

## PRESSE REALISE MAISON & OBJET 2022

### “BEYOND EXPERIENCE”

#### Memmo Venezia Collection

- pure harmony where glass becomes fabric
- 500 meters of siliceous yarn for each individual glass objects
- exclusively developed and regularly deposited new glass spinning technique
- encounter between tradition and research that have allowed us to go beyond experience

#### BEYOND EXPERIENCE

Memmo Venezia offers a space in Maison & Objets 2022 in which tradition and research have allowed us to go beyond experience by creating pure harmony where glass becomes fabric.

Memmo, a spring breeze throw Murano's calle; has its roots in the millenary history of Venice, where the art of glass blowing is still handed down inside the furnace, and at the same time represents a reality that has been able to look beyond, looking for new techniques that could bring together the stiffness of glass with the softness and warmth of fabrics.

Once again the Venetian designer Enzo Berti has stimulated the search for harmony not only on an aesthetic level but also on a productive level, calling into question millenary certainties and demonstrating that much can still be created and achieved.

All the collections presented propose a new glass spinning technique, developed exclusively and regularly deposited, which uses approximately 500 meters of siliceous yarn for each individual glass object and approximately 120 meters for each individual glass produced.

#### i Filati

They represent the first collection born from the meeting between the glass masters and Enzo Berti's pencil. The glass in the yarns becomes a thread that juxtaposed and superimposed on other glass threads creates a unique chromatic and tactile effect. You have the perception of caressing a fabric, you feel the softness of the glass in an intertwining of colors that recall Venice: the blue of the houses in Burano, the red of the facades of the buildings overlooking the canals, the warm colors of the Lido and the green of the lagoon. The fusion of each color is unique and unrepeatable, as is Venice and every object that is created within an artisan workshop. Even the shapes of the collection are inspired by the history of Murano, creating a bridge between the origins and a new vision of glass:

- Goto: glasses with sinuous shapes that highlight the texture of the glass. The combination of Goto Pien and Goto Vodo allows not only a reinterpretation of the space between the objects but also recalls the perfect harmony between the diners which, although different from each other, are also complementary.
- Segola: represents an ancestral form that humanity continues to propose, Jung would define it as an archetype. The shape of Segola is inspired by the first terracotta artefacts and immerses itself in the tradition of glass blowing which finds one of its first glass creations in the "onion shape". Segola thus becomes the guardian of our deepest experiences.
- Fiasco: name of Venetian origin that contain the forms in which man has always kept the drink given by Dionysus to humanity. The linear shapes of Fiasco contain the idea that simplicity is the guardian par excellence of every precious asset.
- Vaso: collection with essential lines that is inspired by the souls that intertwine with each other like the glass filaments of which they are made, recalling the perfect complementarity of human experience, which merges into a single element.

## **i Cuciti**

Collection inspired by the idea that glass can be sewn like a fabric in which creativity and the search for harmony combine colors, processes and effects that are sewn together with a glass thread.

The "Cuciti" line has been enriched by a procedure that allows the juxtaposition of glass threads in which the wefts are joined together with thinner threads.

The "Cuciti" are objects that in their uniqueness reinterpret a usually rigid element such as glass giving the collection a sense of softness and movement typical of the fabric.

Sciarpa: in English, scarf. It has always been the excellence feminine accessory. Many chromatic patterns and various types of use with the sole aim of highlighting the female figure.

The series offers unique pieces made entirely by hand that alternate transparency and colour opening up in a glass silk handkerchief which, left to rest on the surface, creating a drapery.

Scarf can be seen as a painting or as an unexpected centrepiece.

## **gli Intrecciati**

A collection designed to create a sensory journey in the living space. Light allows to define colours, contours, spaces and people. With the "Intrecciati" the designer Enzo Berti wanted to create objects that could involve people in an experience in which light can be caressed.

Sofion: A objects line born to create an estranging space in which to come into contact with a usually elusive natural element: the light. Impalpability and lightness create a sensorial transparency that invites to touch the luminous aura by immersing in a unique experience.

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## ENZO BERTI

Enzo Berti was born in 1950 in Pianiga and still lives and works in the area of Riviera del Brenta, in Dolo (Venice). His cultural education is marked by the studies he conducted under the guidance of Alberto Viani at the Accademia delle Belle Arti of Venice. He then attended the Advanced Course of industrial design held at the Faculty of Architecture of Venice. Along the years he designed and created valuable objects of art that are exposed to the public in occasion of major international exhibitions.

His habit of thinking in a holistic way, paying attention to the living environment rather than to the individual object, leads him to partnerships that go beyond the individual project. Since the nineties he followed different artistic directions. Intense collaborations during which Enzo Berti has been working alongside with companies who were looking for a renewed identity or with totally new brands such as Torremato.

Even nowadays Enzo Berti's projects reveal his artistic roots. He watches the objects as a sculptor would do, looking for the shape that it evokes, or giving it a completely new form by taking a surprising logical leap. He prefers to work with wood, marble, stone and iron, which are evocative and "timeless" materials that he interprets with his modern language, sometimes using it in a revolutionary way.

His essential trademark is the result of a patient refinement process, since his projects always start from a series of coloured sketches that subsequently become a technical drawing. It never is an end in itself exercise, but it reveals a deep attention to the practical implications and the past of the object.

An eclectic designer who interpreted a wide variety of brands and different product types while always remaining true to its distinctive and timeless style.