

A NEW INVESTMENT PROJECT ENTIRELY DEDICATED TO ART AND DESIGN

Dear reader,

2017 is a very important year for our company. Following the celebration of our 70th birthday, in 2015, **we are now introducing a new design phase amongst our activities. F/ART is renewed and particularly focused on supporting the extreme creativity of the art and design world: especially in terms of technological research, commercial proposals and assistance.**

Since 2017, I am the sole administrator of this company. The business - as I wish to recall - was founded in Treviso, in 1945, thanks to the foresight and vision of my father, Bruno Graziati. The company, still based in Treviso, has always distinguished itself for its constant desire to search for new technologies. **F/ART now markets its wide ranges of products and services on international markets, including Europe, Russia, the Middle East, North Africa, South Africa, the Caribbean, Australia, New Zealand, Malaysia, Thailand and China.**

In this context, my personal inclination towards the art and design world - as well as my dream to soon create a Foundation to collect and transmit works based on the neon technology - dates back to several years ago, thanks to the inspiration of numerous and prestigious partnerships that developed over time with the various Artists and Designers I relied on to develop great international projects: for example, just to mention a few, the partnerships established for projects for the Opera of Lyon and for various Contemporary Art Museums, Hotels and prestigious brand stores - Victoria's Secret, Ferragamo, Gucci - and other important events - amongst which Driade with Ludovica & Roberto Palomba, during the recent Fuorisalone 2017 exhibition; the Biennale Art Exhibition of Venice of 2013, 2015 and 2017; the INTERNI Hybrid Architecture&Design of 2013; Arteinsegna of 2004 and 2005.

The philosophy that drove the company to open a privileged channel of communication with the Contemporary and Design world is based on a radical and thorough interpretation of the "neon culture" concept, at a historical time during which the various lighting technologies could undermine the well-rooted expressive tradition. **For many years, the technologies offered by F/ART have been used to implement the works of renowned international artists.** Amongst others, I like to remember: the installations by Marcella Barros; the famous bright paintings by Dusty Sprengnagel; the monumental spirals written in neon by Stephan Huber; the works by the Italian Federica Marangoni, Laura Ambrosi and Manuela Bedeschi; the project by Maurizio Nannucci. All art has been contemporary, 150 meters of neon tubes that animated the facade of the Altes Museum of Berlin; the work of the artist from New Zealand, Michael Parekowhai, entitled The Lighthouse Lights Up in Auckland.

However, it's not all about contemporary art! The lighting installation of the eighteenth-century-old Cathedral of Oristano was implemented with neon: this is just an example of a series of interventions aimed to enhance the **historical and artistic heritage.** Each experience that I just mentioned has fully confirmed my belief that neon lamps can be used in an infinite amount of ways, **as an expressive tool of excellence for contemporary and artistic experiments, but also to enhance the historical heritage.**

Therefore, this year F/ART will rely on the work of a team with the specific Art and Design skills needed to support the implementation of products, projects and partnerships in those areas and using the expressive neon technology; both by producing one of a kind pieces and by offering its know-how in the form of technological consulting services. Our objective is to reaffirm and renew the potential of neon as a means of creative expression. **For this reason, F/ART has entrusted its art direction to Marotta & Russo, two artists that have been combining tradition with new technologies for years now.** Both are also professors at the New Art Technology Academy of Fine Arts of Venice; we hope that the Academy can officially get involved in future projects, with the specific objective of investing on training and new talents. **This art direction aims to promote and support artists and designers - already established or emerging - as well as all companies that wish to professionally introduce themselves in an expressive manner, through the use of neon technology.** For *F/ART and for us - say Marotta & Russo - the main idea is to continue on representing - via a distinctive, although renewed tradition - that solid and valuable point of reference worldwide for the design, development, production, preservation and renovation of any type of Artwork or Design based on neon technology.*

In order to emphasize this significant, historical and strategic passage, the F.A.R.T group has decided to promote the restyling of its visual identity. With this decision, we plan on showing our renewed commitment to the Art and Design world. Therefore, our challenge is to be able to **update and orient our name towards new objectives and perspectives, without, however, betraying the important legacy of our over 70 years of history** and presence on international markets in any way. The solution was thus to outline a decisive and coherent sign that was simultaneously suitable for more areas - as happens in art - and thus useful in representing the many activities of the Group as a whole. **By starting with the restyling of the letter "F," we were able to trace a distinctive sign** of curved and broken lines to recall the luminous neon bars that are wisely molded by the expert hands of glass craftsmen. In addition to its corporate black and white declination, the new brand logo also features a wide colour range as a reminder of the Group's and the neon operative and technological versatility. The new coordinated image has led to the creation of a **completely new website**, useful in raising awareness on the renewed corporate philosophy, but also on the set of activities that are now subdivided into three macro categories, which were synthesized with as many product logos:
F/ART: a line of products dedicated to the design and production of One of a Kind Pieces, Art Multiples and Limited Series of Art Designs by either established or emerging Artists and Designers;
F/LIGHT: includes a variety of services aimed to support Designers or Design Studios and to provide them with the specialized and expert support they need;
F/POWER: represents a series of products designed for neon transformers and for any other technical material needed to ensure the proper operations of installations.



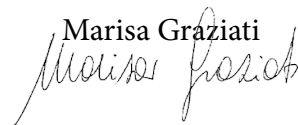


We will not change the company's legal information, references and contact information, nor will we change our peculiar characteristics, such as **our professionalism and reliability**, but we will continue to maintain high quality standards in terms of unique and long-lasting products, always in full respect of the environment.

We thank you for your attention and participation in our changes and remain at your disposal for any request.

Most Cordially.

Preganziol, May 2017

Marisa Graziati


Upcoming events

From 10th May to 26th November, I M-O-D-U-S I, Collateral Event of the Biennale Exhibition of Venice at Ca' Faccanon

F/ART is the producer of the work by Marotta & Russo that is exhibited at M-O-D-U-S - poetics-techniques-and-materials- of contemporary-art, **an official Collateral Event of the 2017 Biennale Exhibition of Venice, curated by Martina Cavallarin and Eleonora Frattarolo**, from 10th May to 26th November at Ca' Faccanon. **"Tout Va" is an installation that uses neon in its own nature as both material and quintessential alchemy**, transcending the four classic physical elements: earth, air, water, fire. **M-O-D-U-S describes an aspect in the practice of art that progressively eroded** starting in the second half of the nineteenth century and was reformulated in a theoretical key by the historical avant-garde movements: **the intimate connection between technique and poetics, the relation between science and the material of the work of art, in line with F/ART's philosophy.**

From 11th May to 4th July 2017, I Laddie John Dill I at the National Archaeological Museum of Naples

F/ART sponsors the private exhibition by Laddie John Dill entitled **Antiquitas in Lux**, curated by **Ornella Falco and Cynthia Penna** at the **National Archaeological Museum of Naples**, from 11th May to 4th July 2017. Dill is one of the main representatives of "Light and Space": this art movement was born in California and focuses on light and its interactions with materials turning them into the main objects of investigation. **In fact, the search for and the introduction of "extreme" elements within the art world and the use and manipulation of materials that aren't generally used from an artistic point of view represent the main peculiarities of Dill's art as "Tester of Light":** neon tubes, industrial aluminum, cement and soil, all elements that acquire unmatched poetry in Dill's hands.