Icon’s Design Milano begins an innovative adventure in which design meets art

**ART BACK HOME: TAKE HOME A WORK OF ART**

*Paolo De Biasi is our first artist to find a new key to interpretation of his works*

*in the world of interior décor.*

Named *Art Back Home,* this is the project with which Icon’s Design Milano begins an adventure unique of its kind, where design meets art and the works of artist Paolo De Biasi are transposed onto pieces of furniture. The innovative element of this initiative lies in the way the artist’s paintings are transferred to the two items involved, a sideboard and a pantry. It is not a matter of replication by means of a print on the piece in question, but a process of collocation that gives the sensation caused by the work of art a new slant.

To achieve this new balance in which design merges with art, constant dialogue took place between the company and the artist, based on three principles that have characterised all the stages of this adventure: listening, respect and curiosity. In this way, the two worlds of art and design have been brought together; on the one hand the painting, and on the other the piece of furniture, have been taken beyond the areas normally assigned to them. This approach has enabled the artist to take his works outside the exhibition and gallery circuit and the company to think outside the physical space of furniture showrooms. However, that’s not all, because *Art Back Home* has resolved to take a real work of art into people’s homes, by means of two furniture items that make accessible what would normally not be possible for many should they wish to purchase the works of certain artists.

*“This is a unique adventure, intrinsic in the DNA of a company that has always had a natural predisposition for art and the emotions it can arouse”* comments Massimo Tognon, CEO of Icon’s Design Milano, who concludes: *“We are only at the beginning of this journey into emotions, the aim of which is to deconstruct and transfer the uniqueness of a work of art onto an equally unique piece of furniture. The sensitivity of Paolo De Biasi will be followed by Fulvia Mendini and Vanni Cuoghi, and then who knows how many other splendid opportunities will be created”.*

The project will be presented during the Milan Salone del Mobile with a special event on 8 June at 8.00 p.m. in the Devina Nais | Icon’s Flag area in Viale Piave 1. On the same evening, which will be attended by the artist Paolo De Biasi and art curator Ivan Quaroni, we will reveal the second work of art to be transposed by Icon’s Design Milano onto a collection of forty numbered sideboards and pantries. The event will also be an appeal to support ‘Save The Children’ by making voluntary donations throughout the evening and by auctioning the special edition sideboard TUTT’ALTRO ANCORA *Art Back Home,* made unique by a small detail, exceptionally painted on it by the artist De Biasi.

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About Icon’s Design Milano

Icon’s Design Milano is a design enterprise established in 2016 with the aim of giving free rein to its passion for decoration. Over the years it has concentrated on producing items that express something unique. In three different areas, furniture, wallpaper and decorative walls, the company uses colours, customised graphics and research into materials to provide a range of unique objects, particularly suitable for contract projects, with which to decorate boutique hotels or private houses for those who wish to have a unique item in their homes.

This project, in which art meets design, is an entirely natural step in the progress of a company that aspires to transferring emotions through the goods it produces.

<https://iconsmilano.com>

About Paolo De Biasi

Cooperation between Icon’s and contemporary art could only begin with Paolo De Biasi, an architect and painter skilful in successfully merging the two disciplines. Having studied under Arduino Cantafora at Venice University’s Faculty of Architecture, De Biasi interprets art as a centuries-old practice that investigates the relationship between the visible and the invisible, between the reality of images and the abstraction of ideas. His style of painting is sensitive to the construction of space and the shape of objects, which he organises like a highly personal catalogue of references, a sort of register of memories and visions. The self-referential element of his paintings regards the founding paradigms of Western art, inserted into a visual language that alternates classical and modern terms, recurring forms and unusual inventions. In particular, De Biasi mixes the constructive and ornamental taste of architects such as Le Corbusier, Gio Ponti, Aldo Rossi and Gigiotti Zanini with the ‘re-ordered classical style’ spirit of 1920s art, intertwining these two sources of inspiration with the grand Italian tradition of the Renaissance and the Tuscan Primitives.

The two canvases produced by the artist for Icon’s confirm and reinforce the iconographic ties with history, directing the production of a series of limited edition furniture items towards elegance and formal composure with an exquisitely metaphysical flavour.