

# PRESS RELEASE

Elica and the Ermanno Casoli Foundation,  
in collaboration with Save the Children,

present

Sillage

by Ettore Favini

curated by Marcello Smarrelli

Save the Children Booth – EXPO Milano 2015

Opening: today, May 5th 2015, at 11.00 am

On the occasion of EXPO Milano 2015, today Tuesday May 5th at 11.00 am, in the Save the Children Booth, Elica and the Ermanno Casoli Foundation, presented: Sillage, a project by artist Ettore Favini, curated by Marcello Smarrelli, FEC art director.

Elica, the Italian world leader in the production of kitchen hoods, which has always been involved in air treatment - considering air as a primary 'resource' - supports and shares in the Save the Children's projects on food and nutrition education and safety: "Creativity, spirit of initiative, and social responsibility are some of Elica's peculiar features - affirms Mr. Francesco Casoli, President of the Elica Group - and it is for this reason that we have decided to cooperate with Save the Children at the EXPO. We believe that art represents the synthesis of all of this, as it encourages communication

and fosters innovative thinking. We have always paid great attention to design, the research of new materials and technologies, which guarantee high efficiency and reduced consumption, in order to better the quality of life of people and the environment in which we live”.

On the occasion of the EXPO, Elica has decided to give its contribution to the creation of the community garden experience, inside the Save the Children Village, by proposing *Sillage*: an articulated project by artist Ettore Favini, which will reach its peak with the creation of a limited edition of *Marie*, the new fragrance diffuser, especially developed by Elica to support Save the Children. *Sillage* ‘reflects upon’ specific topics, which have always been important to the artist’s ‘poetic vision’, such as the possibility to give a second life to old materials, transformation, the passing of time, referencing “classical” contemporary art forms, environmental awareness and social commitment. The title of the project is taken from the dictionary of perfumes: it means the scent that perfumes leave around us, able to go beyond barriers and spread into the surrounding environment. In line with this definition, *Sillage* is an ever changing *work in progress*, articulated in four phases, which transforms and progressively ‘escapes’ until it becomes a scent of perfume.

The installation is initially presented as a series of modular sculptures, inspired by the renowned *Colonna senza fine (Endless Column)* by sculptor Costantin Brancusi, where three important products manufactured by Elica (*Edith, Seashell, Audrey*) were used. In the second phase, kitchen hood bodies overlap to form columns, which are used as vases to cultivate edible plants. Therefore, kitchen hoods will be the protagonists of a continuous series of “changes of state”, from metal modules to sculptures that become “vases” able to host and welcome the birth of new life. The artist will place some plants inside these vases, which were chosen together with Arch.Melania Bugiani, PhD, and used as a basis of some foods, such as barely, almonds, oats, fennel, and anise. These plants are all easily cultivatable and can be easily connected with the topics that have always been important to Save the Children, and in general, to the topics of EXPO 2015 *Nutrire il Pianeta, Energia per la Vita. (Feed the Planet, Energy for Life)*.

In the third phase, the grown plants will transform into essences and “expert noses” will create a scent especially developed for *Marie*, for which Ettore Favini will create a special cover at the end of the project. The image of “Natura Morta” (Still Life), obtained by photographing a composition made up of the vegetables grown in the vases during the six months of the Expo, will be reproduced into a stripe of colors that, like a colored ribbon, will wrap around the body of the fragrance diffuser. This version of *Marie*, in a

limited edition for Save the Children, with the new fragrance, will be presented at an event that will take place in Milan during the month of September.

## Ettore Favini

Was born in Cremona in 1974, where he still lives and works. Observer and interpreter of the social context analyzed in its complexity, even through public art activities, has created high poetic and symbolic value works and installations. He utilizes various and mixed materials in his works, which range from photography to sculpture. Favini's interventions are 'organic', because they do not remain unchanged; on the contrary, they change over time and in the space where 'they live'. He won numerous awards, among which we mention: *Artegiovanne "Torino e Milano incontrano l'arte"* (Young artists "Turin and Milan encounter Art"); he won the prestigious New York Prize at the Columbia University of N.Y. in 2007; he was a finalist for the Premio per gli Amici del Castello di Rivoli in 2006 and in 2012 he was a resident at the Civitella Ranieri Foundation, and at the 48th Edition of the Suzzara Prize with Antonio Rovaldi.

He has exhibited at important national and international institutions, among which we mention:

*Italian Academy of Columbia University, NY; ISCP, New York; Song Eun Art Space, Seoul; Aurora Museum, Shanghai; Futura Space, Prague; Fondazione Sandretto Re Rebaudengo, Turin; Galleria d'Arte Moderna (Modern Art Gallery), Milan; PAC, Milan; CCCS Strozzi, Florence; Fondazione Pastificio Cerere, Rome; Accademia di Francia (French Academy), Villa Medici, Rome; American Academy, Rome.*

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