

## VITE (LIVES)

### A Foscarini project that puts real people at the centre of the story

The VITE (LIVES) project represents a new perspective, a change of focus and an evolution in the way Foscarini presents itself in relation to its products. It takes the approach to talk about light starting not from the lamps - who designs, develops or produces them - but from the people who live in the spaces that the lamps illuminate.

VITE (LIVES) is a **voyage that takes us to cities in the North, South, East and West, inside real lives of real people** – guided by **artist, photographer and videomaker Gianluca Vassallo** and **writer Flavio Soriga**. In the photo and video series, people are at the center of the visuals and the narration, allowing viewers the freedom to roam vicariously inside personal spaces, **real spaces that are approachable and imperfect**. This time, Foscarini no longer looks at carefully controlled environments, "aspirational" images of photographic sets, but rather at homes that are lived in on an everyday basis, and close-ups of people who dwell in them.

*"We are grateful to the people who took part in the project – they not only opened their homes, but also their lives to us."* says **Carlo Urbinati, president of Foscarini**. *"On tiptoe, we entered people's private spaces, and placed our lamps where it felt the most natural. The lamps became part of "the everyday" as they transformed the spaces they outfit. VITE is a gaze that lingers over minuscule things that make us realize: **beauty is everywhere if we simply allow it to amaze us**."*

VITE (LIVES) is a natural progression from other Foscarini cultural projects including Inventario (a magazine about design culture completely free of any promotional logic), Ritratti (visuals and narration about transforming Foscarini products into personalities), and Maestrie (visuals and narration addressing the dignity of know-how of Italian craftsmanship). With the VITE (LIVES) **project** Foscarini chooses to look at the world with a different look: **the product is no longer at the center of the story, because people are the focus**.

**Developed in 3 continents**, VITE (LIVES) is a project that took more than a year and a half of production, **to tell 16 real houses and the people who live in them, in 5 different cities** - Copenhagen, New York, Naples, Shanghai and Venice. The fundamental factor is the relationship that has developed between Vassallo and the protagonists of VITE (LIVES), and then between those people and Soriga, who has returned to those places to grasp the varying meanings of "the home" in very personal words, thus the relationships with the different cities, each of which with its own light.

*"Every time the door opens to one of the homes I have been photographing over the past few months, I have tried to find a specific Sunday from forty years ago at the age of six, which still exists inside me. I have been searching for the wonder of that particular light I experienced -- in a totally new home, with the smell of fresh paint to welcome us, and the sound coming from upstairs. Which was simply the light I imagined shedding a trace of evidence on the neighbour who lived up there."* Gianluca Vassallo

*"In the homes of others there is life, there are stories and people. I couldn't dream of a better job than this one: to be sent to various cities in the world, to knock at the door of strangers who are happy to welcome me and to answer my questions. To write true stories, about real people who live, like everyone, in stupendous or ordinary homes. To look into the eyes of men and women I didn't know one moment earlier. This is what I have done for Foscarini."* Flavio Soriga

**VITE (LIVES) is a multimedia book, with graphics by Artemio Croatto / Designwork (downloadable from the following link: [https://vite.foscarini.com/index\\_en.html](https://vite.foscarini.com/index_en.html))** - a collection of images, videos and words, which explores the different meaning of home, the relationship with light, the relationship between life at the home and the city in which one lives.

VITE (LIVES) is a story that Foscarini presents with pride and conviction, transcending the company's voice to a more genuine and authentic inflection.