building, designed on multiples of the number 7, fueled by centuries legends and myths like the one according to which there wouldn't rain through the hole. A masterpiece of architecture and engineering, the construction of which leaves us still in disbelief about the engineering skills of the ancient Romans, calling into question the hypothesis of their only empirical methodology. This is however a dilemma that we leave to the scholars.

The research of Analogia Project has focused on the dome with a decoration in concentric lines of coffered square: 5 concentric circles of 28 square fill the space of a perfect hemisphere. Fascinated by these austere geometric lines that create a timeless composition, Analogia Project has studied the drawings of this building and by this they have recreated a digital model, used to make a lamp and a screen.

Paravento

The building, known since the second century A.D., has been studied and shown in all ages. The projection of the inner dome appears on a screen: finely decorated on a black surface, the lines demarcating the geometries, become subtle signs of gold and the hole of the Pantheon rips the panels of the screen.

The project is a collaborative effort between Analogia Project and **Fabscarte** master decorators who created and then hand-drawn paper and the projection of the dome on the panels of the screen - with the ancient technique of dusting used in the Renaissance for the frescoes.

A prospective game deforms the projection of one of the panels, and invites the viewer to look for a point of view from which the circle back to being that, entering into a dynamic relationship with this work.

The result is a drawing deep and valuable, delimited by a brass wire that separates the world of representation from the real one.

Pantheon/Pantheoff

The lamp is a reduced-scale reproduction of the dome of the Pantheon, perfect hemisphere pierced by an oculus in the center and internally decorated by five orders of twenty eight drawers, number considered magical.

Pantheon / Pantheoff incorporates these elements becoming an illuminating complex structure, consisting of a perforated ceramic dome and a metal body that illuminates the inside through the hole, reproducing the effect of sunlight into the building. The coffered decoration, a mystical and timeless design, becomes a precious faceted gold surface that reflects light and brings us back to the charm of this magical and impressive building.

The work of Analogia Project will also be present in the exposition Monotype - Seven seats possible at the Twenty14 contemporary in Piazza Mentana 7 , in the circuit of 5vie.

www.analogiaproject.com

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VERONICA TODISCO

Veronica Todisco is a London based innovative designer.

After graduating from the faculty of literature and philosophy at the University of Milan, she moved to the UK in 2007 and started working as a designer in the fashion industry.

In 2011 she co-founded the conceptual fashion label AVA Catherside and from the first limited edition capsule collection gained the attention of international press and buyers, including Vogue Italia and London concept store LN-CC.

In AVA Catherside collections, the minimalism is shown in its most extreme form: the garments are stripped from details and finishing and reduced to their absolute essentials in terms of shape and function.

After a decade in the fashion industry VT is now exploring the potentialities of 3d design: Adaptations is her very first project of collectable works in exclusivity for Camp Design Gallery.

In Veronica Todisco design the unpredictable interaction between human will and natural properties demystifies preconceptions, unravels the boundaries of imagination, gives dignity to the ephemere.

Each piece becomes one of its kind and fits in deluxe limited editions made in Italy by specialist traditional craftsmen.

Adaptations

Veronica Todisco, co-founder and creative director of the conceptual fashion label AVA Catherside, is now exploring the potentialities of 3d design.

Adaptations is her very first project of collectable works which reinterprets a selection of representative interior items in exclusivity for Camp Design Gallery.

Marble deck chairs and diamond shaped ashtrays sit next to table lamps where the light filters through the marmoreal surface.

The most prototypical, familiar and time-honored pieces of everyday life affirm their presence in a totally new way. Dense substances reveal a versatile, voluptuous capability.

Materials – sober and cold – and lines – sharp yet balanced – converge to create severe shapes in an opulent, mild atmosphere. A backward feeling gains access to a visionary present.

The solidity of well-known objects supports a sophisticated art work, appealing to the italian traditional handicraft.

Each piece becomes one of its kind and fits in deluxe limited editions.

This unpredictable interaction between human will and natural properties demystifies preconceptions, unravels the boundaries of imagination, gives dignity to the ephemere.

Adaptations: capturing a perpetual present.

www.veronicatodisco.com

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PAOLO SPALLUTO

Paolo Spalluto began his artistic career in 1996 in Aerosol art attending Italian and international artists close to the street art of which tries to emulate the essence inevitably drawing an original style. In 2005 he attended the Academy of Fine Arts in Lecce where he also has worked as a set designer and product designer. Paths pictorial led by Prof. Contini Academy of Lecce and then by his friend-artist Mario Schiavone, Spalluto begins to experience its forms also using photography. In 2009 he has attended for a very short time the design studio Francesca Carallo where he gets fascinated by the use of papier-mâché beginning to experience working with papier-mâché in connection with ceramics. Shortly after he moved to Krakow. In his artistic evolution he maintains and nurtures a unique style that although in polihedral expressions continues to be simplified structurally and it is charged with meaning. Today Spalluto works with environmentally friendly materials and refines his way to intervene in his art, without forgetting the importance of artistic and stylistic roots.

Ritmo e Colore

In occasion of Fuorisalone 2015 Paolo Spalluto presents three unique pieces in English clay entirely made with traditional techniques of slip coating and glazing . Each of the vessels has unique characteristics in the decorations and finishes, made entirely by hand , thanks to the careful research of materials and pigments prepared with skill. This research experiments simple shapes ceramic -turned along a technical evolution in view of a " conjunction" between ceramic and papier-mâché.

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DAVID LINDBERG

David Lindberg , born in the United States , Iowa, in 1964, lives and works in Amsterdam . He has exhibited in contemporary art galleries , including the Italian Massimo Scognamiglio and Traghetto gallery, and in renowned international fairs like Art Basel, Art Brussels, Art Chicago, Art Cologne, FIAC Paris and recently participated in Art First Bologna with a ' site-specific installation in the Library Salarosa . One of his most impressive work is exhibited in the Milan's Bocconi University collection.

Basic Lighting

Basic Lighting (2009) embodies the stylistic of David Lindberg, also in this case the protagonist is the material , the resin, which, following the randomness of the one part and a particular aesthetic on the other, flowing along the copper structure wrapping the small leds as a membrane. A liquid and fluid material, wrapping the basic structure of the circuit, makes it as a "contemporary fossil " with itself a force of continuous power.

www.studiodavidlindberg.blogspot.it

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QU.ALE - Claudio Quarta Vignaiolo

Camp Design Gallery will welcome its visitors with a tasting of the young and democratic wine QU.ALE, a production of Claudio Quarta Vignaiolo within the estate Eméra, underground cellars in Lizzano (TA). Democratic because it is a big red to everyone, finally free from certain " snobbish " typical of the world of wine tasting. Democratic because the glass bottle is lightweight, made with 100% recyclable materials. Democratic because it takes care of the Nature Reserve " Salina Monks " in Taranto, the home of Pink Flamingos.

Alla salute!



www.qualevino.it

www.claudioquarta.it