

MADEINBRITALLY



**LONDON
CRAFT
WEEK**

**MADEINBRITALLY and FattoAdArte announce their involvement in the London
2016 Programme:
3-7 May 2016 - A 'Beyond Luxury' Showcase**



Art galleries **MADEINBRITALLY - London** & **FattoAdArte - Milan** are pleased to announce their involvement in London Craft Week.

As one of 129 events taking place from 3rd to 7th May, contemporary craft galleries **MADEINBRITALLY - London** and **FattoAdArte - Milan** are pleased to be showcasing exceptional craftsmanship by joining London Craft Week's journey-of-discovery programme across the city, featuring hidden workshops and unknown makers alongside celebrated masters, famous studios, galleries, shops and luxury brands.

Marriage Italian Style -Design meets ceramic craftsmanship

(curated by Viola Emaldi and Raffaella Fossati)

Ceramics designed by Ugo La Pietra made by Bottega D'Arte Ceramica Gatti and FOS Ceramiche - Faenza, Italy.

Behind the most iconic realizations of world renowned Italian designers there is always the heritage of Italian craftsmanship.

This joint exhibition of contemporary craft galleries **MADEINBRITALLY - London** and **FattoAdArte - Milan** explores the powerful combination of conceptual vision and ceramic excellence. The first section of the exhibition showcases ceramic pieces designed by the internationally renowned designer **Ugo La Pietra** and made by **Ceramica Gatti 1928** and **FOS Ceramiche** while the second one displays the contemporary production of these Italian ceramic manufacturers, either in Italian majolica (*Bottega Gatti*) and porcelain (*FOS Ceramiche*).

Opening Reception: Tue 3 May 5.00 – 9.00pm
Exhibition: Tue 3 - Sat 7 May - 11.00am - 7.00pm

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MADEINBRITALY Art Gallery- London (www.madeinbritaly.com)

MADEINBRITALY showcases contemporary applied art from Italy and Great Britain. The curatorial approach of the gallery aims to revive the connection between two nations which have experienced a quest for synthesis between aesthetic value and the industrial production of manufactured goods. In Britain such debate has its roots in 1851 with the Great Exhibition, and was further developed by William Morris' Arts and Crafts Movement. In Italy it may be traced back to the dispute around the supremacy of Fine Arts during the Renaissance. MADEINBRITALY gallery will follow two main themes: one purely decorative and including unique pieces or very limited editions from contemporary artists and designer makers, the other focusing on exquisite objects of use created by Italian and British manufacturers of excellence. In addition to exhibiting artworks from established artists, MADEINBRITALY is also an experimental platform for emerging artists and makers including a variety of media - from ceramic, glass, wood and textiles. The gallery is located within the elegant surroundings of Warwick Avenue, a short stroll from Little Venice.

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Fatto Ad Arte Art Gallery – Milan (www.fattoadarte.com)

Since 1997 Fatto ad Arte offers highly selected handcrafted and designer objects and handmade contemporary jewellery. The concept store has been imagined as a gallery in which you can choose the best of Italian taste. Our manufacturers work for us using traditional materials such as Caltagirone ceramic, Volterra alabaster, Murano glass and many others. You will be involved in a virtual tour of Italy by visiting our show room in the newly renovated cellar.



Ugo La Pietra (www.ugolapietra.com)

An architect by training but also an artist, filmmaker, editor, musician, cartoonist and teacher, Ugo La Pietra has always been a critical observer of the real world. He has sounded out, analysed, criticised, loved and redesigned reality with rare insight, revealing the contradictions inherent in culture and society. His entire activity, which is so varied and complex as to be difficult to pin down in theoretical terms of criticism and discipline, should be seen as a long militancy in anti-design. The most unexplored but also radical aspect of La Pietra was however his militancy towards the globalisation of the world, before the notion had gained ground, by moving towards the world of craftsmanship throughout the country. In those days the mainstream considered it to be more of a non-value than a source of manual skills and culture, and the viable alternative for the design system that it has since turned out to be.

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Ceramica Gatti 1928 (www.ceramicagatti.it)

Riccardo Gatti got to know Italian futurists in 1928, only a few months after founding his workshop in Faenza. It was the beginning of an outstanding artistic adventure that continues to this day. At the time Riccardo Gatti became friends and formed crucial relationships with artists such as Gio Ponti and Giacomo Balla and he had the opportunity to make his work known in Italy and all around Europe, by taking part in the most important shows on ceramics. After Gatti passed away in 1972, his grandnephew Davide picked up his legacy at Bottega D'Arte Ceramica Gatti and has continued to nurture relationships and partnerships with an incredibly long list of painters and sculptors of international fame including Alberto Burri, Enrico Baj, Hsiao Chin, Giosetta Fioroni, Pablo Echaurren, Mimmo Paladino, Enzo Cucchi, Mike Kelley and Luigi Ontani.



FOS Ceramiche (www.fosceramiche.it)

In almost thirty years of activity *FOS Ceramiche* treasured an unparalleled technological heritage, specialized in the processing of clays such as stoneware and porcelain, materials whose peculiar construction gives objects a matchless technical and aesthetic characteristic. The long and meticulous preparation of the models makes it possible to appreciate, once the product's been completed, the beauty of the composition, the perfection of the forms and the accuracy in the details of unglazed porcelain, also known as *biscuit*. The decoration, both at full pattern and brush, is always applied by hand, as well as the further delicate addition of noble metals such as gold and platinum, which make precious the finishes of each artefact. The high firing temperature, the ceaseless experimentation and the eclectic search of glazes and engobes make every item an unique piece.

CURATORS

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Viola Emaldi

An independent curator, Viola Emaldi performs her activities in the field of contemporary art for galleries and institutions both in Italy and abroad. She has a particular predilection for the world of ceramics, organising artists' residencies in Faenza (Italy) and working as an enterprise tutor for the development of the Italian ceramics industry and the safeguarding of artistic craft.



Raffaella Fossati

Raffaella Fossati is an architect living and working in Milan. In 1997 she established Fatto Ad Arte gallery and in 2000 together with Ugo La Pietra she was the founder of AD ARTE the first Italian Applied Art Observatory. She has edited various ceramics, glass, and alabaster collections. She curated exhibitions and texts concerning Arts and Crafts.

NOTES TO EDITORS

Last year the first London Craft Week launched with 70 events, 20,000 visits and a wide cast including HRH The Prince of Wales, Grayson Perry and 350 makers.

The aim of London Craft Week is to experience the magic of true creativity, see what real quality means, meet some of the world's most respected makers and artists and even have a try. Visitors will see world-class fragrances being developed scent by scent, diamonds being cut and polished, porcelain being hand painted, silver being shaped, glass being mouth blown and Chinese calligraphy being performed live. All against the backdrop of the vitality, variety and serendipity of London from Selfridges to Chelsea Physic Garden, from Mayfair to SE27.

An invitation-only VIP programme is run alongside the main programme with a small number of one-off and intimate experiences, including handling objects from museum collections, special access to private residences and exclusive dinners. London Craft Week is supported by founding partner Vacheron Constantin and sponsors Grosvenor and Mulberry.

"London has long had a Fashion Week and a Design Festival. Now there is London Craft Week, a celebration of the magical combination of imagination, individuality, passion and skill found in the best-made of things." Guy Salter, Chairman.

London Craft Week Statistics

- 129 events
- 214 makers talking, demonstrating and exhibiting
- 55 disciplines explored
- 22 international makers included
- 17 represented countries

For programme details, to sign up to the newsletter for offers and special curated events and to buy tickets visit www.londoncraftweek.com

For more details about the collectors' programme contact VIP@londoncraftweek.com

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