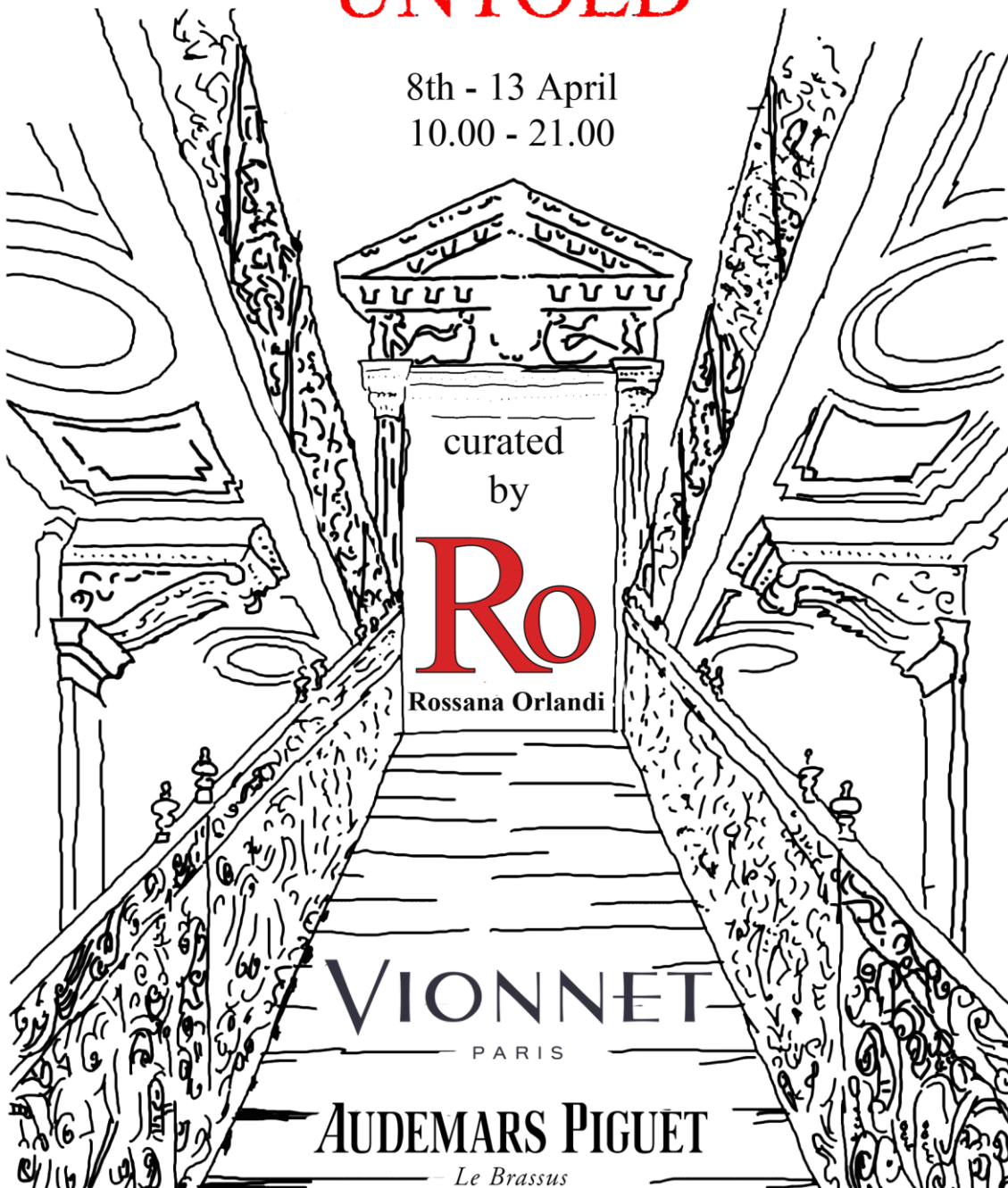


# UNTOLD

8th - 13 April  
10.00 - 21.00



## WITH:

MAARTEN BAAS CARLO BACH NACHO CARBONELL ENRICO  
MARONE CINZANO MANUELA CROTTI SALVADOR DALI DYLAN  
DON JACOPO FOGGINI FORMAFANTASMA JAIME HAYON  
HILLSIDE OUT JAMESPLUMB YUKIKO NAGAI GAETANO PESCE  
WONMIN PARK ROOMS UUFIE VON PELT MARCEL WANDERS  
NIKA ZUPANC

# UNTOLD

8th-13th April 2014

10.00 – 13.00

**PRESS DAY 9<sup>th</sup> April from 10.00 to 14.00**

Museo Bagatti Valsecchi  
Via Gesu 5  
Milano

Dialogues: silent, hence powerful. The contemporary spirit enters the museum mansion, without preambles yet as a welcome guest, peacefully occupying its spaces to create unexpected short circuits, juxtapositions of aesthetics and materials, artisanal knowledge and applied arts, in the name of a continuity that takes the form of graphic contrasts. For the second consecutive year, Vionnet, in the person of Goga Ashkenazi, sustains as main partner the exhibition curated by Rossana Orlandi at Museo Bagatti Valsecchi. The chosen title is both a declaration of intents and a poetic statement: *Untold*. *Untold* as unspoken because you do not need to, because it is self-evident, subtle and impalpable. *Untold* because the urgency to explain everything obscures and limits freedom of thought.

*Untold* defines a path within the Museo Bagatti Valsecchi, revealing intervals and proximities between the world of today and the authority of history. A piece of a designer or a contemporary artist is placed in each room, creating a soft tension with the existing environment. At the center of this magnificent trip is the impressive installation created by Jacopo Foggini for Vionnet using polychrome methacrylate: an accumulation of colorful signs hanging from the ceiling and protruding from the floor, leaving a huge, V- shaped empty space in the middle. The works of Formafantasma for Lobmeyr, Maarten Baas for Carpenters Workshop, Nacho Carbonell, Marcel Wanders, Nika Zupanc for Dormeo, Wonmin Park, Jacopo Foggini, Enrico Marone Cinzano, Carlo Bach, Von Pelt, Hillside Out, Yukiko Nagai, James Plumb, Os and OOS, Uffie as well as the reissues of original designs by Salvador Dali for Bd Barcelona occupy the other rooms. The idea that ages-old techniques and knowledge do not limit, rather stimulate the new, unifies the path, because only freedom from pre-set rule produces progress.

The same experimental freedom is owned by Vionnet and Audemars Piguet, additional partner to the exhibition. In a dedicated environment, Audemars Piguet will exhibit a series of historical styles while engaging in a captivating interaction with the audience, showing a watchmaker at work on Royal Oak Offshore, the iconic model that twenty years ago has revolutionized the world of watches both for its design - bold and daring - and the choice of materials. The quest for innovation in the name of beauty is the subtle, open, non-dogmatic trait d'union crossing *Untold* its entirety.

All along the exhibition path the chairs of the watchmen will be substituted by a selection of contemporary chairs designed by Thomas Libertiny for Tchai, Jacopo Foggini for Edra, Nika Zupanc for Moooi and A lot of Brasil, Philip Starck for Kartell and together with Eugeni Quittlet for Magis, Tom Dixon for Cappellini, Franco Albini for Cassina, Maarten Baas, Marcel Wanders, Palomba e Serafini for Crassevig, Stefano Giovannoni, Yukiko Nagai.

**PRESS DAY 9<sup>th</sup> April from 10.00 to 14.00**

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THANKS TO:



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