

PRESS RELEASE

MIROGLIO TEXTILE AND GALLERIA CONTINUA BEIJING PRESENT METRI D'ARTE: WITH A SPECIAL PROJECT OF ARTIST'S INSTALLATIONS AND FABRICS DESIGNED BY LORIS CECCHINI AND FRANCESCO SIMETI

Beijing, March 2013 – **Loris Cecchini and Francesco Simeti** are the protagonists of the second edition of **Metri d'Arte** project (www.mirogliotextile.com/metridarte), the collection of artist's fabrics that Miroglio Textile is presenting in China starting from the 28th March with a special project of art installations at the Galleria Continua Beijing, within Loris Cecchini's solo show.

Thanks to the collaboration between two of the most highly regarded Italian artists worldwide and the designers of Miroglio Group, the Metri d'Arte project has developed a new chapter, as a result of a deep dialogue between the art and industrial production worlds.

Conceived and designed as true works of participatory art, the fabrics have been developed from **original artworks** especially created by the artists for Miroglio Textile on the theme of the **relationship between nature and technology**, and reworked by the designers of the Style Department in a wide range of patterns and colours for the Spring/Summer 2014 collection.

«Metri d'Arte is a real experimental incubator – a space that Miroglio Textile has dedicated to research and experimentation, also by virtue of the close relationship the company has had for many years with the world of art, inspired by a new creativity in which fabrics created as works of art can embody content, and a story to be told, at the same time as fostering the creative process. The goal is to bring powerful creative innovation into the textile business, based on the way to conceive and produce a fabric, in order to depart from traditional fashion canons and offer greatly original as well as high-quality Italian-made products», explains **Elena Miroglio, Executive Vice President for Strategies of the Miroglio Group**.

Thus, while in Loris Cecchini's material approach **powder pigments, colour blotches and wrinkled aluminium foil** turn into yards of fabric with a high level of innovation and experimentation, in Francesco Simeti's approach **dream worlds made of plants, flowers, animals, feathers** and other elements – which are discernible only to the most alert observers – materialise on fabric, substantiating a poetic yet wild nature, as though they were animated performers of a great living wallpaper.

A major novelty of the second edition of Metri d'Arte is the collaboration with **Galleria Continua Beijing** where, from March 28th until late June, alongside Loris Cecchini's solo show will be featured **two installations by the artists**, following the workshop carried out by the artists and the designers, and inspired by the encounter with the company and the original drawings the collection is based on. In separate but adjoining rooms, each artist stages his representation and artistic interpretation of nature. In Cecchini's installation, the viewer enters a proper "industrial forest" consisting of 200 metal cylinders, to symbolise

the transition to new production technologies and the contrast between industrial tradition and technological evolution. In Simeti's room, instead, visitors wander into a dreamlike and surreal world animated by installations made by silk flags on bamboo poles, waving in the space natural elements and apparently comforting landscapes designed by the artists.

The Metri d'Arte Collection is going to be previewed on March 28th, 2013 in Beijing with a **special evening event at the Galleria Continua**, during which the installations and the works by renowned Chinese artists will be **auctioned by Christie's**. The funds raised will go to the **Fondazione Solidarietà italiana Qingdao** charity association, for a project dedicated to the Qingdao children hospital.

Metri d'Arte, **curated by Trivioquadrivio** (www.triq.it), translates into reality Miroglio Textile's new vision, proving once again the company's ability to interpret contemporaneity, constantly renewing itself, in an unprecedented alliance between art and business, between innovation of thought and technological innovation, to create original as well as meaningful designs.

The first Metri d'Arte edition, which was presented in Paris last year, saw the participation of the artists Stefano Arienti, Massimo Caccia and Maggie Cardelús.

The Metri d'Arte Collection follows the new direction carried out by Miroglio Textile in the last months. The company has in fact recently launched **E.Volution**, the innovative platform by Miroglio Textile, combining three key elements:

- **advanced digital printing technology**,
- **attention to eco-sustainability**,
- **focus on high level of creativity**, for instance with the Metri d'Arte project.

Since now such innovative platform, also thanks to eco inks, has allowed the company to go down from 50 litres – traditional printing process – to one litre for each metre of printed polyester fabric, with a reduction of CO2 emissions by up to 90% and energy usage down by 57%.

Loris Cecchini

Born in Milan in 1969, Loris Cecchini lives and works in Berlin. Among the most internationally acclaimed Italian artists in the last decade, he has shown his work all over the world with solo exhibitions in prestigious museums such as the Palais de Tokyo in Paris, the Musée d'Art Moderne de Saint-Etienne Métropole, PS1 in New York, the Shanghai Duolun MoMA, the Casal Solleric Museum of Palma de Mallorca, the Centro Gallego de Arte Contemporaneo in Santiago de Compostela, the Kunstverein in Heidelberg, the Teseco Foundation of Pisa, Quarter of Florence, Centre for Contemporary Art Luigi Pecci of Prato and more. Loris Cecchini has taken part in international exhibitions and numerous collective shows including the 49th Venice Biennial, the 9th and 6th Biennial of Shanghai, the 15th and 13th Quadrennial of Rome, the Taiwan Biennial in Taipei, the Valencia Biennial, the 12th International Sculpture Biennial of Carrara, the Ludwig Museum in Cologne, Palazzo Fortuny in Venice, Macro Future in Rome etc.. He has also made permanent site-specific installations, in particular in 2012 at Villa Celle in Pistoia and in the courtyard of Palazzo Strozzi in Florence.

In his work, photography, electronic collages, drawings, sculpture and installation blend into unitary poetics which hinges on transfiguration. Both in his photographs and sculptures, the revision of a broad idea of "model" is achieved through reworking familiar shapes of our everyday life transferred into an altered vision that challenges the viewer's perception. The most interesting aspect of Cecchini's artistic production is his usual

aptitude in moving across the boundary between natural and artificial, between mass production and poetic suspension.

Francesco Simeti

Born in Palermo in 1968, and graduated in Sculpture at the Academy of Fine Arts in Bologna, Francesco Simeti lives and works in Brooklyn, New York. Among the most internationally acclaimed Italian artists, Simeti is currently engaged in a number of public art projects in the United States, including the Brooklyn subway

stop in New York, and has made site-specific installations in various museum spaces including MACRO of Rome, the Risd Museum, Providence, Art & Idea Gallery in Mexico City, Columbia University in New York. His work has been featured at the 9th Shanghai Biennial, just ended, the Gallery of Modern Art in Palermo in the solo exhibition *An Artful Confusion*, and among others, at MASS MoCA, Massachusetts, at the Gallery of Modern Art of Bologna, at Mu.dac, Musée de Design et d'Arts Appliqués Contemporains of Lausanne, at the Institute of Contemporary Art in Philadelphia and the Riso Museum of Palermo. Some of his wallpapers have been acquired by major international museum collections such as the Smithsonian Cooper Hewitt, National Museum of Design in New York, Victoria and Albert Museum in London, Fabric Workshop and Museum in Philadelphia.

His work is inspired by the ambiguity in printing that characterizes the relationship between form and content, by creating a kind of continuous and endlessly changeable landscape. His research emphasizes on the one hand that interest for the aesthetic factor that threatens to deny the actual content of the images, on the other hand the risk of flattening brought about by the excess of visual information. The first impact with his ornamental patterns brings about an aesthetic pleasure and a reassuring feeling; on looking closer, however, one cannot fail to notice unexpected details.

Miroglio Textile (Miroglio Group)

Miroglio Textile belongs to the Miroglio Group and is specialized in the production and distribution of a wide range of items across the entire spectrum of the textile industry, from **printed and plain textiles**, to **transfer paper and yarns**. The company's core business is Printed Fabrics, in which it leads the way in Europe. Large investments in **R&D** have led the industry towards an important guideline for digital printing. At the end of 2012 the digital department of Miroglio Textile has become one of the most innovative and structured in Europe, capable of producing up to 15 million meters, equipped with "single pass" technology and with greater attention to eco-sustainability and customization of the offer.

Miroglio Textile carries out the entire **production cycle**, from design to distribution, and can rely on a network of three production sites: a production facility for the Textiles area in Italy, one for the Yarns area in Tunisia and one for the Paper area in Alba, supported by a centralized warehouse in the Piedmont Group's headquarters. Miroglio Textile's **distribution network** currently consists of over 5,500 customers spread across the different in which the company operates.

Metri d'Arte, second edition: www.mirogliotextile.com/metridarte

Installations and artist's fabrics made by Loris Cecchini and Francesco Simeti for Metri d'Arte

From 28th March to the end of June 2013

Galleria Continua Beijing, a special project within the solo show of Loris Cecchini

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