



## “GOING PLACES”

### THE DIFFERENT SIDES OF TRAVELLING ON SHOW AT NHOW MILANO

- From November 7<sup>th</sup> to March 30<sup>th</sup> 2014 a creative journey between art and design about the expectations, desires and fears that the concept of travelling arouses

**Milano, November 7<sup>th</sup> 2013.** Observation, surprise, reflection. Feelings aroused by an exhibition that leads to a journey within a journey on the four floors of the nhow Milano. “Going Places” is the exhibition, curated by nhow Art Director Elisabetta Scantamburlo, which opens today at 8pm in Via Tortona 35, presenting works of art and design, installations, paintings, and sculptures that interact with the architectural solutions and interiors of the nhow Milano.

The journey starts from the eyes of the traveller even before his first step. It is loaded with the expectations of adventures and discoveries, which also hide the more or less unconscious desire to discover something more about oneself, to live an experience that will bring out aspects previously unknown. And it is through the eyes and hands of the artists that we can experience travels near and far, sharing a similar look, curious, inquisitive, reaching to the edges of imagination, but also dwelling under one’s own nose, where unexpected universes can be discovered.

9 artists and 10 designers will inhabit the spaces of the famous and iconic hotel until March 30<sup>th</sup> 2014, transforming it again not only in art gallery, but in destination to re-discover. The artists are Tommaso Bianchi, Alessandra Bruno, Mia da Schio Suppiej, Duilio Forte, Mariano Franzetti, Francesco Granducato, Marco Lanzoni, Markus Mueller, Johnny Pixel, Federico Sanna, Alessandro Vianello. The designers are Colé, Marita & Frida Francescon, Marco Iannicelli, Magis, MOGG, Marcantonio Raimondi Malerba, Seletti.

Starting from the works of art, **Mariano Franzetti** shows us typical holiday scenes, snapshots painted on a gold background, reminding us how every moment is sacred for its uniqueness, and requires to be lived in full awareness. Hence the desire to crystallize the memory of an experience into an object. Like the stones by **Marcantonio Raimondi Malerba**, unlikely souvenirs that become precious unique pieces. Or **Alessandra Bruno**’s cards, small abstract landscapes that altogether create a world of atmospheric and sentimental suggestions.

**Tommaso Bianchi**’s photographs draw the map of a journey made of inner –rather than documentary– faces and landscapes. The images live together in a never-ending dialogue adding words to a conversation of love for the desired land, point of both origin and arrival. Sometimes places show their limits, gates, unexpected bans. The photographs by **Federico Sanna** stop right in front of these obstacles preventing from going any further. How do we react when an unforeseen obstacle gets in our path?

Beyond the physical goals one reaches the imaginary ones, the places of the mind where every physical or rational law is challenged. Thus, in the work of **Markus Mueller** time and space take on new values and are articulated in unexpected ways, giving a different breath to the situations depicted. **Duilio Forte**’s sculptures and seating lead us into the world of Norse mythology, inhabited by legendary animals. A



different perspective is the one given by the works by **Alessandro Vianello**, where an apparently extreme realism charms inside the work by way of the technique deconstructing renown places. **Mia da Schio Suppiej** moves in the parks instead, where anonymous and with no apparent interest spaces become the real protagonists of the image. Man occupies a space on the background and every place, although similar, has a different voice.

**Johnny Pixel** looks even closer to himself, and finds out that every detail of the environment in which we live hide “micro-worlds” subverting our usual parameters of evaluation. We also get to the very first medium through which one makes the first movements and discoveries. Hands, starting from tactile explorations since the early months of life, are today a major means of communication and movement through a technology that allows us to travel and visit physical and virtual places without moving. The sculptures and drawings by **Marco Lanzoni** explore hands and their expressiveness, bringing us back to the simplicity and at the same time the complexity of the concept of moving. **Francesco Granducato’s** work start from another basic vehicle. His bicycles are abandoned means of transportation, that recover a new life and aesthetics through the act of the artist.

Design is represented by **Marita & Frida Francescon**, whose tables and lamps take the shape of their beloved islands. Their pieces allow not only to relive a fond memory, but also to form personal archipelagos creating one’s own ideal environment. Their creations come from real travels, like **Marco Iannicelli’s** lamps, made with branches found in the course of exploration in forests, private properties, and wastelands. In their almost unchanged shape, they are luminous branches more than lamps. **Colé** presents design pieces (by Lorenz\*Kaz, Suardi\*Aksu, and Hagit Pincovici) made with a particular attention to the various steps of the production chain, from the designer to the maker. In this way, the journey made by the object is followed with a constant care. The references are to the worlds of culture, art, fashion, travel and colour, in particular linked to the Bauhaus and the avant-garde of the Twenties and Thirties.

**Magis’** furniture pieces are made by internationally renowned designers (Ron Arad-Israel, Thomas Heatherwick-UK, Alessandro Mendini-Italy, Marcel Wanders-Netherlands), and take us to a virtual tour in contemporary design. **MOGG’s** seats are parcels ready for a journey, or memories shipped from a travel that is over? Parcels and boxes are also the “Sending Animals” by Seletti, which remind us again of the impossibility of entrusting an object with the memory of a journey. To end with a table by **Marcantonio Raimondi Malerba**, which ironically embodies the desire to travel.

In conjunction with the exhibition, and throughout its duration, "Interstizio", a project by **Ronald Lewis Facchinetti** takes place in the lobby of the hotel. It is a museum in miniature, where small works by some of the artists in the main exhibition are presented inside jewellery-art containers called Art-Pods. The aim is to enclose the aesthetics of an artist inside these mini containers, rings, bracelets, necklaces and cufflinks. The Art-Pods thus work as a mobile and pocket-sized exhibition space.



## **NH HOTELES**

NH Hoteles ([www.nh-hotels.com](http://www.nh-hotels.com)) ranks third place in the business of hotel chains in Europe and operates nearly 400 hotels with 60,000 rooms in 26 countries in Europe, America, and Africa. Currently, NH Hoteles has 20 new hotels under construction, thus going to add more than 2,500 new rooms to its portfolio. NH Hoteles is listed on the Madrid Stock Exchange.

## **NHOW MILANO**

nhow Milano ([www.nhow-hotels.com](http://www.nhow-hotels.com)) is a new form of design hotel that transforms itself into an art gallery and experiential space, according to a new concept of contemporary and Italian lifestyle. Hub for art, design and fashion, it is located in the new centre of creativity in Milan, via Tortona 35. nhow Milano was created by NH Hoteles and goes beyond imagination, proposing a structure on the move and interactive, combining comfort and minimalism, trends and contemporary architecture.

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