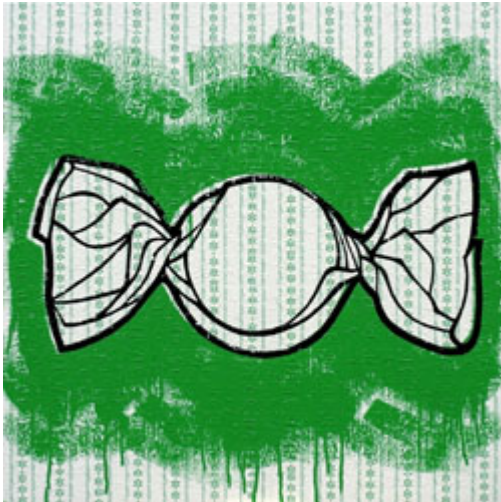


And the chocolate wrapper becomes a form of art

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When brand becomes art! With the art exhibition **PACKAGING ART** communication signals **Giordano Redaelli** presents his masterpieces for the first time in **Gallarate at the Spazio Zero in via Ronchetti**. The exhibition, organised by **Metamusa Arte** and cultural events, with the patronage of the Town Hall of Gallarate Culture Department, is going to be **from 10th to 25th of November 2012**.

Ironic and original artist, Giordano Redaelli investigates the fascinating world of the "brand", meant as an identifiable element of a product that reveals and conceals, at the same time, the history and the nature of a brand. The mayonnaise packaging, as well as the silver foil of the praline or the packet of cigarettes could become objects that are admired, faithful mirror the contemporary society.

With the collage technique, the artist poetically transforms the daily consumed objects from his point of view. The visual element of a logo or a brand, that makes an object familiar, part of our everyday life, and that make us feel comforted and loyal, becomes in the painting of Redaelli an almost obsessive repetitive succession of the packaging. The strong graphic sign is an integral part of his works and if the package often make the product, that "package" will have an unexpected attractive appearance in his masterpieces.

"A brand that is, from the other side, 'historical', like the packaging of which, in some way, it is part of: expression of a particular taste, the packaging have continuously to be revised, updated, improved, on the base of a makeover that support or even anticipates the expectations of the customers and of the period and it constantly makes all the previous versions historical, by withdrawing them from circulation," writes Martina Corgnati, "so painting with brands and packages means to make an aesthetic gesture but also a historical recording. It is only in that particular moment that it is possible to use that certain packaging rather than another one. The paintings of Giordano Redaelli are original works of art and, at the same time, they represent unique depositions of the cultural and commercial taste and "mood" of an era.

Giordano Redaelli lead his activity between Brianza and Milan. His education took place in Milan at the Scuola Grafica Salesiana and at the Scuola d'Arte del Castello. He attended a master in the European Institute of Design. In the 80's he was art director of "Sorrisi & Canzoni TV" and he set up the "Giordano Redaelli" office in Milan. Then he created the studio "Methodus" (Giussano- MI) that nowadays operates in the field of furniture. He has collaborated with the following publishing houses: Arnoldo Mondadori Editore, Casa Editrice Universo, Edizioni San Paolo, il Poligrafico Italiano, il Sole 24Ore. In the advertising industry he has worked with: Aivar, Annibale Colombo, Erba Mobili, Federlengo-Arredo, Forni Industriali Bendotti, Fratelli Riva, Grattarola, Gruppo Industriale Busnelli, Hiross, I 4 Mariani, ICI Pharma, Lema, Longhi, Nutricia, Pai Pavesi, Plasmon Dietetici Alimentari... The publishing house San Paolo asked his consultancy for the styling of illustrated books. The attitude towards the pictorial art joined with the interest for some artists, in particular Andy Warhol and Roy Lichtenstein, create the foundation for an exploration in the contemporary art.

PACKAGING ART

signals of communications

Giordano Redaelli

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From 10th to 25th of November 2012

From Tuesday to Saturday from 5 p.m. To 7 p.m., Sunday from 10/12 a.m. – 5 to 7 p.m.
Closed on Monday

Free entrance

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