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DOPPIA FIRMA 2024
DIALOGUES BETWEEN DESIGN AND ARTISANAL EXCELLENCE
8th edition

Salone del Mobile, Milan
Villa Mozart, Via Mozart 9
Open to the public
from Tuesday 16 to Sunday 21 April, 10:00 – 19:00
Last entry at 18:45
www.doppiafirma.com

**A concept enhancing the value of craftsmanship and design
through 15 fruitful creative partnerships**

**Cristina Celestino, Marcel Wanders, Studio Job, Nendo, Nada Debs,
Agostino Iacurci, Elliott Barnes, and 8 other internationally renowned
designers have partnered with Serapian, Ganci Argenterie, Tonino Negri,
Artepure, MAM recipients Ambrogio Carati and Pietro Virzi,
and 10 other outstanding Milanese artisans**

**Creativity brought to life by fine urban craftsmanship
is embodied in 15 iconic objects made expressly for Doppia Firma**

**The exhibitions of Arts & Crafts & Design at Villa Mozart:
Creative Academy and Bonacina**

On the occasion of the 2024 Salone del Mobile, Fondazione Cologni dei Mestieri d'Arte is pleased to present the eighth edition of **Doppia Firma. Dialogues Between Design and Artisanal Excellence**, a project developed with Living, the interiors, design and lifestyle magazine published by Corriere della Sera, under the patronage of the Michelangelo Foundation for Creativity and Craftsmanship.

A long-established and much-anticipated event of the Salone del Mobile in Milan, **Doppia Firma** celebrates the alliance between design innovation and the tradition of great master craftspeople. Unprecedented creative partnerships between a designer/artist and an artisan or manufacturer of excellence generate meaningful objects that draw their power from the cross-fertilisation of design and artisanal savoir-faire.

In keeping with the most authentic and inspiring spirit of **Doppia Firma**, this year's edition marks the return to the programme's original format, characterised by objects made expressly for the event.

The focus of the 8th edition of Doppia Firma is the collaboration between leading international designers and a number of the best craftspeople in the city that the Milanese affect

tionately call 'gran Milan': not only the global capital of design, fashion and art, but also the cradle of artistic crafts and applied arts. Indeed, Milan has always been home to important high-level artisan trades. In particular, throughout the centuries the city has achieved, and continues to maintain, very high standards in the crafting of silver, wood, leather, upholstery, metal, glass, ceramics, and so on. All of which are well represented by the master artisans called upon for **Doppia Firma** 2024, who will collaborate with some of the most celebrated representatives of contemporary design.

The concept capitalises on the role of creative cities, where the talent of designers can cross paths with the outstanding craftsmanship of master artisans to generate both value and employment.

The significance of the **Doppia Firma** format - which has gained considerable international recognition, establishing itself as a benchmark that has inspired many similar initiatives - lies above all in having emphasised that both the designer and the master artisan have the same relevance and authorship, which is something that is not always acknowledged in the world of design, but which has in recent times become a major issue and practice.

In **Doppia Firma**, both figures interact, complement and relate to each other with equal standing and mutual acknowledgement (hence the principle of 'double signature'), each contributing to the creation with their personal perspective and expertise. As such, the project is not cast on the workshop from above, but is conceived within the spirit and practice of an ongoing exchange of ideas and mutual respect for each other's skills. For this reason, the programme provides an essential initial stage, in which the designers visit the ateliers and become acquainted with the masters, with whom they share their creativity and innovative skills while broadening their knowledge of materials and techniques.

The projects born from this partnership, which the designers imagine, design and perfect together with the masters, supported by their expertise and advice, invariably yield the best result and always with mutual satisfaction. The programme fosters and encourages the expressive potential of the artisans, helping them to explore new dimensions, whilst offering designers the opportunity to experiment with techniques, materials and practices they are not familiar with. Over the years, these encounters have often resulted in friendships characterised by a deep mutual esteem, and have led to other fruitful collaborative ventures.

The objects resulting from these collaborations, all of which are original narrative icons declined in a variety of categories, shapes and materials, will be exhibited in the sumptuous halls of **Villa Mozart**, which hosted **Doppia Firma** in 2019 and 2020. This will also be a new opportunity for international visitors and locals alike to discover one of Milan's historical architectural jewels: a sophisticated 1930s treasure trove in the heart of the city, which is not normally accessible to the public.

The exhibition is hosted at Villa Mozart thanks to the generosity of the Richemont Group and Giampiero Bodino, artist, designer and artistic director of the Group.

Doppia Firma's exhibition at Villa Mozart is supported by **Serapian**, the renowned Milanese luxury leather goods manufacturer that is the symbol of refined craftsmanship. Since its founding, in 1928, the Maison's skilled artisans have been writing a story made of beauty, excellence and creativity that has charmed the entire world.

Thanks to the expertise of its partners, some remarkable collaborations were initiated for **Doppia Firma**.

These are the 15 creative duos of the 2024 edition:

Ahmad Angawi, Saudi Arabia, with **Fratelli Boffi**, Lentate sul Seveso
Elliot Barnes, France, with **Pietro Virzi**, Milan
Marco Campardo, United Kingdom, with **Fonderia Artistica Battaglia**, Milan
Cristina Celestino, Italy, with **Serapian**, Milan
Natalia Criado, Colombia, with **La Fucina di Efesto**, Milan
Nada Debs, Lebanon, with **Artèpura**, Milan
Chris Fusaro, Canada, with **Argenteria Miracoli**, Milan
Agostino Iacurci, Italy, with **Rosetta Gava**, Missaglia (in collaboration with pollodesign)
Materra-Matang, France, with **Stefano Villa**, Trezzo sull'Adda
Nendo, Japan, with **Tonino Negri**, Lodi
Ludovica Serafini + Roberto Palomba, Milan, with **Anita Cerrato**, Milan
Jean Servais Somian, Ivory Coast, with **Giordano Viganò**, Novedrate
Studio Job, Belgium, with **Ganci Argenterie**, Milan
Elisa Uberti, France, with **Pino Grasso Ricami**, Milan
Marcel Wanders, The Netherlands, with **Ambrogio Carati**, Milan (in collaboration with De Castelli)

The experience of **Doppia Firma** is recounted and illustrated in the exhibition catalogue - edited by Fondazione Cologni, with photographs by Laila Pozzo - that will be presented as a gift to all visitors.

On the occasion of the Design Week 2024, Villa Mozart will be transformed into an inspiring set for other initiatives linked to the dialogue between design culture and know-how, under the umbrella of '**Arts & Crafts & Design at Villa Mozart**': on top of **Doppia Firma**, two other prestigious exhibitions will be staged, curated by Bonacina and Creative Academy, in an ideal thematic fil rouge.

In fact, during the Salone del Mobile, the first floor will host the annual exhibition of the works developed by the students of the **Creative Academy**, Richemont Group's prestigious design school. Each year, only twenty of the most talented students from the best schools around the world are selected to attend its prestigious **Master of Arts in Design and Applied Arts**. The 2024 exhibition, called **Secret Garden**, will be developed by the students with the invaluable contribution of Master glassmaker **Simone Crestani**, with whom the young designers will engage in dialogue and exchange ideas in order to give shape and substance to their projects. Produced in partnership with **Fondazione Cologni dei Mestieri d'Arte** and in collaboration with **Serapian**, the Secret Garden exhibition will be staged by **Eligo Studio**.

Lastly, the charming front garden of Villa Mozart will welcome visitors with a special installation by renowned Lombard furniture manufacturer **Bonacina**, leader in the processing of rattan and rattan core, whose memorable collaborations with major designers and decorators have yielded iconic products. True to the historical roots of its uncommon expertise, the company's family tradition is successfully perpetuated through a refined production and important partnerships in contemporary and innovative design. Throughout the week, visitors will have the opportunity to enjoy how rattan core is performed by two artisans working on the creation of two items in Bonacina's 'Décor' collection.

COLLABORATIONS

Alessandra Salaris, renowned Milanese interior designer, conceives the exhibition staging at Villa Mozart.

Laila Pozzo, Milan-based photographer specialising in portraits and environments related to craftsmanship, portrays the duos and captures the phases of production for the catalogue.

Stylevent, an artisan workshop in the area of Pavia, produces the fittings of Doppia Firma to the highest standards.

Studiometria, a Milan-based event organisation and communication agency, co-ordinates the activities at Villa Mozart.

PROMOTERS

The **Fondazione Cologni dei Mestieri d'Arte** is a private, non-profit institution founded in Milan by Franco Cologni in 1995, which 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". With the apprenticeship programme "A School, a Job. Training to Excellence", it supports high-quality training in the crafts for the younger generations. Through the well-made.it website, Fondazione Cologni 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 master artisans. Fondazione Cologni is institutional partner of the Michelangelo Foundation for Creativity and Craftsmanship for the international biennial "Homo Faber: Crafting a more human future", which is held in Venice on the Island of San Giorgio Maggiore.

www.fondazionecologni.it

Living is the interiors, design and lifestyle monthly magazine of Il Corriere della Sera. Its print-ed and digital editions, website and established 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 periodical edited by Francesca Taroni starts out from the home and looks at everything that turns around it: food, art, fashion, gardening. The special attention paid to the excellences of Italian manufacturing, an international outlook and a strong bent for the provision of useful information are the cornerstones of Living's approach, reflected on every page and every project

www.living.corriere.it

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. The Foundation presents Homo Faber, a cultural movement centred on creative artisans worldwide. Its signature projects are education programmes for the next generations, an international biennial celebration and an online guide.

www.michelangelofoundation.org

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