



Press Release

Milano, February 2022

MOSCAPARTNERS AND ARTIST OLIMPIA ZAGNOLI FOR DESIGN VARIATIONS 2022. THE ARTIST'S AESTHETICS COME TO LIFE IN *CARIATIDI CONTEMPORANEE*, A SITE-SPECIFIC WORK DESTINED FOR THE FAÇADE OF THE CIRCOLO FILOLOGICO MILANESE.

From 6th to 12th June 2022, MoscaPartners will present cultural events in two of Milan's historic buildings: the Circolo Filologico Milanese and Palazzo Visconti.

Design Variations 2022, the event curated by **Moscapartners** for Milan Design Week, will host the talent of artist **Olimpia Zagnoli**, creator of the site-specific installation ***Cariatidi Contemporanee*** (*Contemporary Caryatids*), that will transform the façade of the Circolo Filologico Milanese and Palazzo Visconti, in collaboration with **3M's Architectural Finishes team** who will supply and install the finishes that will cover the surfaces.

"We are very happy to have the chance to collaborate with an artist like Olimpia Zagnoli" say Caterina Mosca and Valerio Castelli, founders of MoscaPartners, "her work crosses boundaries, combining visual arts, design, graphics and an in-depth study of materials. We always search for new types of experimentation and Cariatidi Contemporanee is just that: it is a tribute to Milan that creates an unprecedented contrast with one of its historical symbols, the Circolo Filologico Milanese, home of the city's first ever cultural association."

Olimpia Zagnoli, with her signature Pop Art style full of bright colours, will create a **vibrant and contemporary installation representing the caryatids**. By stylizing their contours **Zagnoli will create a visual comparison between the past and present underlining the role of the Circolo Filologico Milanese as a mediator between the two**.

"This installation represents the encounter of the world of design and the Circolo Filologico and is inspired by the caryatids – architectural elements shaped like women that, in the Classical age, were used as columns on buildings – reinterpreted through a contemporary eye" adds Olimpia Zagnoli. "These present-day caryatids have abstract forms and are inspired by the materials used to make the objects and furniture that so characterize Milan Design Week."

The contemporary caryatids exceed their decorative and plastic function and **become a veritable symbol of visitors from all over the world** coming together to celebrate design culture. The installation is enriched with elements from the world of design and the abstract forms from which they originate as a reminder of the life-blood of Milan, the city that hosts the event. **Lines, colours and materials** come together to define **the relationship between**

MoscaPartners srl

Via Ariberto 22, 20123 Milano - tel.+393939964059 info@moscapartners.it - C.F e P.IVA: 10014880966



humans and their ability to actually create the objects that they so ingeniously imagine.

A *fil rouge* of the work connects the Circolo Filologico Milanese with the other location chosen by MoscaPartners for Design Variations 2022: **Palazzo Visconti in via Cino del Duca 8 near Piazza San Babila**. The large, richly decorated, Baroque interiors will act as a backdrop for a number of projects, triggering an intriguing counterpoint between the exhibitions and the identity of the location that hosts them.

Through a

Design Variations 2022 provides a path that connects contemporary design culture to the social and architectural heritage of the city by selecting and welcoming companies, universities, institutions and creative minds from all over the world.

About Olimpia Zagnoli

Olimpia Zagnoli began her career when Italian and international publishing houses chose to print her illustrations with their intensely **personal style made up of soft shapes and intense colours**. She has worked with many magazines and book publishers including The New York Times, Taschen, La Repubblica, Penguin Books, Apartamento Magazine and in 2019 she created her first cover image for **The New Yorker**. While continuing to work on collaborations, **Zagnoli also pursues on her own field of personal research** which is built on visual experiments such as music videos, design objects and moving sculpture.

Design Variations 2022 by MoscaPartners

Milan Design Week 2022

6th – 12th June 2022

Circolo Filologico Milanese

via Clerici 10, Milan

Palazzo Visconti

via Cino del Duca 8, Milan

International Press Office

Rota&Jorfida | Communication and PR

Alessandra Ghinato

M. +39 331 90 52 535

alessandra@rotajorfida.com

Via Fabio Filzi 33, Milano

T. +39 02 39 29 76 76

press@rotajorfida.com

rotajorfida.com

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Via Ariberto 22, 20123 Milano - tel.+393939964059 info@moscapartners.it - C.F e P.IVA: 10014880966