

# BELLOSTA E MILANO

## IL BELLO CHE DURA NEL TEMPO

MILANO  
DESIGN  
WEEK

LARGO TREVES + VIA MONTENAPOLEONE 22



CON IL PATROCINIO DI



IN COLLABORAZIONE CON



**VOTE THE PICTURE**  
-> USE THIS COUPON PLACE IN LARGO TREVES  
-> MAIL ON WITH HASHTAG  
#BELLOSTAEMILANO  
FROM MONTENAPOLEONE 22  
AND AFTER THE  
SALONE UP TO  
31.7

# BELLOSTA AND MILAN... THE BEAUTIFUL LONG LASTING

Two keywords in the title of the initiative proposed by Bellosta Fittings for this Milan Design Week: "BEAUTIFUL" and "Time". Creating objects and architectures that question levies ample room for consensus and they win the test of time in terms of satisfaction and durability, it is in fact always the challenge taken up by architects and designers.

Think about of the "Vitruvian triade *utilitas, firmitas, venustas*" so mean functionality, solidity and beauty, indicated as early as the first century BC as fundamental characteristics of a good architecture. Or the rationalist slogans coined by Walter Gropius, the Bauhaus father, which reads "From the spoon to the city", a slogan that was just to indicate how the method and the solution approach to the problems posed by the requirement, should be common to both the design small objects, is precisely the design of entire cities.

The recent development of the city of Milan has made it clear how the architecture play an essential role in the perception that the individual has the contemporary city. The urban forms, which architecture gives rise, in fact, make the city a living, they are a key part of its appeal, contributing to the quality of its spaces and ensure the comfort of its inhabitants. Those "law" features e and almost mathematical proposals by Vitruvius were transformed and evolved over time into a rich sense of the layered meanings and sediment. Here, then, that beauty is not merely the consequence of the respect of the harmonious proportions between the parties, or rational functions, but welcomes the wider significance of recognition, the evocative power of collective memory and sometimes wonder. This has the extraordinary ability to generate a feeling of belonging to our cities or specific locations thereon; now also applies to the design of the object, especially for items that affect our daily lives, which are for example the taps.

This premise has created the concept that Bellosta Rubinetterie, patronage by the City of Milan, offers for Milan Design Week 2017: launch a conceptual challenge to 16 emerging talents BræraKlasse, the Brera Academy of Photography Course directed by Professor Paola Beautiful; research and interpret into the archetypal urban form of the city of Milan, the basic shapes of taps, to establish an important parallel between the great architecture and the Bellosta Fittings products, symbol of Italian design. We asked students not to limit their search to newer buildings, but to think of those architectures that more accurately reflect the city of Milan, which arouse greater sense of belonging in the citizens' hearts and tourists and they can therefore transcend time and fashion, thus becoming universal symbols.

"From long time the administration - said the Councilor Cristina Tajani - is alongside the initiatives proposed by Bellosta Rubinetterie during the Milan Design Week, convinced that they are not only a place of exhibition and meeting place for professionals and experts, but especially a big creative laboratory, engaged in the constant search for new young talents and expressive languages. The design week of April continues to grow in the city and the entire metropolitan area of Milan. The moments of encounter and vitality in the areas of design are increasingly attractive and attentive to the enhancement of know-how and craftsmanship. An achievement made possible thanks to the team work between the City of Milan, Academy of Fine Arts of Brera and Bellosta Rubinetterie that combine the various historical and innovative souls of the Brera district. Different souls that are united from the conductor wire of the research and training of young professional conscious promotion of Made in Italy, whether they are photographers or young designers."

"Through this initiative Bellosta Rubinetterie is giving away two scholarships, providing an opportunity for training in new talent emerging in the knowledge that creativity, imagination and the capacity for abstraction the arid everyday reality in search of new roads are to reward and support. - said Maurizio Bellosta - not by chance that the formula that drives for years the company is "listen, think, do." The showcase of the Fuorisalone is important to give resonance to issues of broad social and cultural breath and this year Bellosta Rubinetterie wanted to emphasize the importance of the ethical value of architecture and design built around the individual every day. Only by returning the right role to architecture and design we can aspire to the values indicated by Vitruvius as cornerstones of conscious design. And only a conscious design can restore a living environment on a human scale, made up of recognizable signs of objects and architectures designed to last and capable of depositing deep meanings in the collective memory."

In one sentence... the beauty that remain...

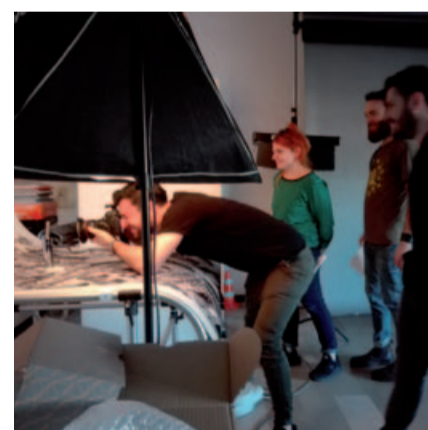
## AULA 19, BRERA ACADEMY MARCH 20: PRESS CONFERENCE

Monday, March 20, at the AULA 19 Academy of Fine Arts of Brera, he held the press conference to present the event Fuorisalone "BELLOSTA AND MILAN, THE BEAUTIFUL LONG LASTING" intervened Cristina Tajani (councilor labor policies, productive activities, the Municipality of Milan fashion and design), Maurizio Bellosta (CEO Bellosta Rubinetterie) and Paola di Bello (director of the Master of Photography of the Academy of Brera). The design concept was illustrated by Arch. Silvia Teruggi, journalists and guests, revealing a preview of some photographs made by students of BræraKlasse

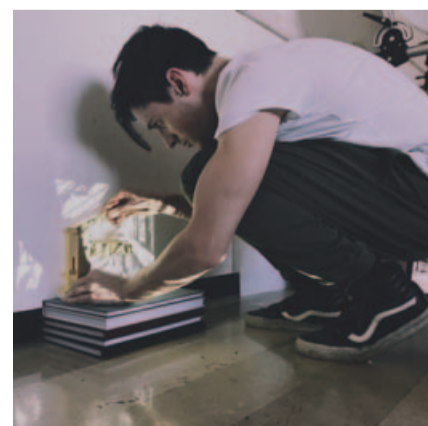


## THE PICTURES AUTHOR OF STUDENTS OF THE ACADEMY OF BRERA

The MA Degree in Photography was born in Brera in 2006 and aims to be a unique learning experience in Italy, the best and most complete school of Italian Photography, able to overcome the old academic schemes with a vision and a teaching more open to collaborations and interdisciplinary. In our school we teach the culture of photography both as an autonomous discipline in contemporary art as a specific language. In fact, we place ourselves in the Accademia di Brera alongside painting and sculpture, and other two-year periods Specialist. Our two-year period is structured to pull over to the artistic education a course in photography. In this way it was possible to give life to a new position within the Italian culture: that of the artist who uses photography and that of the professional able to work alongside the technical skills of photography, visual culture, historical, theoretical and conceptual which leads him to be a versatile artist, able to present itself in different professional sectors sensitive to social changes and the dynamics of today's market.



Paola Di Bello, director of the MA Degree in Photography



CON IL PATROCINIO DI



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**VOTE THE PICTURE**  
PHOTOGRAPHY THAT WILL RECEIVE AS MUCH OF  
CONSENT WILL TO STUDENTS WIN A  
SCHOLARSHIP FOR THE NEXT  
ACADEMIC YEAR.

## ALESSANDRO ALLEGRI



@alle\_gr

Alessandro Allegrini was born in 1989 in Bergamo. After obtaining a degree in graphic design at the institute and Zenale Butinone Treviglio, he began his artistic career by enrolling in the three-year course of New Technologies at the Brera Academy, where he develops and refines the interest in photography and a contemporary image. He attended the MA Degree in Photography in the Brera. Currently he combines his artistic career to work as a photographer at the studio of the artist Marcello Maloberti.

## EZIO RONCELLI



@ezioroncelli

Ezio Roncelli was born in Bergamo in 1992. Begins his studies at the Art College Giacomo and Pio Manzu of Bergamo where he discovered his interest in photographic research. After graduating he decided to be written at the University of Fine Arts in Brescia L.A.B.A. graduating from the academic level. His current research is based on the use of digital media, seeking innovative methods for the creation of new "compressed" images both in time and in space. The studies still continue with the specialization in Photography in the Brera, Milan.

## FEDERICA BIOSA



@pioveconisole\_

Federica Biossa was born in 1992 in La Maddalena. He obtained a diploma at high school language G. Garibaldi La Maddalena. After acquiring a diploma's degree in art and media at the Academy of Fine Arts Mario Sironi Sassari. She moved to Milan to attend the MA Degree of Brera Photography and develop its image photographic research and narrative language.

## FRANCESCA MONTORFANO



@francescamontorfano

Francesca Montorfano was born in 1993 in Brescia. She attended the High School of Social Sciences Address Humanistic Veronica Gambarà Brescia. She continues his studies in photography, graduating with flying colors honors at the Academy of Fine Arts LABA Brescia. After the Triennale graduate decides to enroll two years of new technologies of art and photography at the Academy of Fine Arts of Brera in Milan.

## GABRIELE GREGIS



@gabrielegregis

Gabriele Gregis was born on December 9, 1993. He studied graphic design and photography in high school at the art school Andrea Fantoni, and then continued his studies in photography and graduated with honors from the Academy of Fine Arts LABA Brescia. After a BA decided to specialize by attending the biennium in new technologies of art and photography at the Academy of Fine Arts of Brera in Milan.

## GIULIA ALLI



@giulia\_g

Giulia Alli was born in 1991 in Legnano. She attended the high school Galileo Galilei in Legnano. Later she obtained a bachelor's degree in interior design and decided to continue her education by specializing in photography at the MA Degree of Photography in the Brera in Milan. Her current interest is on the materiality of photography and highlighting a possible meeting point between analog and digital processes.

## LIA RONCHI



@lia\_ronchi

Lia Ronchi was born in 1988 in Vimercate, after the artistic maturity at the Art College Precious Blood of Monza, he continued his studies at the Accademia Carrara in Bergamo G. obtaining a diploma's degree in painting and visual arts. She began his work experience at the Viamoronisedici/Spazioarte gallery of Bergamo, the artistic documentation Care of center of Milan and the photo-journalism agency Frame Milan. She is currently enrolled in the second year of the MA Degree of Photography in the Brera in Milan.

## LUCA SCAVONE



@lucascavone\_

Luca Scavone was born in Potenza in 1993. He attended the high school Galileo Galilei in power. He obtained a degree in editorial design at the Academy of Fine Arts in Rome, with a thesis on time in the photographic language. After high school he decided to change his training, focusing on photography, starting his artistic research at the MA Degree in Photography di Brera, Milan.

## LUDOVICA BELOTTI



@ludovicabelotti

Ludovica Belotti was born in 1992 in Bergamo. In 2015 he obtained a first degree in painting and visual arts at the Carrara Academy of Fine Arts in Bergamo. Currently she is attending the MA Degree of Photography in the Brera in Milan. The photo is presented as the most suitable instrument to his research. She began her design process by developing the concept of home interior, home and non-stereotyped.

## MARCO MARANGONI



@marcomarangonicreative

Marco Marangoni was born in Bollate in 1990. He attended the Art College Paolo Candiani in Busto Arsizio. This stage design degree with a thesis on the metamorphosis, building a photographic project and a specific installation. After he enrolled in the MA Degree in Photography di Brera, Milan. He currently works as a photographer and filmmaker.

## MARTA RIZZATO



@atram\_r

Marta Rizzato nasce ad Arona, nel 1992. Dopo aver frequentato il liceo scientifico P.N.I. Enrico Fermi di Arona, ha virato il suo percorso di studi verso l'ambito artistico, iscrivendosi alla Scuola di Grafica d'Arte dell'Accademia di Belle Arti di Brera. Ha collaborato con diverse associazioni e riviste culturali, gestendo anche il circolo culturale Wood di Arona. Attualmente è iscritta al Biennio Specialistico di Fotografia di Brera, Milano.

## PATRIZIA GIUDICIANNI



@patrizia\_giudicianni

Patrizia Giudicianni was born in 1992 in Vimercate. It captures a diploma I level to three-year photography course at the University of Fine Arts LABA in Brescia and is currently attending the MA Degree in Photography di Brera, Milan. She is assistant photographer at the photo studio Giudicianni & Biffi Mezzago and collaborator at the cultural association Heart, Vimercate. His research focuses on the creation of images belonging to private memory trying to give them a new meaning and a new context.

## FEDERICA BOFFO



@ferebobi

Federica Boffo was born in Naples on December 5, 1989. Once achieved the scientific maturity She enrolled at D.A.M.S. Bologna, after which she decided to dedicate her studies to photography. With her first thesis focuses on anthropological aspects of photography and relates the practices associated with the Polaroid, especially in the 70s, and those related to the use of Instagram. Currently attending the two-year specialization in Photography at the Academy of Brera and is primarily concerned with the indexical value and material of photography, also it carries out activities of documentation for art.

## MARCO CATTANEO



@marcocattaneo.ph

Marco Cattaneo was born in 1966 in Bergamo. After a scientific baccalaureate follows a degree in Literature - Art History at the University of Turin and in the meantime he studied editorial illustration at the Castello Sforzesco in Milan. He is currently teaching in the public school in the province of Alexandria. He devoted himself mainly to photography and is now attending a degree in photography at the Academy of Fine Arts of Brera in Milan.

## ROCCO PIO SCHIAVONE



@rp\_schiavone

Rocco Pio Schiavone was born in 1991 in San Giovanni Rotondo (FG). After graduation at high school, he started his academic career, graduating in Modern Literature in 2014. While at university, held an internship at the Foundation "Pino Pascali Museum" of Polignano a Mare (BA). His research focuses on the analysis of the territory as a memory carrier. He is currently enrolled in the second year of the MA Degree in Photography at the Academy of Fine Arts of Brera.

## LETIZIA FALINI



@letiziafalini

Letizia Falini is degree in food science in Milan with specialization in biochemistry food. After a professional career in industry and research, for several years she devoted herself to photography and attends the MA Degree of Photography in the Brera in Milan.

# THE SELECTION

BELLOSTA RUBINETTERIE, TOGETHER TO A TECHNICAL JURY HAS CHOSEN 15 CLICK PHOTO TO BE DISPLAYED IN THE TEMPORARY GALLERY OF LARGO TREVES.

IT IS POSSIBLE VOTE ONE OF THE PICTURES SELECTED: GROUP OF STUDENTS THE BEST WILL WIN A SCHOLARSHIP FOR THE NEXT ACADEMIC YEAR AT THE ACADEMY OF FINE ARTS OF BRERA.



*"Ponte di pietra, Naviglio-Grande"*

ARCHITECTURAL PROJECT  
SECOLO XX

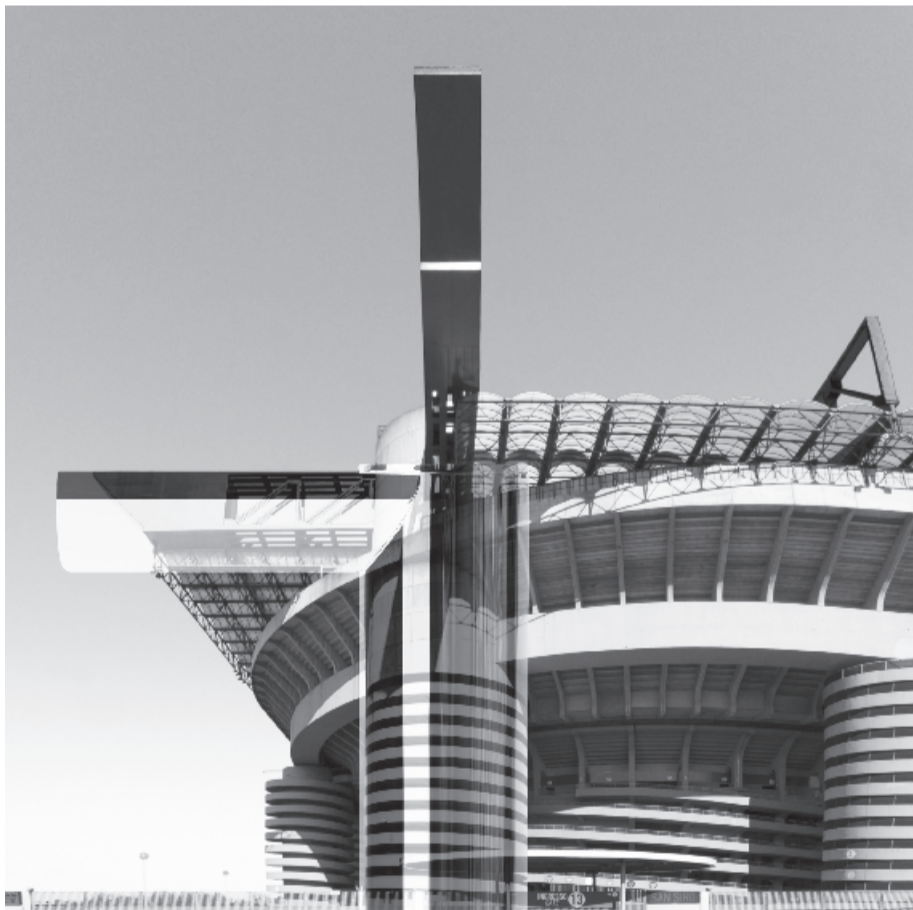
PHOTOGRAPHY  
BOFFO + SCHIAVONE



EDWARD



**BraeraKlasse**  
Master Fotografia | Accademia di Brera



*"Stadio Meazza San Siro"*

ARCHITECTURAL PROJECT  
ULISSE STACCHINI E ALBERTO CUGINI,  
1925/1926

PHOTOGRAPHY  
BOFFO + SCHIAVONE



FUNTANIN BIJOUX



*"Unità residenziale Vialba"*

ARCHITECTURAL PROJECT  
ALDO ROSSI, GIANNI BRAGHIERI,  
GIANMARCO CIOCCA, 1985/1991

PHOTOGRAPHY  
BOFFO + SCHIAVONE



LIFE



*“Stazione Centrale”*

ARCHITECTURAL PROJECT  
ULISSE STACCHINI, 1912/1931

PHOTOGRAPHY  
BELLOTTI + BIOSA + GIUDICIANNI +  
GREGIS + MONTORFANO



CUCINA



*“Porta Nuova Varesine  
e Porta Garibaldi”*

ARCHITECTURAL PROJECT  
PELLI CLARKE PELLI ARCHITECTS, BOERI STUDIO E  
KOHN PEDERSEN FOX ARCHITECTS, 2007/2013

PHOTOGRAPHY  
ALLEGRI + FALINI



LUDO



*“City Life”*

ARCHITECTURAL PROJECT  
DX: TORRE ALLIANZ DI ARATA ISOZAKI, 2007  
SX: TORRE GENERALI DI ZAHA HADID, 2007

PHOTOGRAPHY  
FALINI + MARANGONI



F-VOGUE



*“Palazzo della Regione Lombardia”*

ARCHITECTURAL PROJECT  
PEI COBB FREED & PARTNERS, CAPUTO PARTNERSHIP,  
SDPARTNERS, 2007/2010

PHOTOGRAPHY  
FALINI + MARANGONI



BELLINI MIX



*“L.O.V.E.”*

SCULPTURE  
MAURIZIO CATTELAN, 2010

PHOTOGRAPHY  
CATTANEO



STRESA



*“Albergo e abitazioni  
Largo Augusto”*

ARCHITECTURAL PROJECT  
LUIGI FIGINI, GINO POLLINI, CESARE BLASI, 1960/1971

PHOTOGRAPHY  
RIZZATO + RONCHI + SCAVONE



BEETHOVEN



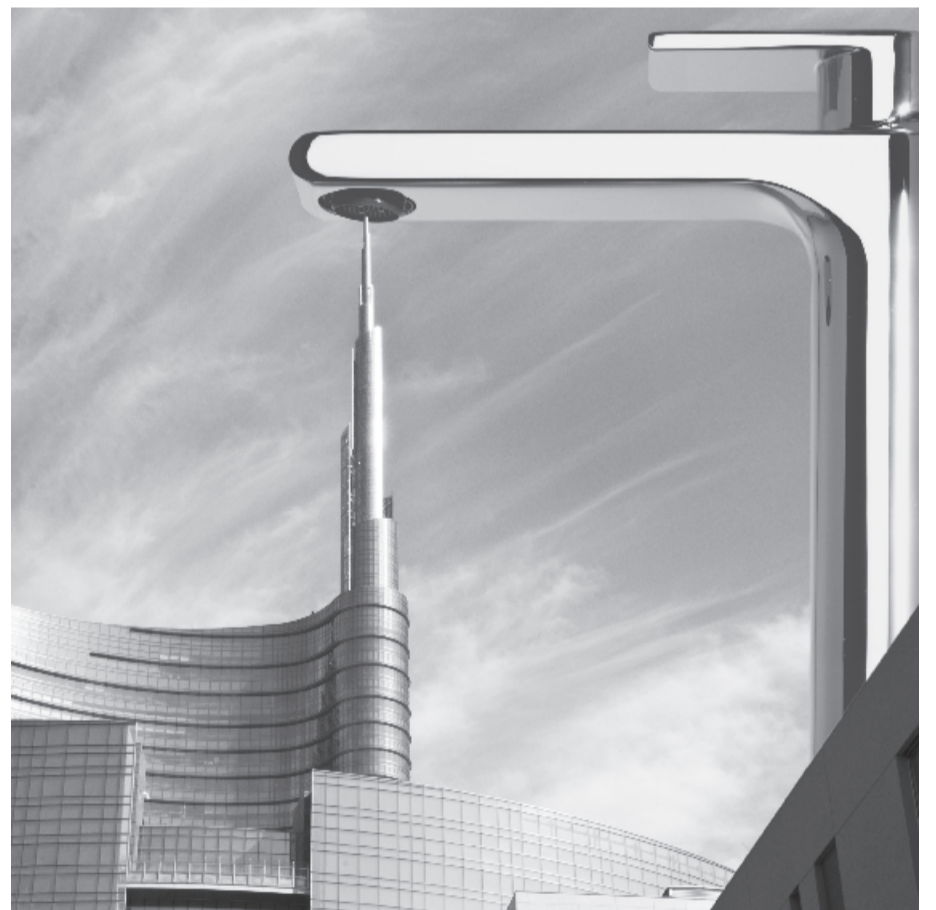
*“Museo del Novecento”*

ARCHITECTURAL PROJECT  
PIERO PORTALUPI, 1936/1956

PHOTOGRAPHY  
RIZZATO + RONCHI + SCAVONE



M-UNO



*“Torre Unicredit”*

ARCHITECTURAL PROJECT  
PELLI CLARKE ARCHITECTS, 2009/2011

PHOTOGRAPHY  
CATTANEO



JEANS



*“Colonne di San Lorenzo”*

ARCHITECTURAL PROJECT  
II-III SECOLO D.C.

PHOTOGRAPHY  
CATTANEO



IXS



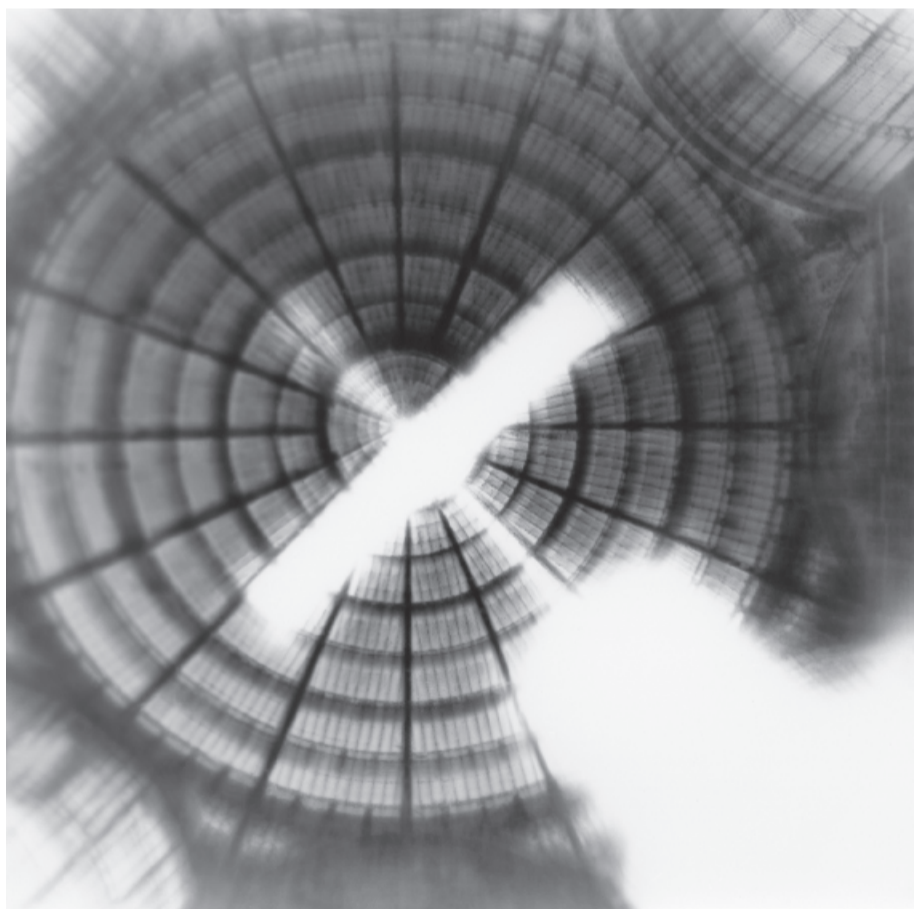
*“Cattedrale del Duomo”*

ARCHITECTURAL PROJECT  
AUTORI VARI, A PARTIRE DAL SECOLO XII

PHOTOGRAPHY  
ALLI + RONCELLI



ZEHN



*“Galleria Vittorio Emanuele”*

ARCHITECTURAL PROJECT  
GIUSEPPE MENGONI, 1860/1876

PHOTOGRAPHY  
RIZZATO + RONCHI + SCAVONE



BELLINI TRADIZIONALE



*“Castello Sforzesco”*

ARCHITECTURAL PROJECT  
1360/1499

PHOTOGRAPHY  
BELLOTTI + BIOSA + GIUDICIANNI +  
GREGIS + MONTORFANO



PASCAL

# ALTRE

ALTRE FOTOGRAFIE SUGGERITIVE  
REALIZZATE DAGLI STUDENTI

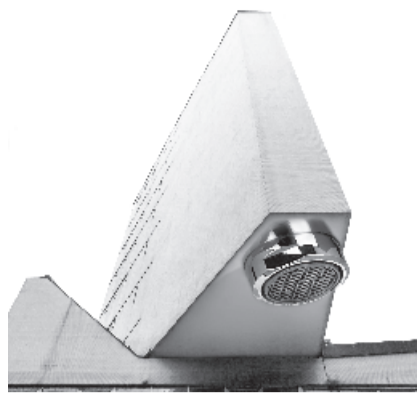


**BraeraKlasse**  
Master Fotografia | Accademia di Brera



*"Cortile dell'Accademia di Brera"*

ARCH. PROJ. GIUSEPPE PIERMARINI, 1776  
PHOTO ALLI + RONCELLI



*"Abitazioni e uffici in Corso Italia"*

ARCH. PROJ. LUIGI MORETTI, 1949/1955  
PHOTO BOFFO + SCHIAVONE



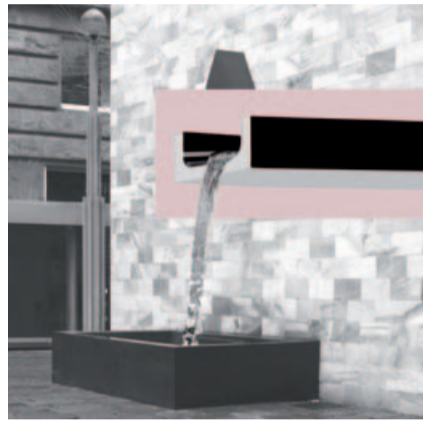
*"Grattacielo Pirelli"*

ARCH. PROJ. GIÒ PONTI, 1956/60  
PHOTO ALLEGRI + FALINI



*"Napoleone in veste di Marte pacificatore"*

SCULPTURE ANTONIO CANOVA, 1859  
PHOTO BELLOTTI + BIOSA + GIUDICIANNI + GREGIS + MONTORFANO



*"Monumento a Sandro Pertini"*

ARCH. PROJ. ALDO ROSSI, 1988/1990  
PHOTO BELLOTTI + BIOSA + GIUDICIANNI + GREGIS + MONTORFANO



*"Castello Sforzesco"*

ARCH. PROJ. 1360/1499  
PHOTO BELLOTTI + BIOSA + GIUDICIANNI + GREGIS + MONTORFANO



*"Galleria Vittorio Emanuele"*

ARCH. PROJ. GIUSEPPE MENGONI, 1860/1876  
PHOTO ALLI + RONCELLI



*"Palazzo Hoeppli"*

ARCH. PROJ. LUIGI FIGINI E GINO POLLINI, 1955/1959  
PHOTO RIZZATO + RONCHI + SCAVONE



*"Edificio per uffici U15"*

ARCH. PROJ. CINO ZUCCHI ARCHITETTI, 2007/2011  
PHOTO RIZZATO + RONCHI + SCAVONE



*"Mac 5, 6, 7"*

ARCH. PROJ. SAUERBRUCH HUTTON, 2006/2010  
PHOTO RIZZATO + RONCHI + SCAVONE



*"Museo del Novecento"*

ARCH. PROJ. PIERO PORTALUPI, 1936/1956  
PHOTO RIZZATO + RONCHI + SCAVONE



*"Torre Velasca"*

ARCH. PROJ. STUDIO BBPR, 1956/1957  
PHOTO RIZZATO + RONCHI + SCAVONE



*"Torre Velasca"*

ARCH. PROJ. STUDIO BBPR, 1956/1957  
PHOTO RIZZATO + RONCHI + SCAVONE



*"Naviglio Grande"*

PHOTO CATTANEO



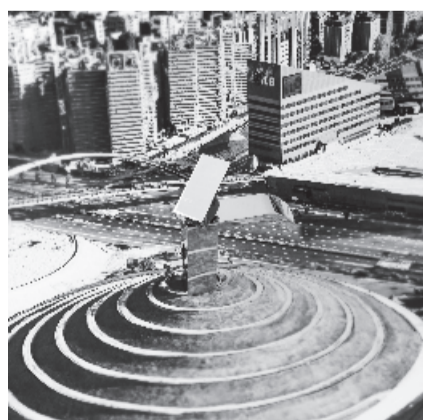
*"City Life"*

ARCH. PROJ. DX: ARATA ISOZAKI | A SX: ZAHA HADID, 2007  
PHOTO FALINI + MARANGONI



*"Grattacielo Pirelli"*

ARCH. PROJ. GIÒ PONTI, 1956/1960  
PHOTO ALLEGRI + FALINI



*"Parco urbano del Portello"*

ARCH. PROJ. CHARLES JENCKS E ANDREAS KIPAR, 2011  
PHOTO ALLEGRI + FALINI

## THANKS

ASSESSORE CRISTINA TAJANI + COMUNE DI MILANO  
PROFESSORSA PAOLA DI BELLO + STUDENTI DELLA BRÆRAKLASSE

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