

Kartell Milano

THE "MAGNIFICENT 45" ON AUCTION WITH SOTHEBY'S IN FAVOUR OF THE UMBERTO VERONESI FOUNDATION

Up for auction by **Sotheby's** next **25 October** in Milan are the works created for the "**Kartell  Milano**".

The collection of 45 unique pieces created by an outstanding team of personalities who have in common an intense personal or professional relationship with Milan and who come from the most diverse creative sectors, from fashion to design, from art to photography, from literature to entertainment, from music to cuisine will be on show in the evocative setting of the **Rotonda della Besana** between the hours of 10:00 am and 6:30 pm. Subsequently, at 7:30 pm, Sotheby's will auction them off and all the proceeds will devolve upon the **Umberto Veronesi Foundation**.

The "**Kartell  Milano**" project was born on the occasion of the last Salone del Mobile. Kartell presented a new and original series of its icons in its Milan flagship store (from the Louis Ghost and La Marie chairs to the Bubble Club sofa, from the Bookworm bookcase to the Gnomes...), which were revisited, re-interpreted and "milanesified". A veritable tribute to Milan, an "act of love" towards the city which was witness to its beginnings and followed the success of the company right from its first steps in the '50s.

Many, eclectic and international are the 45 names of those who so generously created the works and chose their favourite Kartell piece to transform into a tribute to Milan in accordance with their personal taste, attitude and style.

The pieces up for auction were created by fashion houses (**Aspesi, Dolce&Gabbana, DSquared2, Etro, Antonio Marras, Missoni, Moschino** and **normaluisa**), by the jeweller **Vhernier**, by photographers **Fabrizio Ferri, Maurizio Galimberti, Gabriele Basilico** and **Paolo Spadacini**, by the star-chefs **Carlo Cracco** and **Davide Oldani**, by a goodly crowd of designers and international architects (**Mario Bellini, Andrea Branzi, Rodolfo Dordoni, Ferruccio Laviani, Piero Lissoni, Alberto Meda, Alessandro Mendini, Fabio Novembre, Italo Rota** for the **Museo del Novecento, Philippe Starck, Giotto Stoppino, Patricia Urquiola** and **Tokujin Yoshioka**). And again - the **Milan e Inter** teams, the dee-jays **Linus** and **Fabio Volo**, the director, **Bob Wilson**, the critics **Francesco Bonami** and **Gianni Canova**, the illustrator, **Rebecca Moses**, the artists, **Vedovamazzei**, the civic institutions such as the **Triennale Design Museum** with **Silvana Annicchiarico, Milaneseiana** with **Elisabetta Sgarbi** and the **Accademia di Brera**; the galleries **Cardi Black Box** and **Giò Marconi**, and the writers, **Michele Mari** and **Laura Pariani**. And naturally the list would not be complete without a piece created by the oncologist, **Umberto Veronesi**.

The "beautiful" and the "good" of Milan come together in an event featuring the enormous heritage of creativity which permeates the city together with its generous heart throbbing out a message of love to Milan.

Umberto Veronesi Foundation was established in 2003 to support the scientific research, through the assignment of research Grant for doctors and researchers, and also to sustain some high profile projects.

KARTELL LOVES MILANO Charity Auction

Rotonda della Besana, via Enrico Besana 15, Milan - Italy

October 25th 2011

10 am - 6.30 pm preview

6.30 pm - 7.30 pm cocktail

7.30 pm auction



con il patrocinio di

Milano



Comune
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Cultura, Expo, Moda, Design

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Kartell Milano

ARTIST	PROJECT	PRODUCT
Accademia di Brera	"50 + 2 e ½ - poesia e colore per Milano"	Louis Ghost
A.C. Milan	"Milan 25"	Bubble Club divano
Silvana Annicchiarico per Triennale Design Museum	"rovesciaMI"	Bookworm
Aspesi	"Attila e Napoleon scendono in Piazza"	Gnomi colorati
Gabriele Basilico	"Milano – Porta Nuova 2011"	Gnomi oro
Mario Bellini	"Pesca miracolosa"	Moon
Francesco Bonami	"Snowgold"	Gnomi
Andrea Branzi	"Milano Mobiles"	Lizz
Gianni Canova	"Miracolo a Milano 1951"	Bubble Club poltrona
Cardi Black Box	"ColoraMI"	La Marie
Carlo Cracco	"Milano da mangiare"	Top Top
Dolce&Gabbana	"Mirror Map"	Francois Ghost
Rodolfo Dordoni	"Eva"	Bubble Club poltrona
DSquared2	"Twin intertwined Masters"	Masters
Etro	"Meneghina"	Pop
F.C. Internazionale	"Wanna play with me?"	Trix
Fabrizio Ferri	"Milano, le vie d'acqua"	La Bohème
Maurizio Galimberti	"Velasca Due Movement Studio 1"	Dune
	"Velasca Masters Metropolitanosa"	Masters
Galleria Giò Marconi	"Tadino Blues"	Componibili
Ferruccio Laviani	"Tatittone"	Tati
Linus	"Hemingway a Milano"	Francois Ghost
Piero Lissoni	"Eureka"	Louis Ghost
Michele Mari	"Omaggio a Wenders"	Victoria Ghost
Antonio Marras	"Miracolo a Milano 2011"	Louis Ghost + Lou Lou Ghost
Alberto Meda	"MM"	Honeycomb
Alessandro Mendini	"Exercise"	Masters
Missoni	"Duomo 1992"	LCP
Moschino	"Madunina"	Bubble Club
Rebecca Moses	"I love Milano"	Louis Ghost
.normaluisa	"La prima alla Scala: Norma"	La Marie
Fabio Novembre	"Red Cross"	Misses Flower Power
Davide Oldani	"MlaccomoD'O"	Dr Yes
Laura Pariani	"Milano è una selva oscura"	Dune
Italo Rota per Museo del 900	"Tra tagli e vortici"	LCP
Elisabetta Sgarbi per Milaneseiana	"Le meraviglie di Milano"	Louis Ghost
Paolo Spadacini	"Gnomi metropolitani"	Gnomi
Philippe Starck	"The Ghost of the Scala"	Louis Ghost
Giotto Stoppino	"Poesie per Milano"	Portariviste
Patricia Urquiola	"Filly Domm"	Filly
Vedovamazzei	"Flowers on the back"	La Marie
Umberto Veronesi	"DNA Revolution Lamp"	Toobe
Vhernier	"Il tempo è prezioso"	Tic&Tac
Fabio Volo	"Milano Lovely Playlist"	Lovely Rita
Bob Wilson	"From Milano with Love"	Louis Ghost
Tokuji Yoshioka	"MI-AMI"	Ami Ami