**BRAHMINO CELEBRATES LIGHTNESS WITH AN ARTISTIC PROJECT INSPIRED BY MAIN ARTISTS OF SURREALISM AND FUTURISM**

**The photographer has re-actualized some concept of the main artists of the early twentieth century to communicate the value of lightness through photos dedicated to XL EXTRALIGHT®, the material that has revolutionized fashion and design**

A woman fluctuating in the air, a multiform rocket held like a balloon, a table tennis racket transformed into a fried egg. These are some of the pictures realized by the artist and photographer Brahmino from Bologna, for the campaign <The Power of Lightness> realized to celebrate the value of lightness though the celebration of the material that has introduced such concept in the fashion and design world, starting a revolution.

The concept of lightness is precisely the common trait between the inspirational ingredient and the photograph, who has become famous due to the series #mindtheclouds, a photo collection of clouds that was born from the necessity to communicate the daily routines and the need to stop to describe them.

*“Brahmino has been able to express in the best way the multifaceted soul and the capacity to look at the future of our ingredient -* says Sara Vecchiola, Responsible of Brand Marketing and Communication at Finproject *- To us, make the difference means translate an idea into reality and make it available and useful in daily life. Imagination is an integral part of our work and in this project, Brahmino has brought it to the extreme, creating amazing pictures.”*

This artistic project describes the essential features of lightness, colour, flexibility and sustainability according to highly conceptual codes that recall avant-garde art. Starting from the endless uses and applications that can be done with this special ingredient material – that is transformed in different objects – Brahmino uses his photos to encourage to go beyond reality, releasing the potential of imagination to access what goes beyond what we can see.

*“The main challenge was to take the beauty out of a material that becomes extraordinary when applies –* explains Brahmino *– This can be identified with my photographic research work, that is*

*to make tangible and pleasant something abstract. This means turns dreams into a shape with the hope that the observer could fly with his imagination going beyond what he sees.”*

From fashion to technology to industry: some of the 10 pictures describe how this special patented material has contributed in the revolution of some sector of the daily life, combining aesthetic and functionality. From ultralight soles that improves the rebound performance while walking to tablet cases or colorful bags, what connects all these applications is the concept of lightness, that is brought at the extreme with some photos purely conceptual that resemble avant-garde creations.

The picture of the woman fluctuating in the arcades in Bologna, surrounded by huge blue balloons or the one of a table tennis racket transformed into a fried egg recall the optical illusions of the great artists of the Surrealism. On the other side, the mix of different object, each accurately placed to form a multiform racket, recalls the pursuit of dynamism and readiness that is typical of Futurism.

In the project, there are a lot of elements of the artistic research of Brahmino, who has nearly 1 M followers on Instagram and who has an eye of the details that can be hidden behind every curve of an object or a movement.

To see all the shots of the campaign: [Link](http://xlextralight.com/magazine/brahmino-celebra-la-leggerezza-con-un-progetto-artistico-ispirato-ai-grandi-del-surrealismo-e-del-futurismo/)

**XL EXTRALIGHT®**

It is an ingredient brand resulting from the research and creativity of Finproject Industries, for 55 years international leader in the production of XLPO and PVC Compounds and in the production of soles and other super light products distinguished by the XL EXTRALIGHT® brand.

With a weight about 3 times lower than others with the same mechanical properties, it is obtained from a polyolefin-based granule ideal to produce expanded and cross-linked products using injection technology. Its essential characteristic is to associate low density and excellent physical-mechanical properties with a particular "soft touch" tactility. It is also comfortable, flexible, colourful, resistant and with a closed-cell structure (it does not absorb and does not proliferate bacteria, it is resistant to UV rays, salt and chlorine).

It is easy to see how XL EXTRALIGHT® can therefore be the ideal ingredient for those companies that want to create innovative, unique and high-performance products in various respects. XL EXTRALIGHT® is a brand of Finproject S.p.A. [www.xlextralight.com](http://www.xlextralight.com)

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