

The art side of Kartell

Palazzo Reale, Piazza Duomo 12, Milan
10TH APRIL - 12TH MAY 2019

In 2019, Kartell will celebrate its seventieth anniversary with "The art side of Kartell", an exhibition conceived by Ferruccio Laviani, the event's co-curator alongside Rita Selvaggio. Hosted in the prestigious halls of the Appartamento dei Principi in Milan's Palazzo Reale, the exhibition will be open to the public from 10 April to 12 May 2019 and is promoted by the Comune di Milano-Cultura, Palazzo Reale and Kartell.

Throughout its history, Kartell, a leading company in the world of "living culture", has focused its attention on the topic of research, innovation, and the evolutionary processes of technology. Quality, design and industrial products have distinguished its progress over time, starting from functional objects for domestic use which revolutionised the history of post-WWII design, through to the creation of the most sophisticated products which team manufacturing technology with innovative materials.

The ongoing dialogue between art and design that the brand has nurtured over its 70 years becomes the narrative for an exhibition that winds through eleven rooms, each characterised by an identity acquired from the combination of memory and contemporary. With the aid of a series of visual and semantic associations, the intensive exhibition route of "The art side of Kartell" is laid out like a drama play packed with multiple information which, beyond the conventional memory of the objects on exhibit, creates non-chronological hybrid and multifarious narratives.

It is no coincidence that this extensive history is played out in the Appartamento dei Principi in Milan's Palazzo Reale, a superb specimen of a 19th century royal residence. Designed by the court's architect Giacomo Tazzini and decorated by many skilled craftsmen, painters and ornamentalists, the apartment constitutes an outstanding example of the "Restoration" style which originated directly in Vienna and inaugurated the "bourgeois" style of living. It is in this series of halls that "The art side of Kartell" narrates the evolutions of the language of art and the contemporary and specular evolution of Kartell designs. This immersive and vibrant exhibition investigates yesterday's visions of the "future" in the form of objects, experiences and models of collective wisdom, archive materials and moving pictures, paintings, installations and performances, documents, prototypes and new jobs in a dialectic that associates analytical and formal processes.

"I am highly honoured - comments Claudio Luti, CEO of Kartell - to be able to celebrate our anniversary in an exhibition within the Palazzo Reale, a symbolic venue in Milan, for culture and international art. With the exhibition "The art side of Kartell", we wanted to bring to Palazzo Reale a project that has an open perspective, investigating the relationship between Kartell and the world of art. This is a world that the brand has held close since the very beginning, and thanks to the work of the curators, it is precisely this relationship that the Exhibition explores, with the evolution of the Art in some ways mirroring the evolution of Kartell. I believe it is important to keep this relationship alive, a relationship that characterises us and that stimulates us to think of objects that, in addition to being function, can become an expression of second-level design, the object of other creativity, whatever the technique used".

The exhibition opens on 9 April, the first evening of the Salone del Mobile, with a special invitation-only event and will remain open to the public with free admission from 10 April to 12 May.

In collaboration with ArtKids and Burabacio, Kartell has developed an educational exhibition itinerary aimed at primary school children, who will be able to experience the exhibition with a fairy tale twist.

To give continuity to the exhibition project and export its contents, the exhibition will be filmed using 360 degree technology with interactive virtual reality elements and a focus on the works. This exported content will be visible in stores and on the Kartell website.

The catalogue containing the contents and the works on display is published by Skira.

For further information:

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