

## **DOPPIA FIRMA 2023**

### **DIALOGUES BETWEEN DESIGN AND ARTISANAL EXCELLENCE**

*Great success and record numbers for the seventh edition of Doppia Firma within Arts & Crafts & Design in the unique setting of Palazzo Litta*

The Salone del Mobile 2023 that has just ended is confirmed to have been an extraordinary success in terms of attendance, quality and numbers, the likes of which had not been seen for years. A success that surpasses the operators' best forecasts, confirming the strength and international scope of the event. There were over

300,000 admissions in this 61st edition, which is a +15% compared to 2022, and the event saw a huge return of the press and foreign visitors.

The great turnout at the Fuorisalone also confirms Milan's role as the world capital of design: with its 1,200 events spread across 20 districts of the city, Milan Design Week regains momentum and enthusiasm, together with impressive numbers that go even beyond those pre-pandemic.

As many as 22,500 visitors visited Palazzo Litta to discover the seventh edition of Doppia Firma and the other exhibitions promoted as part of the Arts & Crafts & Design programme.

High craftsmanship and creativity returned to grace the monumental spaces of Palazzo Litta, entrusted to the Regional Secretariat for Lombardy of the Ministry of Culture. Thanks to a partnership with the Fondazione Cogni dei Mestieri d'Arte, Palazzo Litta is now one of the most important venues for well-made products and design, with seminars, lectures, events and shows open to the public. On the occasion of Design Week 2023, the programme "Arts & Crafts & Design at Palazzo Litta" was once again a great success, with no less than five exhibitions dedicated to the dialogue between know-how and design thinking.

Palazzo Litta welcomed a large, enthusiastic and diverse audience, made up not only of artists and designers, but also of casual enthusiasts and families with children, in an open and festive atmosphere. A success far beyond the expectations of the most optimistic.

In this context, the Michelangelo Foundation for Creativity and Craftsmanship presented the seventh edition of Doppia Firma. Dialogues between design and artisanal excellence, a project by Fondazione Cogni dei Mestieri d'Arte developed with Living, the interiors, design and lifestyle magazine of Corriere della Sera.

Doppia Firma, judged by numerous experts as one of the ten most interesting exhibitions of the Fuorisalone, celebrates the union between design innovation and the tradition of the great master artisans. This year presented collaborations not only from Europe, but also for the first time from other continents, such as Asia (with a work made in Pakistan) and Latin America (with the work of Colombian artisans). Doppia Firma is about forming creative duos made up of a designer/artist and a craftsperson or craft enterprise. The works that arise are the result of an exchange between design approaches and know-how that is an authentic expression of the territory.

Doppia Firma 2023 chose as its focus the fascinating concept of 'the ludic', a theme that has always been present in contemporary and applied arts, with very interesting and often original results, beyond rules and conventions. In fact, the theme ranged from playfulness to humour, from irony to innuendo, from metaphor to jest, and conscious confusion to the overturning of perspectives and values. In this realm, the designer and the master artisan are called upon to express their own vision, in fusion and transgression, between irony and fun, in a dimension of total pleasure and creative freedom.

As Ernesto L. Francalanci observed in a historical and fundamental text on this topic: "The phenomenon of playfulness uncovers a broader constellation of references, which orbit around the concept of allusion, ranging from the notions of playing and joking to that of the various types of humour, and therefore of wit and comicality (...) playfulness is expressed above all by the power of contamination and transgressive fusion of contents related to knowledge and memory." (Del Ludico. Dopo il sorriso delle avanguardie, Milan, Mazzotta, 1982).

At the entrance of Palazzo Litta was a piece called TIME, a monumental site-specific work made by the Milanese master of stone and metal artisan Gianluca Pacchioni, who collaborated with the in collaboration with Girasole Pietre Naturali, a veronese artisan atelier specialised in the research and working of stone, preserving precious heritage of the local tradition. In the monumental 17th-century space of the Richini courtyard of honour, the artist-craftsman, in true Renaissance tradition, was able to express, with the plastic power that characterises his works, the strength and intensity of creative action, which springs from the encounter between art and inspiration, talent and originality, with great artistic and technical mastery.

The work, dedicated to the theme of Time, enchanted the public, also thanks to the spectacular evening lighting by Viabizzuno, Italian excellence at the forefront of lighting technology for works and sites of art.

For the 2023 edition, the promoting partners searched internationally for a series of works on the theme of play for Doppia Firma. The exhibition has established itself as a reference, inspiring several similar initiatives in which the roles of the designer and the master artisan interact, integrate and relate with equal authorial dignity (hence the principle of 'double signature'). There was a significant selection of duos this year, which was also made possible thanks to the invaluable contribution of the Michelangelo Foundation's international network, consisting of leading European institutions involved in promoting craftsmanship.

Once again for 2023, the materials and techniques shared by the designers and the craftspeople are numerous, ranging from ceramics and metal to mirrors, wood and glass, straw and paper, and so on. The result of these collaborations are new interpretations of functional or decorative pieces.

Doppia Firma 2023 in a nutshell:

- A concept enhancing the value of craftsmanship and design
- The underlying theme of playfulness encourages creativity to unfold with expressive freedom
- 24 fruitful creative partnerships
- An imposing site-specific artwork created by Gianluca Pacchioni for the Courtyard of Honour at Palazzo Litta
- Iconic objects designed by Luca Nichetto, Pierre Marie, Chris Wolston, Supertoys Supertoys, Adam Nathaniel Furman, Victor Cadene, Jean Blanchaert and other internationally renowned designers
- Outstanding manufacturers such as De Castelli, Barbini Specchi Veneziani, Emaux de

- Longwy, Craman Lagarde, Lunardelli Venezia, Lucio Bubacco and many others
- A masterpiece by artisan-artist Emanuela Crotti
- A special collaboration with Triennale di Milano for the second edition of the project Artijanus / Artijanas
- 22,500 visitors over the 6 days of the event

The creative couples of designers and artisans or outstanding craft businesses featured at Doppia Firma 2023:

1. Meherunnisa Asad, with Muhammad Ashfaq, Pakistan
2. Atelier Biagetti, with Ceramiche Gatti, Italy
3. Jean Blanchaert with Lucio Bubacco, Italy
4. Giampiero Bodino, with De Castelli, Italy
5. Yvonne Brunner and Daniel Zeisner, with Breitwieser Manufacturer, Austria
6. Victor Cadene, with Maison Thevenon, France
7. Matteo Cibic, with Simone Crestani, Italy
8. Philippe Cramer, with Atelier B, Switzerland
9. Adam Nathaniel Furman, with Curiousa, UK
10. Adriana Gomez, Switzerland/Colombia, with Yecid Robayo, Colombia
11. Pierre Gonalons, with Craman Lagarde, France
12. Jaime Hayón, with Lladró, Spain
13. František Jungvirt, with Ajeto Glass Studio, Czech Republic
14. Helle Mardahl, with Jørn Friborg, Denmark
15. Pierre Marie, with Lison de Caunes, France
16. Lucia Massari, with Barbini Specchi Veneziani, Italy
17. Julien Michaud, with Emaux de Longwy, France
18. Luca Nichetto, with Lunardelli Venezia, Sweden/Italy
19. Zoe Piter, with Maximilien Pellet, France
20. Supertoys Supertoys, with Studio Zand, The Netherlands
21. Mario Trimarchi, with Massimo Lunardon, Italy
22. Chris Wolston, America, with Jose Luis Álvarez, Colombia

As part of the Artijanus/Artijanas project:

23. Gianni Cinti, with Elena Mulas
24. Sonia Pedrazzini, with Walter Usai

Some of these creative couples were asked to design and produce works specifically for the Doppia Firma exhibition at Palazzo Litta. The collaborations between Biagetti and Gatti, Blanchaert and Bubacco, Bodino and De Castelli, Cibic and Crestani, Massari and Barbini, Nichetto and Lunardelli Venezia have resulted in masterpieces that harmoniously combine design and craftsmanship with the extraordinary creative freedom and wealth of references, associations and insights fostered by the exhibition theme, in the name of creativity that is perpetually unconventional.

Among the works that most fascinated the public was the scenic luminous table Doppio gioco, by the eclectic artist-craftswoman Emanuela Crotti, with material collage and resin, evoking a mandala or a fantastic merry-go-round. It was co-created with London design studio Waldemeyer and Farahbod. Others include the irreverent and iconic Supermodel Chair by Chris Wolston and

José Luis Alvarez in Colombian wicker; the highly refined metal Para-vimento by Giampiero Bodino and De Castelli, inspired by the precious floors of Palazzo Litta; the dream-like glass lamp sculpture by the Murano master Lucio Bubacco and Jean Blanchaert, dedicated to Saint Nicholas, protector of glassmakers; the precious woven straw box La boîte à soleil by the imaginative Pierre Marie and master Lison de Caunes, a masterpiece of decorative taste and savoir faire.

Among the best-loved are the playful and tender enamelled porcelain figures by Jaime Hayón and the historic Spanish manufacturer Lladró. Their little Embraced figure reminds us how important it is to love each other, and could almost be the poetic symbol of this 2023 edition of rediscovered optimism, positivity and sharing.

The other Arts & Crafts & Design exhibitions at Palazzo Litta

- Designer Sara Ricciardi signed La Grande Bellezza, by Starhotels, in Sala Esedra: this is a craftsmanship and poetic design project promoted by Starhotels, with the collaboration of Fondazione Cologni, OMA (Osservatorio dei Mestieri d'Arte) and Gruppo Editoriale.
- Bonacina 1889 presented, in the rooms adjacent to the gallery on the first floor, the new Francis Sultana x Bonacina collection, furnishing accessories in woven natural fibres, created in collaboration with the well-known London designer and decorator Francis Sultana.
- Creative Academy, the international design school of the Richemont Group, put forward Zodiac under the curatorship of Eligo Studio. The exhibition was a tribute to the constellations, thanks to the works of 20 students and the Lodi-based master ceramicist Tonino Negri (also on the first floor).

## Notes for editors

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The **Michelangelo Foundation for Creativity and Craftsmanship** is a non-profit institution based in Geneva which champions contemporary craftspeople worldwide with the aim of promoting a more human, inclusive and sustainable future. The Foundation seeks to highlight the connections between craft and the wider arts and the design world. Its mission is to both celebrate and preserve craftsmanship and its diversity of makers, materials and techniques, by increasing craft's everyday recognition and its viability as a professional path for the next generations. From engaging educational programmes to its signature digital project the **Homo Faber Guide** and international exhibition the **Homo Faber Event**, the Foundation is fostering a cultural movement centred on master artisans and rising stars.

[michelangelofoundation.org](http://michelangelofoundation.org)

[homofaber.com](http://homofaber.com)

The **Fondazione Cologni dei Mestieri d'Arte** 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 artistic crafts. Through the book series "Mestieri d'Arte" (Métiers d'Art) and "Ricerche" (Researches), published by Marsilio Editori, it aims to retrace these highly skilled practices throughout history up to the present day. Fondazione Cologni publishes the magazine "Mestieri d'Arte & Design. Crafts culture". Through the apprenticeship programme "A School, a Job. Training to Excellence", Fondazione Cologni supports high-quality training in the crafts for the younger generations. With the well-made.it website it presents a selection of the best Italian artisanal ateliers. Every two years it assigns the title of MAM-Maestro d'Arte e Mestiere to the best Italian Masters. It is an institutional partner of the Michelangelo Foundation for Creativity and Craftsmanship for the international event "Homo Faber: Crafting a more human future".

[www.fondazionecologni.it](http://www.fondazionecologni.it)

**Living** is Il Corriere della Sera's magazine of interiors, design and lifestyle. Monthly printed and digital editions, a website and a recognised presence on the main social networks make Living the first vertical marketing system for interior design in Italy. Devoted to new modes of living in the home, the RCS monthly edited by Francesca Taroni starts from the home itself and looks at everything linked to it: food, art, fashion, gardening. The special attention paid to excellent Italian manufacturing, an international outlook and a strong leaning to provide useful information are the cornerstones of Living's approach, reflected on every page and every project.

[www.living.corriere.it](http://www.living.corriere.it)

Collaborations:

**Alessandra Salaris**, an established interior stylist, is responsible for the display design of the exhibition at Palazzo Litta.

**Laila Pozzo**, a Milanese photographer specialising in portraits and settings related to fine craftsmanship, documents the works.

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