

# ALESSANDRA ROVEDA

Crochet Curriculum vitae

Born in Milan, April 21, 1978, Alessandra's early years were influenced by advertising, fashion and design.

Studying Industrial Design at the Politecnico di Milano, she spent a year at the University of Art and Design in Plymouth, England. She now lives and works in Rome, dividing her time between crochet and cinema.

"I have knitted since when I was a child. Crochet is a craft. An art. A language. The world around me is a playground to be filled with magical beings where a new lease of life is given to forgotten objects. I can give new meanings and life to everything surrounds me. Everything."

## EXHIBITIONS

2019

- "*Home sweet home*" art installation c/o showroom **Missoni**, Milan design week
- "*Sunchair*", a tribute to Carlo Mollino c/o **Nomad Sant Moritz** Art Fair with Galleria Paola Colombari

2018

- Setting ofr the design store Contemporaneo, Piazza del Plebiscito, Ancona, for Christmas time.
- Exhibit for "*F design week, the pink side of design*" (F, Cairo editore) , **Galleria Robertaebasta**, Brera, Design week Milano
- **OVS'** windows displays in Corso Garibaldi and via Torino, Design week Milano

2017

- "*The queen of arts*" Art window display for *LaTenda Experience*, fashion & art, via Brera, Milano.
- *Spot Pampers* realization of an huge hot-air baloon's basket a huge realized for the commercial. Set design: Ben Moolhuysen
- "*Sun's house*" chair, a tribute to Carlo Mollino - Galleria Paola Colombari for "Object mes amis", curated by Martine Bedin and Franco Raggi, Monte-Carlo Art Fair

2016

- '*Sushi home: Alessandra Roveda e Nao Saito*', exhibit during the show JAPAN MY LOVE 150 years of friendship between Italy and Japan - **Galleria Paola Colombari** Maroncelli District

- **Stefanel** 's windows display, Galleria Vittorio Emanuele
- **Falconeri** 's windows display, via Montenapoleone, Milano , *fashion week 2016*, live performance during the Vogue Fashion Night Out
- **XXI International exhibition of La Triennale di Milano** – “Design after design” – Site specific exhibition ‘Soft house’ - Palazzo della Triennale, Milano
- Theatrical set design for ‘*Black ships*’ show by **Stefano Benni**
- Cake crochet for **Tortatelier** Design week Milan.

2015

- Interpretation of *Sun's house* di Carlo Mollino. **The others\_Stay Gold**, Art Fair Torino 2015
- **Wise Catalogue** Very wood, hosting ‘casa di cura Giuseppe Verdi’, curated by Elena Caponi.
- **Lavazza commercial** set design
- **Family with hats** exhibit for **Hat Passion** – ‘an hat event’. Curated by Cristina Nava, Vaprio D'Adda (MI)
- **Monnalisa in Wonderland** – Setting for **Monnalisa** shops in via della Spiga, Design week Milan, Fuori Salone 2015
- Cake crochet for **Tortatelier** Design week Milan.

2014

- **Bellimbusto con signora**, exhibit during the show **LaChapelle - Botticelli all'avanguardia** - Galleria Paola Colombari-hosting Filmmaster group
- Site specific exhibition of the *Aquarium* for **Operae**, Palazzo Esposizioni, Turin
- Collaboration with studio Otto by **Paola Navone** for the chair Ghost Gervasoni - Design week Tokyo 2014
- **Feeling home** - exhibition in the Mole Vanvitelliana - Ancona
- Exhibition for **Turna**, at the Quadrilatero Romano in **Turin**, in collaboration with ArteSera design. Galleria Paola Colombari
- **Dot dot dot** – exhibit for the group show “*Design for freedom*” **Galleria Paola Colombari**-hosting Filmmaster group –Design week Milano, Fuori Salone 2014
- **Esotism: butterflies, cactus, snakes** – Setting for **Gervasoni** curated by Elena Caponi for **Paola Navone**. Design week Milan 2014 - Via Durini
- Cake crochet for **Ceramiche Sant'agostino**. Salone del Mobile 2014, Rho Fair
- “*Qui est qui?*” - Crocheted Celebrities for the press day **LUXOTTICA - Parigi**

2013

- **Octopus and jellifishes** exhibition for **Wabi-Sabi italian slow design** -Galleria Paola Colombari-hosting Filmmaster group –Design week at Milan furniture fair 2013
- Show in **Agatha Ruiz de La Prada** store, during the Design week, Salone del mobile, Milan, April 2013
- **SHOW DESIGN 12** italian design stories - Exhibition in the **Progetto Calabiana** hosted by **A.I.Artisanal Intelligence** with **RCS-Case Da Abitare**, during the design

week Design week, Salone del mobile, Milan, April 2013

2012

- A world's corner** exhibition for *Wabi-Sabi italian slow design* -Eglise Concept Store, Torino- by Silvia Ariemma e Federica Martinetto, text by Paola Colombari
- Acquarium** Solo exhibition in the palladianum Bonin Longare building -Vicenza- during the 'Abilmente' fair.
- Knit to knit** for *Nastro Azzurro* during the event "Say yes to it" Teatro Franco Parenti, Milano
- Stranamaglia** show inspired by the creatures of "*Stranalandia*" by *Stefano Benni*, set up in Trastevere -Roma- during the world jersey week -by "The SempliciCity"
- Flamingo with egg** - *Poltrona Frau* set by Elena Caponi for Paola Navone. Fuori Salone 2012- Fondazione Arnaldo Pomodoro, Milano

2011

- Solo exhibition *Maravilla* for **Agatha Ruiz De La Prada** in Milano
- Special project per A.I. (Artisanal Intelligence) FAIR**, the vanity fair craft – Congress Palace, Rome Eur
- Magical beings, Herman Miller** in Milano, **Salone del Mobile** week

2010

- Catalogue **Flou** 'Designed by Flou, made by you' - 2010/2011 collection
- Intervallo, San Casciano dei Bagni, Siena - *Misticanza* event
- Chiado After Work -Betahouse **Lisboa**
- LX Factory, Open Day IV, - Cowork **Lisboa**
- The domestic space, Rimini, *Manifesta* event

2009

- Omino con Puntino, **B&B** via Durini-Milano, "Design in the city"week
- The acrobat, Rimini, *Manifesta* event

2008

- Punto Basso, NotFair Gallery-Milano, **Salone del Mobile** week
- Siddaun, palazzo Bragarosa-Vicenza, *About Design* *Vicenza* event

2007

- Dove l'ometto, Fiera di Milano, Biennale d'arti applicate

2006

- Octopus, **Fiera del Mobile**- Verona, *Abitare il tempo*

2005

- Polipo in bianco all'uncinetto, ArtandGallery-Milano