

# LE RADICI E LE ALI



a production by

**DADAfilmstudio**

e

**ARICÒ**

Design, craftsmanship, identity.  
The memory of the roots, the awareness of a dream.

*“Roots and wings.  
But let the wings grow roots  
and the roots take flight.”*

**JUAN RAMÓN JIMÉNEZ**



**DADAfilmstudio**

**ARICÒ**

introducing

**LE RADICI E LE ALI**

DOCUMENTARY

This document illustrates the themes and entries encapsulated in the documentary **LE RADICI E LE ALI**, which will be presented for the first time during **Milan Design Week 2019**, on **April 8<sup>th</sup>** at **19:00**. The venue is the **Arci Bellezza**.

# design artcraft identity

Too many people leave the places where they grew up. They take with them a sense of identity loss, together with the loss of social, cultural and affective roots which inevitably characterise a detachment from their known world.

Antonio left his village, Reggio Calabria, to begin a formative and professional course that would take him to some of the most diverse places in the world, until he moved permanently to Milan in recent years.





The theme of eradication is a trait common to many artists, but for Antonio this is in direct contrast to the bond with his roots, his strong family and his cultural belonging to his own place of origin.

These traits have become central to a particular school of research, which is marked by the conviction that for the creative and lifestyle industries, the Mediterranean basin is a unique source of culture from which to draw from. It can be used to generate a new culture of the future that manages to retain the taste of things past.

The warmth, empathy, simplicity, and the idea of making objects that are imbued with poetic tones, are all common elements in Antonio's unique works.



# Reggio Calabria and the familiar world



Central is Antonio's grandfather Saverio's story, which includes six children and a multitude of grandchildren. Nonno "Sciao" represents a sense of stalwart security for everybody. His carpenter's workshop is the beating heart of a creative universe that, in different ways, is lived by every member of the family. Antonio considers this to be the very essence of doing and knowing how to do, stripped of any philosophy and unnecessary preconceptions. Together with his grandfather, he has created several collections that have contributed substantially towards defining their personal style.

# Salone del Mobile and internationality

photo una stanza editamateria

The most recent collection that Antonio presented was produced by Editamateria, an editor of Italian artisanal design, and was proudly on display in the exhibition area of the tunnels of the central station.

Focused on the archetypes of furniture, and with protagonist the woods: wenge, ebony and rosewood, embellished with inserts in bronze and concrete. The collection has been described by both the national and international press as a poetic work.

Antonio considers this collection to be a meeting point between his own original spontaneity, and the sophistication of the commercial Milanese design system.



# italian creative industry

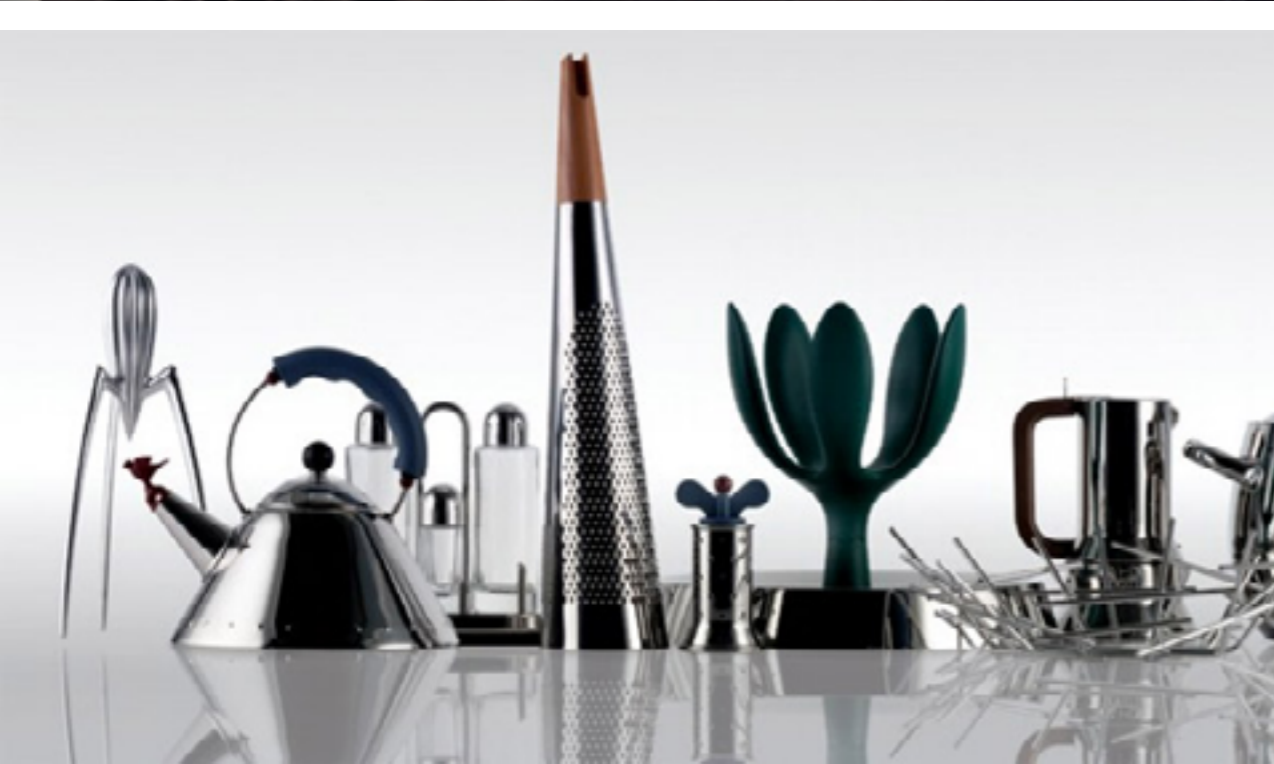
## ALESSI



Respectively, Alessi and Seletti represent history and state-of-the-art Italian design factories, known nationally and internationally for their design-linked cultural and communicative operations.

The voices of Alberto Alessi and Stefano Seletti intertwine transcendently with the themes covered by the documentary.

## SELETTI



# italian artcraft

## CONDURSO



The humanity of manual labour is explained through two figures: the carpenter and Antonio's grandfather Saverio Zaminga, and the ceramics master Rocco Condurso – who was one of the last remaining "Pignatari" in Seminara, Calabria.

## ZAMINGA



## VOICES



**ANTONIO ARICÒ**

Designer



**FRANCESCA APPIANI**

Curator of Alessi Museum and  
national member of the Board  
Museimpresa



**SAVERIO ZAMINGA**

Carpenter  
Antonio Aricò's grandfather



**ALBERTO ALESSI**

CEO Alessi S.p.A.



**STEFANO SELETTI**

CEO and art director  
Seletti S.p.A.



**LAURA POLINORO**

Designer, founder of LPWK  
workshop at Alessi



**ELENA SALMISTRARO**

Designer



**ANNAMARIA GULLÌ**

Trend Setter



**SILVIA ARIEMMA**

Gallerist, curator and CEO of  
Editamateria



**TITO MALARA**

Area Manager Design



**FEDELE ZAMINGA**

Carpenter  
Antonio Aricò's uncle

# scenes



**DADA**  
FILMSTUDIO

e

 **ARICÒ**

introducing

# LE RADICI E LE ALI

DOCUMENTARY

link to

**[TRAILER](#)**

Si ringrazia per il contributo DELVIS.

per press e info scrivere a:

[info@antonioarico.com](mailto:info@antonioarico.com)