

The Rooms of bevisible+ : White and Black – Body and Mind.

Edited by: Walter Vallini and Antonello Andrea D'Egidio
in collaboration with Giulia Giroto

bevisible+ through the concept **Ethic more Ethic** presents a series of shows in 2012 and testimonies about this particular topic and the first appointment is at the Milan Design Week in April.

bevisible+ promotes the message **Ethic more Ethic** as a concept of new life style more correct and concrete that looks with hope to a future of better life than today.

The purpose of **bevisible+** is to research and propose new objects designed to improve the life not only daily but day by day to improve our environment, save energies and be socially responsible for the future without forsaking the aesthetic concept of "beauty".

"The Rooms of bevisible+" are two areas of 30 square meters. each, within the Exhibition "Arts and Crafts" to be held in the former Church of St. Carpoforo in the heart of Brera Desing District.

The Event / Exhibition:

"The Rooms of bevisible+" represent two domestic environments: the dining area, site of the body, and the study area, site of the mind. Two real-world environments in which the color choice of black and white, like in the movie "The Artist", make them surreal and alien to the great media circus that is the "festival of vanities" of Fuorisalone. This surreal character in both environments is accentuated by two video installations. The objects selected represent two realities: one more properly crafted and one of selfproduced design, respecting the theme of the exhibition "Arts and Crafts" that wants to bring out the "inner wealth in the hands of those who produce it" of the objects.

Behind the objects there are men who, through their creativity and passion emphasize the human aspect of design and not that tied to the business and the surplus, in a historical moment that marks the end of an economic system and values. As William Morris wrote: "Have nothing in your houses that you do not know to be useful, or believe to be beautiful.

In this occasion will present the new collections of objects designed by bevisible+.

Profiles of the editors

arch. Walter Vallini - profile

Architect and art-designer was born in Rome, he studied in Florence. It deals with architecture, interior and art-design. In 1989 he received the IDIA Award in London, works by Vallini have been presented in several exhibitions nationally and internationally and were published by major magazines and publishing houses. He currently lives and works in Turin, Berlin and Tuscany. He oversaw the design and preparation of exhibitions that promoted the Italian design in the world, "Interni Italiani": Lisbona Sociedade Nacional de Belas Artes, Praga Cappella del Santo Carlo Borromeo, Berlino Tacheles Kunsthaus, Copenhagen Istituto Italiano di Cultura; "Bright Objects & Cross Dialogues " Lisbona Galeria do Exposicoes do ISCTE; "5+5" artist + architects - Museu da Agua - Lisbona e Galeria do Palacio Biblioteca Almeida Garrett – Porto.

dott. Antonello Andrea D'Egidio - profile

Entrepreneur, university lecturer and consultant in communication and marketing. He has collaborated on several publications and research in the academic field. Head of thematic sections of magazines, the publications of its AZ-Franchising, The Furniture Industry, today Italy, etc.. Coordinator and Director of Post Graduate Courses and Master in Marketing, Sales and Events for the European Institute of Design, completes its professional activities as a - coach - in the area of motivation and aptitude for business entities and associations. It 'was for years the business manager for major corporations. Born in Zurich, graduated in Economics at Bocconi University in Milan, has a Masters in Business Administration. For over 15 years dealing with strategy and vision communication, promotion and positioning of Corporate Brands and Events.

Collaborator arch. Giulia Girotto

She studied architecture in Turin and Vienna, where he developed a particular focus on the material aspect of the 'object and the project. During 2011, he presented his first design work, including the LED lamp: Frilla. The collaboration with bevisible+ began with the exhibition "...naturalmente design" Abitare il Tempo - Verona 2010 and 2012 Fuorisalone present two collections of objects designed four hands with the architect Walter Vallini.

Company Profile

ABOUT US

bevisible+ is an team with interdisciplinary skills able to provide visibility to the brands that represent innovative projects ideas and. We give value companies, the uniqueness of their products and the excellence they bring in the market. The brand **bevisible+** is an organizer and producer of integrated communication activities with high media visibility of conventional and unconventional media.

CONCEPT

bevisible+ was created with the aim to overturn the definition of place-Prince does not proceed. The focus is centered on the concept that within the same non-places, you can create places where the individual can feel safe, interact and live their world. The brands and companies we represent, are the expression of this ambitious and fascinating project.

ACTIVITIES

We develop marketing strategies and communications, market research, business plans, branding developement, design and implementation of events. **We design** architecture, exhibition and set design, interior and industrial design, packaging, media exhibition stands and banners, graphics and corporate identity. **We develop** innovative technology solutions and interactive, Web 2.0 and Web TV solution. **We offer** catering and banquet services, food & wine selection tailored to each occasion and chef management.

MISSION

In sectors even more competitive and at the same time with a demand ever more dynamic and unpredictable, **bevisible+** has the aim to make differently visible all the companies, organizations and associations wishing to emerge on the market positioning their brand value strategically.

press release

bevisibleplus.com

bevisible+
envisioningproject®

bevisible+ For:

Fibretec Srl

The South Tyrolean company **Fibretec**, after a long experience in the technique lighting presents for the first time a collection of decorative lamps. This collection, designed by **Walter Vallini** and **Giulia Giroto**, is a collaboration between bevisible+ and fibretec Srl. The technological culture of the company is at the center of the design of this collection, the LED is not anymore only technical element, but becomes the fulcrum around which develops the design object. The four light sources are partially enveloped by the color of bodies in methacrylate. The collection "**baby-doll**" has three models: the pedestal, which has a strong element value of furniture, sconces and table lamps.

Pikta

In love of American abstract painting and informal experimentation on, one day I was enchanted Art in Milan in front of a large canvas completely covered with stucco work in waves. Rough, no colors. It opened before me a new world. At home I had a very old furniture and thought to treat it as a canvas, to characterize it with an image material, cover it with stucco, draw shapes and signs with spatulas and combs and then paint it. From idea to realization. It was perfect. Now, how to protect the colors? Know the existence of the resin as an aid to the pavement. And so I followed, the only woman in a group of builders, a course of installation. Then I lined the cabinet. The result was excellent. Thus was born "my" technique.

For the FuoriSalone 2012 I'll present new and exclusive furnishings born from the BeVisible+ design, with which Pikta merged his creativity and imagination.

Grella

Founded in 1984, Carpenter Grella works on the design and construction of products in iron and aluminum and other innovative materials. They realize their work by hand, exclusively at their factory, fuse tradition and modernity in the use of materials and construction techniques. At the fuorisalone 2012, they participate at the exhibition "rooms of bevisible+" presenting "botelia": a piece of the first collection of decorative accessories designed in collaboration with bevisible+, that for Grella has worked on the design of individual objects.

Partners **FibreTec** **cerruti baleri**   **REGIONE PIEMONTE**

FUSION ART GALLERY

Designer



TOTEM - library

Bazzi Design

Luca Bazzi is an architect who has inherited a small factory producing furniture "style". During these years he has designed a collection of furniture in which has combined the contemporary aesthetic culture and the quality of materials and end products mediated by the generations that preceded it. For the Fuorisalone 2012 he presents ESSE the bookcase in brushed steel, where the structure and the design are given by the intersection of two geometric patterns and the the bookcase TOTEM, a monolith carved by skilled hands, in which voids and full are in the right balance. It will be also presented a new project: ALBERO.

Designer



chair - Dissolve

Gennaro Comunale – gennarocomunale.com

He currently works as an architect in Naples, but in his creative laboratory in Cardito creates objects of art-friendly design. The same author defines his works furniture-sculptures that come to life in the most total rebellion against the rigidity that the dictates of society often impose. The works are all unique handmade. The furniture structure is made mostly of poplar (poplar cultivation is the only example of arboriculture noteworthy in Italy) and often born from the reuse of wood waste found at the carpenter's place.

Designer



Roll 60 - chair

Design Provvisorio

The projects, when they depart from matter and its properties, trying to respect the physical qualities, the expressive power and simplicity of form and execution, with a focus on reuse of materials. The aesthetics and functionality should be implemented immediately, to ensure that the designed object fits naturally into the lifestyle and daily behavior.

DESIGN PROVVISORIO is a collaboration with TRE COLLI spa, a company that manufactures industrial brushes. The basic idea is to create products that use materials available in the same company, without them being altered, thus, once sold out the task of temporary works designed, they can return to their original function. A sort of trans-design: objects and materials that are transformed to permanent or temporary needs depending on where you want to stop the creative process.

Designer

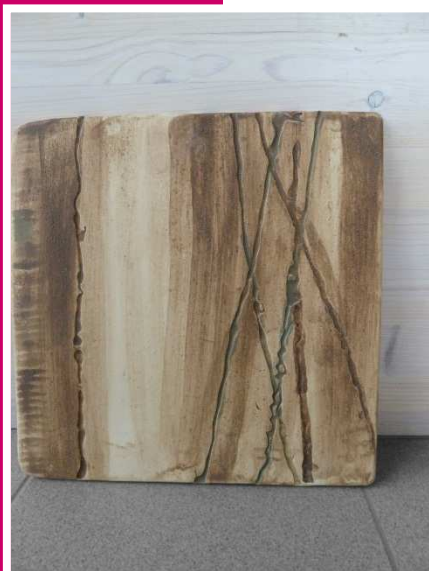


Unaportanonbasta - library

Mario Pandiani – studio6m.com

In 2006 Mario Pandiani gives birth to "STUDIO6m" laboratory for production of furniture and decorative objects. The study 6m working on using different materials, recycled and current production, with particular attention to the poetic effects of design choices. His work is characterized by simple design, but usually starts from wanting to highlight the details of construction or surfaces used, conditioning the creative and productive process that follows the trail of the story behind ideation. The products of studio6m have been exposed or are in various shops in Turin, Milan and Venice.

Designer



Piastrella ceramica

Theo Design – theodesign.it

Theo design carries out research and planning activities in the field of interior and industrial design. But it is above all an arts and crafts studio, a meeting place for designers, artists and architects, a place where their creativity and research activities may be shared. **Theo design** has maintained and developed its identity and dedicates itself to the production of designer objects for home decor, through which creativity and design, artisan know-how and the use of precious decorations result in high value and quality objects. A territory full of artistic and applied arts traditions naturally entails rigorous production procedures, through which they produce objects that are characterized by accuracy of shape, care given to particulars and refined decoration, become the elements which inspire new suggestions and reflections. **Theo design** does not exclusively follow the logic of the market, it rather follows its inclinations towards high value artistic designs involving beauty which is spread throughout the surrounding environment.

Designer



Specchio - Mira

suDesign – sudesign.it

suDesign is a firm that produces furnishings which are characterized by a simple design and high craftsmanship of material. It produces furnitures, furnishings and lighting fixtures that have a solid base in research and experimentation, utilize traditional materials reinterpreted in the finish and in the manner they are showcased and combined. The Jandoli-Pisapia Architects have applied their long experience in Interior design planning to the marketing of furnishings and lighting fixtures originally planned, produced and taylored only for single clients. The firm's name **suDesign** highlights the desire to offer a furnishings' selection "su misura", high quality exclusive objects characterized by the originality of the project, and the minute control of the production process. A production of maximum flexibility that thinks industrially keeping its craft vocation.

Designer



▶ ZE123

FILIPPO – casse acustiche

ZE123 | industrial designer container – ze123.it

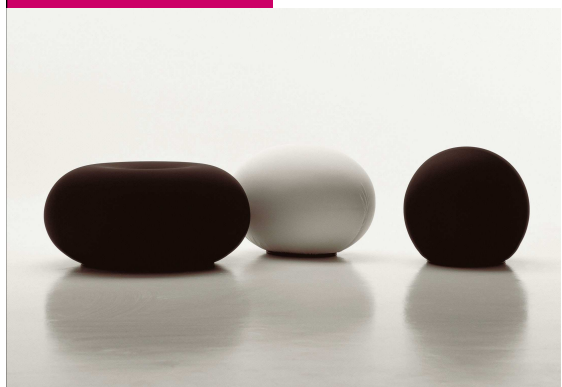
ZE123 born in Naples in 2009 through the merger of 5 young designers and the fusion of their experiences. From the culture of the project, to link with their land, run the wire guide, for projects in industrial and interior design for residential, retail and exhibition stands. The group has participated to various national and international exhibits, has received two prizes, the Macef Design Award for "young creations" (09/2011), and the Talents 2012 assigned by Messe Frankfurt (02/2012). Currently at work on new projects and looking forward to the responses of other competitions where are candidates. With bevisible + the collective ZE123 has worked at the events organized during the FuoriSalone 2011, in Zona Tortona, and AbitaMi 2011.

Partner Brand

Cerruti Baleri – cerrutibaleri.com

In 1984 Enrico Baleri founded Baleri Italia, a company manufacturing quality furniture with a high design content. The path towards a personal interpretation of the design process led to the creation of a company that, since the beginning, developed products with strong formal and functional qualities and a commitment toward research, development and talent-scouting. In 2009 the company becomes cerruti baleri, natural landing point to confirm, also through the brand, the principles of continuity and evolution that since 2004 characterize its activity and from now on will become even more radical. The product of the collection are never burdened by a cerebral approach.

Their irony, playfulness and surprising intelligence are the perfect expression of a certaine joie de vivre. In 2010 Cerruti Baleri, true to its nature of editor, creates edizioni, a line that is parallel to but separate from the design collection. Edizioni becomes the natural showcase for the work of Maurizio Galante, Ilse Crawford and Maison Martin Margiela. The inspirational element behind the choice of the edizioni is to be found, aside from the values expressed by the designers themselves, in the very emotional appeal of the products. Through its editorial sensitivity and its industrial knowhow cerruti baleri transforms such creative visions into products that fully comply with the basic criteria of functionality, production and surprising beauty. The history, the people with their different activities, the products, the collaborations, make cerruti baleri an authentic and young company.



TATINO- pouf

Artists

Fannidada – fannidada.com

Fanni Iseppon (Turin, 1965) and Davide Giaccone. We work and live in Turin. We both have a scientific background of studies and we have been working for several years with digital processing of images for medical-scientific purpose. Starting from 2004 we have begun our personal artistic search through photography, installations and then performances. In this phase we felt the necessity to use the video as a mean of documentation that has become a medium to investigate. Now our search is focused on the video world, where we are exploring the potential of the analogic a of images, and on the computer graphic. In order to support our work we have attended an advanced of photography, a Cinema course at the Holden School in Turin and a workshop with the artist Paola Anzichè at the Sandretto Re..Foundation; moreover we take part to the training program of PAV (Parco Arte Vivente) in Turin managed by many artists such as Michel Blazy, Andrea Caretto e Raffaella Spagna, Sophie Usunier, Filippo Leonardi, Lara Almarcegui, Ennio Bertrand, Piero Gilardi, Emmanuel Luisgrand, Enrica Borghi, Riccardo Castagna. Art is food for the body and the mind. Being an artist is a total experience where we are committed in every moment of our day, searching for forms and expressive means that allow us to communicate our vision of the world.



Institutional Partners

Location partner: Chiesa di San Carpofo - Brera

Regione Piemonte

Fusion Art Gallery

Partner Tools

Studio ICG – Grafica e Comunicazione

Press Office
ReportPorter Novelli
Angelo Brunello
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THE ROOMS OF BEVISIBLE+ WHITE AND BLACK – BODY AND MIND

Event thought, produced e directed by **bevisible+**