

Neon for design

F/ART is sponsor of the 11th edition of the Triennale Design Museum

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F/ART, an international leader in the production of neon transformers, was founded in 1945 in Treviso and is now managed by Marisa Graziati. In 2017, F/ART promoted important international events dedicated to art and design, from the Salone del Mobile in Milan and the Venice Biennale to the Artissima art fair in Turin and Lucio Fontana's Environments exhibition at the Hangar Bicocca in Milan.

In 2018, the company continues its commitment with sponsorship of the eleventh edition of the Triennale Design Museum through the production of the neon installation presented in the exhibition's *overture*, a scenographic space dedicated to the theme of sales and distribution in design today.

"The curator of the section Chiara Alessi, together with Leonardo Sonnoli and the designers Calvi and Brambilla, show how contemporary design production processes have changed deeply", says Silvana Annicchiarico, director of the Triennale Design Museum. *"They portray a kind of city in which the circulation of goods through new distribution channels dominates. A sort of Blade Runner, or Chinatown, a city dominated by signs."*

"Speaking of a way of buying and selling that has changed, those neon signs are ideally exploding and shattering", affirms Leonardo Sonnoli, designer of the installation. The signs not only recall the physical places of international markets, from Piccadilly Circus to Times Square, but also evoke the iconic role played by neon in twentieth-century culture: since when over a hundred years ago, a Parisian barber lit the first sign in a small shop called Palais Coiffeur, neon has gone from being a lively tool capable of attracting tourists to restaurants, shops or snack bars, to becoming a recognisable feature of major cities, and is now a favourite material of many contemporary artists. The characteristics of neon still exert a great fascination for artists and designers, as Sonnoli recalls:

"The bright colours, dynamism and rhythm that can be given to words with timers, in addition to the overlays of light. A static word can take on the characteristics of a visual poem, that is, the rhythm, presence or absence on the sheet or wall, adding the possibility of occupying the third and fourth dimensions."

The expressive researches built on light are, by their nature, strictly connected to the progress of techniques and technologies related to the production of light sources. *"For this reason, the support and advice of manufacturing companies is fundamental",* continues the designer. And it is on these competencies that the know-how of F/ART is based:

"On the one hand, F/ART provides technical and design assistance to artists and architects so that they can enhance their artwork" says the company's CEO Marisa Graziati, "while on the other hand it wants to promote to an increasingly wide audience the potential of neon in art, lighting design and light communication, not only in terms of plastic ductility, but also in terms of durability, economy and light quality."

F/ART

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