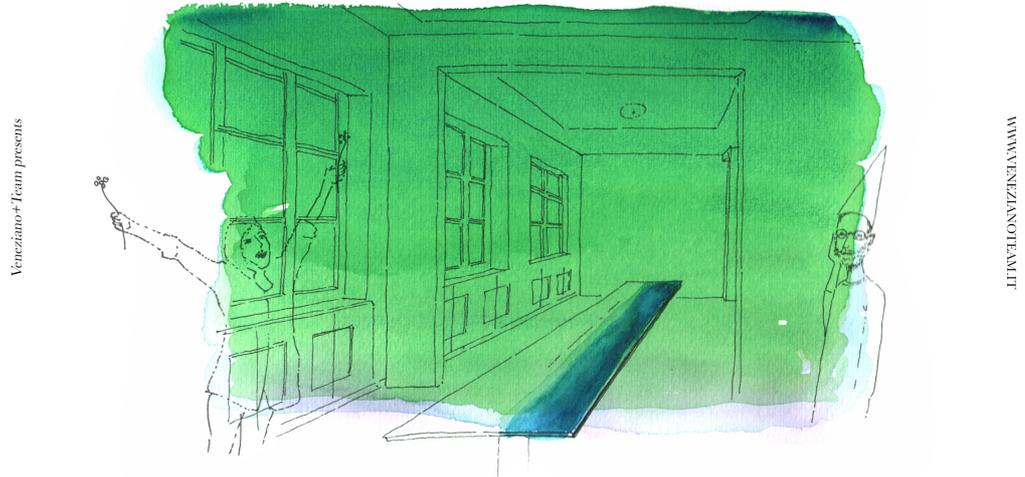




WORDS

A COLLECTION OF COLORS, SIGNS AND WORDS FOR THE PEOPLE
DESIGNED BY LUCIANA DI VIRGILIO AND GIANNI VENEZIANO



VIA FRANCESCO HAYEZ 8, MILAN
9 - 14 APRIL 2019, 11AM - 6PM
13 APRIL, 5PM COCKTAIL

At the Fuorisalone 2019, **Luciana Di Virgilio and Gianni Veneziano** have converted their private space into an installation called **Words** - a **temporary gallery** where personal space blends with the surface of the objects through colours and words with a view to creating a sort of silent Renaissance as an antidote for to the hectic pace of contemporary society.

FOCUS ON WORDS

The installation called **Words** – a collection of colours, symbols and words for the people – aims to evoke intimacy and homeliness of an extended family. The plates, glasses and table are covered in words and phrases taken from the autobiography of the two architect-designers behind the project. They share their thoughts and feeling with the public, creating a contrast between revelation and introspection. The project aims to inspire the same creative stir in the soul of the viewer.

For example, the work features the Haruki Murakami's sentence "Slowly she is getting used to me and I to her". It was chosen by Lu-

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ciana as a sign of Gianni's literary admiration for the Japanese writer. One evening she took the book he was reading and was struck by the sentence that so effectively encloses the concept of their dual soul. In the installation, the sentence is further enhanced by the use of watercolour. Digital prints, placed on the tabletop and on the surface of the objects used to drink, eat and work, become a means of love messages, mimicking the letters exchanged in the movie "Go-Between" by Joseph Losey (1971).

WORDS

In a historical moment in which the concept of family is associated with "strictness" both for the behaviour of its members and for their lack of emotion, the art installation **Words** (a collection of colours, signs and words for the people) acts as a rebellion safe house in plain sight. The gentle power of **Words has a precise purpose to achieve, quite without subtlety, a viral effect through grace and poetry.**

The installation is well marked on the Fuorisalone map and the sense of wonder is instilled from the outset as its location is in a family context: the home of Gianni and Luciana. The space benefits from the energy of everyday activities, **acting as a container of stories, discussions, work and intimacy.** These experiences have been left as traces on plates, glasses and a table cloth. *Words* - a continuation of an art project that started in 2016 with a set of dishes that are now included in the exhibition - focuses on the fluidity of memory represented through brushstrokes of watercolour and literature. A liquid texture of sentences on ceramic and glass created through an industrial manufacturing process as well as digital prints on Abet Laminati plates on the table surface.

These objects, used for drinking, eating and working are also messengers of love - like the letters exchanged in the movie "Go-Between" by Joseph Losey (1971) - unconscious yet indicative documents of a gestural design directly linked to an inner world.

Unlike the classic concept of a furniture showcase, *Words* arouses the viewer through a set of small variations in the dimensions of its structures and clearances as a display of unconventional interior design. Steeped in the objects within *Words*, one finds a chapter of Luciana's biography that describes the time when, in order to share Gianni's literary passion for Haruki Murakami, she snatched the book



from his hands. That event brought about the quote that best represents their dual soul "Slowly you are getting used to me and I to you". The sentence was then embossed onto a collection of dishes, as though words dictated the design. **The intimate revelation of Words, in Fuorisalone 2019, is constantly renewed and extended** maintaining its subtle unveiling approach throughout its exhibits.

PARTNERS

The installation includes two additional projects in line with *Words*. The first is the StarNet suspension lamp, previously exhibited by **Vistosi** at *EuroLuce 2015*, and designed by Luciana Di Virgilio and Gianni Veneziano. The concept combines the technology developed by the manufacturer and the expertise of artisan glazers to produce a versatile product made of *crystal fabric*, which can be used both in home-design and in non-residential contexts. The designers' work may also be interpreted as a tribute to Giogali di Mangiarotti, an iconic product by Vistosi, which just like StarNet, enjoys a great deal of versatility due to the beautiful lines. At the *International Furniture Fair 2019*, companies and designers will exhibit three additional new models making *StarNet* a complete collection.

The nature of the second project available is more similar to *Words* and it is presented within the exhibition as an extension of *Words* itself. The name of door handles collection is ***Cenerentola (Cinderella)***. The project, by Luciana Di Virgilio and Gianni Veneziano for **Valli & Valli** (Assa Abloy Group), may be categorised as "emotional archaeology", as it is inspired by Italian classical music – *Cenerentola* the opera by Rossini – and by the link between past and present. The fusion between history and the more recent past is suitably captured by Lucio Fontana's design technique, which transforms *Cenerentola* into an apparently two-dimensional object, rendering it a figment of one's imagination rather than a real character, a true display of the artists' overall message "Dreams are visions of the future".

LUCIANA DI VIRGILIO AND GIANNI VENEZIANO

To say that Luciana di Virgilio and Gianni Veneziano are an item both at work and privately would not do their partnership justice. Undoubtedly, a deeply loving and professional relationship bonds them tightly but it is their exceptional synergy that makes this couple truly outstanding in their role of architects, designers and curators.

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Their strength is not limited to sharing brilliantly crafted projects - which include a number of refurbishments, interior and industrial designs, graphic designs, exhibitions, communication and art management contracts – but their fruitful collaboration, akin to a new form of humanism that never follows fads or fashions.

In order to reflect fully the passion for their work, the name of the firm - *Veneziano + Team*, founded in 2007 – will be changed shortly, with a view to highlighting further the duality of its two members. Part of the aim of the rebranding process is to feature Luciana and Gianni's individual backgrounds - experienced before they met - more prominently in the creative process, striking a fine balance between freshness, innovation and experience. Luciana's energy and Gianni's introspective nature, are an integral part of creating authenticity in their design.

At the exhibition, as recently broadcast on radio and television - on the programme *Daysign* on Rai5 – we witness the close relationship between art and social issues through the authentic simplicity and functional straightforwardness of everyday objects. The items in the installation are purposely selected not to follow 'one's tastes', but to inspire a sense of discovery - or perhaps re-discovery - from our past, which may evoke familiarity like an old acquaintance, whose habits, desires and passions are still in our psyche.

Man is at the very heart of Luciana di Virgilio and Gianni Veneziano's artistic process while their well-crafted technique underpins their intuitive approach to form; supported by functionality, of course, but free from conventions.

The real strength of Luciana and Gianni's work is the subtlety of its design; while solidly constructed it maintains a degree of delicacy and nimbleness, which is not inspired by fashion or two-dimensional concept drawings but that comes straight from the heart.

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