

DOPPIA FIRMA 2021

A DIALOGUE BETWEEN DESIGN AND ARTISANAL EXCELLENCE

Fifth edition: A Garden of Talent

Milan, Salone del Mobile
5 - 12 September 2021
Palazzo Morando, Cortile d'Onore – Via Sant'Andrea 26

Open to the public
Sunday 5 – Sunday 12 September, 10am – 7pm. Last entry: 6.30pm
www.doppiafirma.com

For the Salone del Mobile, Milan, **Michelangelo Foundation for Creativity and Craftsmanship** is delighted to present the fifth edition of **Doppia Firma. A dialogue between design and artisanal excellence**, a project conceived by **Fondazione Cologni dei Mestieri d'Arte** and **Living**, the interiors, design and lifestyle magazine of Corriere della Sera.

Doppia Firma is a project which celebrates the meeting of innovative **design** with the traditional skills of **great masters**. The project brief is to show a **unique collection, composed of original pieces**, resulting from the fruitful exchanges between a designer or an artist and an artisan, a small manufacturer of high quality, or an artisanal business: artworks are to be born out of the reciprocal cross-fertilisation between a forward-thinking design philosophy and an authentic know-how rooted to its territory.

The 2021 edition, dedicated to the theme of gardens and outdoor spaces, illustrates the dialogue between international creativity and high quality Italian manufacturing. The participating designers are from all over Europe, whilst the master artisans are all Italian. After four years, Doppia Firma has become an internationally recognised project and much appreciated by the design world and leading craftspeople, a pioneering design initiative which has inspired many similar enterprises throughout Europe, centered on the notion of dual authorship of a contemporary design project.

The important attendance of the last editions, in terms of the turnout of the Milanese and international members of the public (18,000 visitors to Doppia Firma 2019), and the flattering press reviews, confirm the endorsement by both professionals and a wider public, for whom the project has become a much awaited date in the diary, enabling visitors to become acquainted with the creativity of important designers and the authentic know-how of artisans, often little-known and visible to the general public. In this respect, the project also has a strong didactic and universal attraction.

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The materials and techniques which bring together the designers vision and the craftsmanship skills of the master artisans for the occasion of Doppia Firma, are numerous: wood, marble, metals, mosaic, ceramics, terracotta, textiles, each used to reach new interpretations of functionality or decorative objects, dedicated to the outdoors.

The project aims to unlock the expressive potential of the craftspeople, helping them to understand which new avenues can be explored, and offering designers the opportunity to work with suggestive techniques, materials and practices.

The objects, true narrative icons created ad hoc for the Salone, are exhibited, thanks to the extraordinary generosity of the City of Milan, in a very special and prestigious historical location, in the heart of the city: the Cortile d'Onore of Palazzo Morando.

Thanks to the expertise of the designer and artisan partnerships, 11 extraordinary creative partnerships have been selected. Designers and artisans have met and shared a common path, between ideas and know-how, with mutual respect and the search for a profound and fertile harmony. All in the name of excellence.

List of the designer and artisan partnerships for 2021:

- Adam Nathaniel Furman, United Kingdom, with Bottega Nove (ceramics)
- Barnaba Fornasetti, Italy, with Giovanni Bonotto (textiles)
- Dorothee Meilichzon, France with Morelato (wood)
- Destroyers/Builders, Belgium, with Fonderia Artistica Battaglia (metal)
- Duccio Maria Gambi, Italy, with Poggi Ugo (terracotta)
- Elena Salmistraro, Italy, with Carraro Chabarik (mosaic)
- Federica Elmo, Italy, with Dimensione Marmo (marble)
- Odd Matter, The Netherlands, with BAM Design (metal)
- Marcin Rusak, Poland, with Poignée (metal)
- Philippe Malouin, United Kingdom, with Daniele Mingardo (metal)
- Sabine Marcelis, The Netherlands, with Stylnove (ceramics)
- Ugo La Pietra, Italy (special guest) (terracotta and ceramics)

Alessandra Salaris, renowned interior stylist, is coordinating the project; Studio Salaris also constructs the exhibition at Palazzo Morando.

Laila Pozzo, a Milanese photographer specialised in portrait and ambient photography related to fine craftsmanship, will document the project and its creators, with shots capturing the workshops of the master artisans.

A video will be created (by **Emanuele Zamponi**) and a **catalogue will be printed in Italian and English**, which will be gifted to all visitors.

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Michelangelo Foundation for Creativity and Craftsmanship believes in a future which values master craftsmanship and places the human hand at the centre of production. Its mission is to celebrate and preserve craftsmanship and strengthen its connection to the world of design. At the heart of all the foundation's activities are the artisans who dedicate themselves to the pursuit of excellence using long-held traditions, skills and knowledge. Contemporary craftspeople are the protagonists of the foundation's signature project Homo Faber Guide, a digital platform which maps the most significant representatives in the field of craftsmanship across Europe. Many are also invited to exhibit at Homo Faber Event, the foundation's biennial international exhibition in Venice. From its headquarters in Geneva, the non-profit institution works with an international network of organizations to promote a new cultural movement.

www.michelangelofoundation.org - www.homofaberevent.com - www.homofaberguide.com

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 website well-made.it it presents a selection of the best Italian artisanal ateliers. Every two years it assigned the title of MAM-Maestro d'Arte e Mestiere to the best Italian Masters. 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

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 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. There is a special focus on "Made in Italy" excellence – from industrial design to artisan craftsmanship, and an international perspective and strong attention to customer service are reflected on each page of Living throughout all its projects.

www.living.corriere.it

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