

DOPPIA FIRMA: A DIALOGUE BETWEEN DESIGN CONCEPT AND ARTISANAL EXCELLENCE

*Milan, Design Week - from April 12 to 17, 2016
Veneranda Biblioteca Ambrosiana*

Milan – On the occasion of the 2016 Design Week, the **Fondazione Cologni dei Mestieri**, **Living**, and **yoox.com** are pleased to present **Doppia Firma**, an experimental project that brings together **design** innovation with the traditions of the **great Italian artists**. Taking advantage of the high potential of digital technology, this innovative coupling will be presented in over 100 countries worldwide. The project's objective is to bring to life a **unique collection (16 pieces)** of elegant objects, each of which is the result of a creative exchange between a designer and an artisan in possession of an almost unique *savoir-faire*. These new pieces are born from a project, whose culture embraces the **mutual influence** of contemporary thought with a know-how that is an authentic expression of the territory.

The designers' projects and artisans' expertise come together in this creative exercise, using materials and techniques - often hard-to-find and seldom used - which range **from cabinet-making to alabaster, from paper to brass, from soapstone to Grand Feu enamel, from rust printing to basket-making, from bronze to scagliola, from embroidery to Bucchero, from lustre glazed ceramics to glass**. This project aims to increase the artisan's possibilities for expression, thus helping them to understand which new dimensions can be explored and, at the same time, offering designers a chance to work with intriguing techniques, materials and practices, rich with narrative inspirations.

The pieces, created specifically for the 2016 edition of the Milan Design Week, will be displayed from April 12 to 17 at the **Veneranda Biblioteca Ambrosiana**, an exceptional setting in the heart of Milan, in the "5 Vie" district. The library is one of the city's most prestigious cultural institutions as well as the Milanese home of the YOOX NET-A-PORTER GROUP. The whole collection, made up of authentic narrative icons, comes across as an articulated and extremely evocative story about the local territories' know-how and the visionary nature of contemporary design.

The project's patron, yoox.com, **promotes the intellectual value of dialogue and opens up new scenarios for the partnership** created with La Fondazione Cologni and Living, generating attention and admiration for a process that sits at the heart of the Made in Italy excellence, through a creative showcase accessible from all around the world. A selection of the works from the "Doppia Firma" collection will be available on yoox.com this summer. The creators of each piece and the phases of its creations will be presented during the exhibition as well as on yoox.com. The theme of the "doppia firma" (double signature) stems from this, and it generates value for both sets of protagonists - the designers and the master artisans.

La 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 apprenticeship programs in the "A School, A Job, Training for Excellence" project, the foundation supports high-quality craftsmanship training for younger generations.

www.fondazionecologni.it

yoox.com, established in 2000, is the world's leading online lifestyle store for fashion, design and art. yoox.com offers an infinite selection of products, including a wide choice of hard-to-find clothing and accessories from the most prestigious designers in the world, exclusive capsule collections, eco-friendly fashion, a unique assortment of interior design items, original books and a select collection of captivating artwork, chosen by international curators and critics from the most important galleries and institutions worldwide. With an unparalleled collection of merchandise, a focus on quality control, and a strong customer focus in over 100 countries, yoox.com offers a truly unique shopping experience.

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Living 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

Alessandra Salaris, the well-known international interior stylist, will coordinate the project. The Studio Salaris will also be responsible for curating the show at The Ambrosian Library.

Laila Pozzo, a Milanese photographer specialised in portraits and locations linked to high-quality artisan craftsmanship, will document the project and the creators of the collection with photos taken in the workshops of master artisans.

A bilingual catalogue will be printed under the auspices of **Emanuele Zamponi**, the art director. It will be offered free-of-charge to all visitors. Emanuele Zamponi will also curate the look of the show.