

BATTILOSSI

Est 1959

Preview FuoriSalone 2023

NEW BATTILOSSI TEXTURE LIBRARY OPENING / MILTON GLASER
@ BATTILOSSI TEXTURE LIBRARY, VIA DELL'ORSO 16, MILANO

Fine yarns, passion for color and curiosity in exploring parallel universes: Battilossi celebrates the opening of its new showroom in Milan with the carpet collection of legendary American graphic designer Milton Glaser.

Simultaneously, on the occasion of the FuoriSalone, the new Battilossi showroom in Milan will open in via dell'Orso 16, in the heart of the Brera district: a Milanese interior where space, material and light meet, an exhibition venue and theater for temporary exhibitions but also a meeting point for developing custom-made projects.

Fine yarns, passion for color and curiosity in exploring parallel universes: to celebrate the opening of the new Milanese showroom, Battilossi will amaze the design public with the collection of rugs signed by the legendary American graphic designer Milton Glaser, famous for inventing the iconic "I Love NY" logo and revolutionizing graphics in the 1960s, creating the iconic image of Bob Dylan with psychedelic hair, with forays into the world of design such as the collaboration with Ettore Sottsass for the launch of the Valentine typewriter.

An all-encompassing talent, Glaser has conceived a miscellaneous series of carpets without a single common thread, but multiple research keys and inspirations, from impressionism to tribal painting, from abstract art to graffiti. A series of amazing hand-knotted carpets made in Nepal in soft Tibetan wool and fine silk characterized by unique designs, which catch the eye with graphic strokes, animalier flowers and mystical symbols.

Among the various pieces on display are the 3 "Mandalas" inspired by the elements of Earth, Water and Air: a splendid amalgamation of geometric and symbolic shapes, circle, square and triangle, and colors shading into each other, taking on depth and seemingly moving in and out. What's striking is also how these pieces change as one walks by them: from distance, the colors are deep and solid, but as one approaches, the lights bounce off the silk and wool more and more and the rugs shimmer and glisten almost dematerializing.

Two points of view on design that intertwine, testifying to the importance of Battilossi in the United States, where the brand is present with a division, Battilossi North America, and a showroom in Chicago, aimed in particular at the audience of interior designers to whom the company addresses itself through its wide range of collections and a tailor-made service.

Haute couture surfaces and auteur suggestions for rethinking space: pure magic, and at the same time a manifesto of the endless possibilities of design on the carpet, traversing with freedom and mastery the territory on the border between art, craftsmanship and design.

Press Preview 17 April 10.00-18.30. 18/22 April, 11.00-20.00. 23 April 11.00-16.00.

Milton Glaser

Fine yarns, passion for color and curiosity in exploring parallel universes: Battilossi presents the collection of rugs signed by the legendary American graphic designer Milton Glaser, famous for inventing the iconic "I Love NY" logo and revolutionizing graphics in the 1960s, creating the iconic image of Bob Dylan with psychedelic hair, with forays into the world of design such as the collaboration with Ettore Sottsass for the launch of the Valentine typewriter. An all-encompassing talent, Glaser has conceived a miscellaneous series of carpets without a single common thread, but multiple research keys and inspirations, from impressionism to tribal painting, from abstract art to graffiti. A series of amazing hand-knotted carpets made in Nepal in soft Tibetan wool and fine silk characterized by unique designs, which catch the eye with graphic strokes, animalier flowers and mystical symbols. Design. Applique (Colors: Salsa/Radish), Art Nouveau (Colors: Alpine, Swan), Eclipse (Colors: Chalk), Mandala (Colors: Air, Water, Earth), Monster (Colors: Onyx, Poplar), Paper Dragon (Colors: Stratus, Jasmine/Petal), Snakes (Colors: Orzo, Charcoal), Stems (Colors: Guava), Tantra (Colors: Tomatillo), Vines (Colors: Beryl/Pond). One-of-a-kind pieces.

Hand-knotted in Kathmandu, Nepal.

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