

MiroglioTEXTILE

presents
the new digital print experience

19-20 September 2012

Première Vision Paris

STAND B21 | HALL 5

H 9.00 am - 6.30 pm

an artistic performance by
Stefano Arienti

metri d'arte
MIXING ART AND TEXTILE



How can one rethink the production process of a fabric taking full advantage of the speed, quality and endless creative freedom allowed by digital printing?

Miroglio Textile has asked artist Stefano Arienti to face this challenge for the Autumn/Winter 2013 *Première Vision*.

Together with Miroglio Textile's Style and Design Department, the artist has created a performance that merges art and the creation of a new concept for industrial production, to take the possibilities offered by digital printing to their extremes.

A new range of artist-designed fabrics are created and produced directly in the Miroglio Textile stand, designed and printed in real time by the work group.

The potential offered by digital printing thus becomes the enabling factor for creativity, content research and production to transform the fabrics in one-of-a-kind objects, bearers of the unique stories of the people who have contributed to their creation.

An artistic performance by Stefano Arienti is part of the *Metri d'Arte* artistic-industrial project, which was inaugurated in February 2012 and will continue in 2013 with the presentation in Beijing of the collaboration with other internationally renowned Italian artists.

production speed
design quality
creative freedom

THE COLLABORATION BETWEEN STEFANO ARIENTI AND MIROGLIO TEXTILE BEGAN IN 2011 WITH THE METRI D'ARTE PROJECT, IN WHICH HE WORKED TOGETHER WITH THE STYLE AND DESIGN DEPARTMENT TO CREATE THE PRINTS FOR THE SPRING-SUMMER 2013 ARTIST'S COLLECTIONS: TRAME AND RITAGLI DI NATURA.

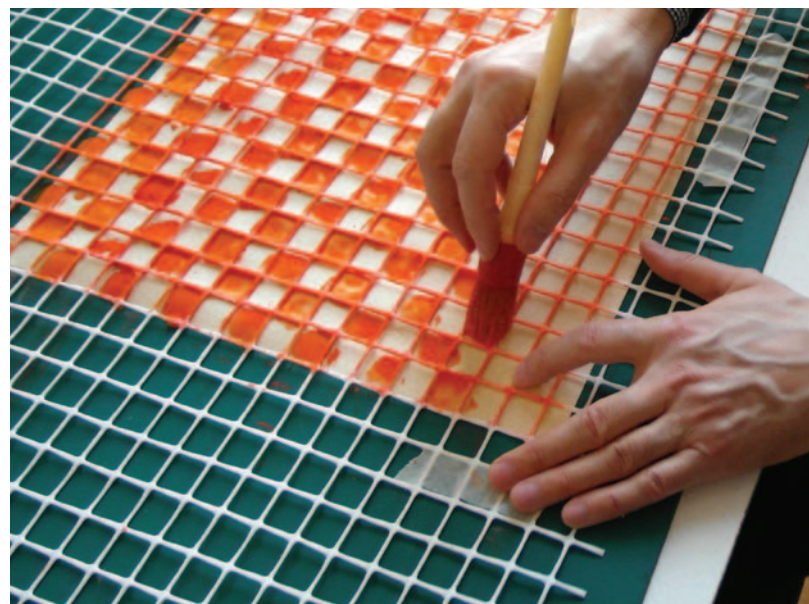


Stefano Arienti is one of the most renowned artists of the Italian scene. In the 80s he was in contact with the most idiosyncratic fringes of Italian avantgarde, and he still surprises art audiences with the variety of his work.

He is a professor at the IUAV University of Venice and the Academy of Fine Arts in Bergamo, and his work is present in the most important Italian museums as well as in the U.S. and England.

"I work on objects that already exist; they carry images that are part of the visual culture of our time, and are made of very specific materials that can be transformed to provide a more personal vision.

Therefore, as an artist my work deals with transformation, offering my own take on objects to find a personal path within contemporary imagination."



METRI D'ARTE

Metri d'Arte is an art project that leads Miroglio Textile to serve as an innovative thinking laboratory to create fabrics possessing meaning, beauty and soul. Conceived, designed and produced as actual works of participatory art, the fabrics in the *Metri d'Arte* collection tell the unique story of the collaboration between the people at the company and a group of contemporary artists.

A project deeply ingrained in Miroglio's roots, it was presented in February 2012 in Paris at the Spring / Summer 2013 *Première Vision* and saw the participation of artists Stefano Arienti, Massimo Caccia and Maggie Cardelús in an adventure which took the people at the company on an emotional journey of cross-fertilisation with art.

With *Metri d'Arte* a new vision is translated into reality, highlighting once again Miroglio Textile's ability to reinvent itself, in order to be always ready to cater for modern women's dreams and values.

MiroglioTEXTILE

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