

HOME SWEET HOME
an installation by Alessandra Roveda

Angela Missoni continues on her quest for what appears to be an artistic empathy, as well as a creative support and interaction focused on material and colour. She has entrusted the Missoni space in via Solferino to the visionary Alessandra Roveda, who, with her love of covering furnishings and objects from the past in colourful woollen threads, has created a fantastic environment within the space. Specifically for this occasion, Roveda has conceived a pervasive atmosphere with a magical fairy-tale interior completely enveloped in multicoloured knits; breathing life into one of her most spectacular, demanding and ambitious bodies of work yet. The creation of Alessandra Roveda is an extraordinary example of art and craftsmanship, allowing her to reinterpret and reinvent the space, as well as the textures and furnishings, and transform the habitat into an inviting and exhilarating experience of sensuality, colour and softness, while casting the knitted materials as the sole protagonists. She refashions crochets into fascinating and enveloping garments of things; a *trait-d'union* between the past and the future. Everyday objects of affection and furniture from the past take on evocative appearances that are, at the same time, alien, unexpected and unique as sofas, beds, armchairs, books, shelves, pendulum clocks and many other items assume new, unrecognisable vestments. Alessandra Roveda's completely-manual artistic process speaks to the Missoni language with its continual articulation of colourful threads and crochet stitches that come together to create a singular pictorial landscape of their own making. A world surprisingly revisited and transformed. A world in which reality becomes a fairytale and imaginatively surreal and playful presences appear and encourage intimate observances and digressions from one's self, all within the sphere of one's personal recollections.

A graduate in Industrial Design from the Politecnico di Milano, Alessandra Roveda transformed her passion for crochet into a polychromatic artistic expression; the *fil rouge* of a plot construction that draws from the past and from her childhood in order to transform objects into boundless populations of fanciful characters who become the protagonists of a colourful world permeated by varying threads and the evocative appeal of crochet. Roveda chose a language of traditional craftsmanship as her means of expression, a way of painting that has its roots in her childhood and draws inspiration from her grandmother's own knitting process, from a way of working with knits which symbolises the feminine and domestic practices of tradition; all constituting the development of an artistic execution that is completely singular, ritualistic, iterative, and yet, always different, uniquely colourful and lively. The beginning of an infinitely autobiographical storyline, a representation in crochet of serpents and flamingos; tables and chairs; puppets, bicycles and quilts; hats, skis, boots and many other subjects and objects of every shape and size. An imaginary world populated by extravagant creatures that arises, without ever repeating itself, from the same slow, patient and multicoloured process. Alessandra Roveda's works have been exhibited in the Galleria di Paola Colombari, where she is represented in Italy, as well as installations for the Salone del Mobile or the Biennale d'Arti Applicate in Milan; in the spaces of Ágatha Ruiz de La Prada or the windows of Falconieri and Stefanel in Milan; in the Luxottica store in Paris or the Quadrilatero Romano in Turin. Her works have also been included in a commercial for Lavazza.