

Byblos is aligning itself with internationally acclaimed collaborators that are known for pushing buttons and opening envelopes, that in turn are lifting the brand to the next level. A level that is clearly meant to transcend all borders and all frames of thought.

DESIGN
IN MIAMI



Joshua Levine,
Trophy Head, 2006 mixed media
32"x41"x19"

BYBLOS ART GALLERY IN VERONA

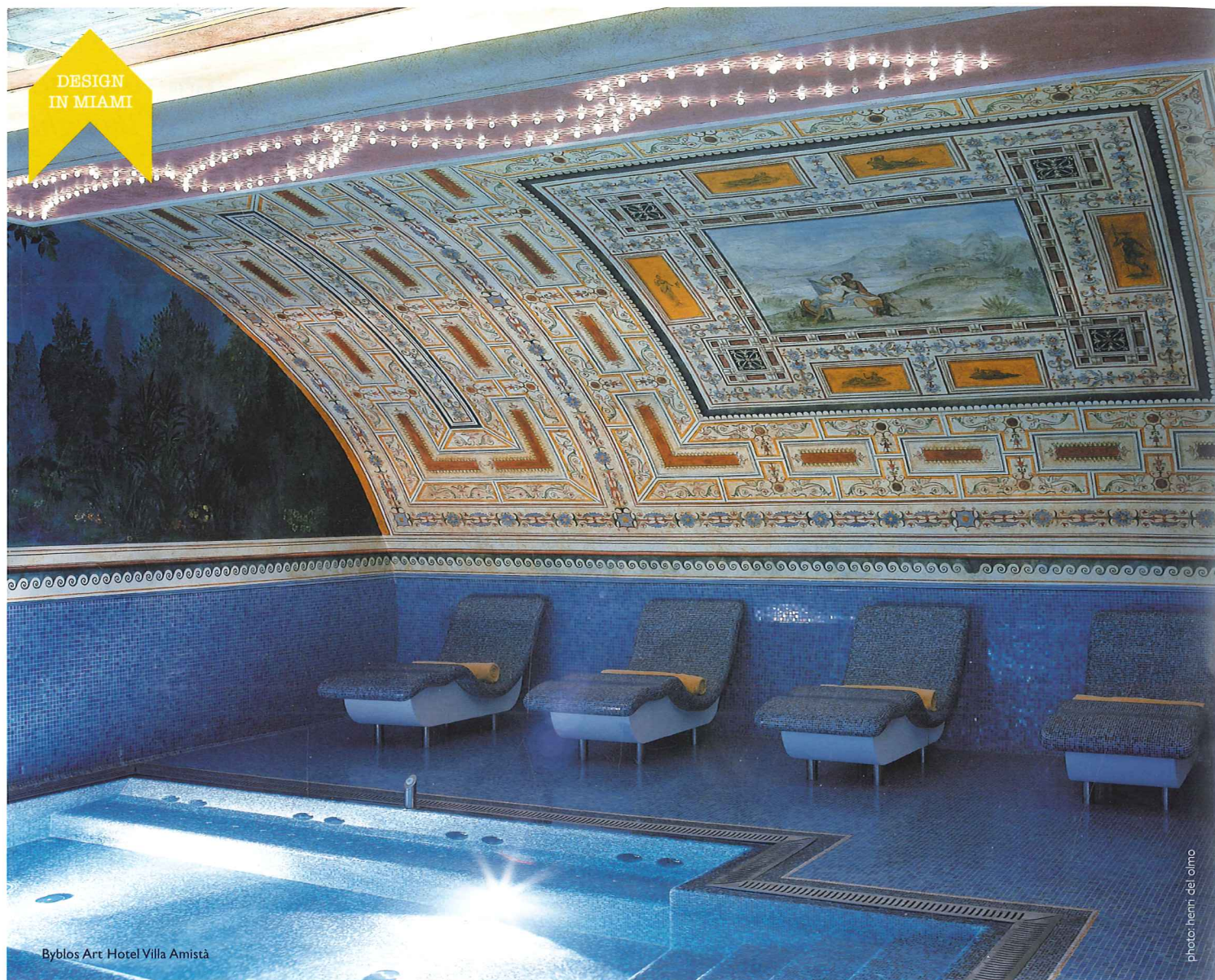
Directed by Masha Facchini, the Byblos Art Gallery in downtown Verona promises to be a melting pot of emerging artists, presenting projects with strong cultural content from the international and avant-garde scenes. "We are ready to show any kind of experimentation in the fields of culture and creativity," says Dino. The first exhibition, Neo Baroque!, curated by Micaela Giovannotti and Joyce B. Korotkin, two art critics based in New York, presents the works of several protagonists of the New York contemporary art scene including Ann Craven, Kehinde Wiley, Alexis Rockman, Robert Longo and Nicola Verlato. Art and music are also featured with video animations by Japanese duo Saeko & Masakatsu Takagi, followed by the retrospective of Gaetano Pesce, which features thirty works spanning from 1969 to 2006.

BYBLOS – DESIGN MIAMI 06 / ART BASEL MIAMI BEACH

"Out of True" is a term referring to architectural construction in which things are not in proper alignment, highlighting a vision of the contemporary world as skewed, one whose reality is no longer in alignment with expectation," explain Micaela Giovannotti and Joyce B. Korotkin, curators of the exhibit for Design Miami™ and Art Basel Miami Beach. "With daily advances occurring globally in science and technology, the familiar present is fading before our very eyes. The future is now, more than ever, an ambiguous unknown fueling an anxiety about the rapidly obsolescing world that is unprecedented in history. Foreboding implications that all is neither well nor what it seems run through the works in this exhibition."

Featuring artists such as Ben Grasso, Joshua Levine, Enrico de Paris, Pawel Wojtasik, Cheryl Yun, and Tobias Wong, the exhibit addresses modern day uncertainty with an artistic twist. Joshua Levine's mounted animal head trophies with disturbing extra parts exemplify the uneasiness with both horror and wonder; taking a noncommittal wait-and-see stance, as do Enrico de Paris' delightful sculptures of oddly wired organisms whose magnified chromosomal arrangements recall sci-fi films. Pawel Wojtasik's poignant video documents the struggle of a sea mammal unable to escape the confines of its aquarium with images of its natural environment polluted from toxic oil spills. Tobias Wong focuses on how the stability of the world can end in a flash with his reconfigured matchbooks metaphorically able to incinerate entire cities in a single strike.

DESIGN
IN MIAMI



Byblos Art Hotel Villa Amistà

photo: henri del oimo

Byblos is the type of company that has understood core familial values, that has evolved its image of brand vision, and that has grown to understand its importance in setting the standard for the fashion, art and design worlds.

In the disconcerting works of Ben Grasso, houses explode amid the tranquility of an otherwise ordinary day, disrupting innate psychological expectations that architectural structures are immutable foundations which enfold us. Likewise, playing on the skewed juncture between unconscious assumption and reality are the patterns decorating faux cloth garments by Cheryl Yun, whose labor-intensive handmade fashions are sewn from papers printed with tiny, repeated motifs derived from news images of terrorist incidents that belie the clothing's inherent nature as protective cover: "Out of True" is awash in menacing connotations, forcing viewers to take note of our increasingly misaligned world that can no longer be taken for granted.

BYBLOS ART HOTEL VILLA AMISTÀ

After discovering an ancient abandoned Italian villa, Dino Facchini decided straight away to create a

special art hotel that would truly merge art and design. Just a few steps from the historical center of Verona, the luxurious Byblos Art Hotel Villa Amistà is an aristocratic 15th century Venetian villa restored to its original splendor under the art direction of architect Alessandro Mendini. Conceived as a permanent contemporary art show, the art hotel hosts the works of internationally recognized artists from Vanessa Beecroft to Anish Kapoor; from Kimsooja to Cindy Sherman, and will host others as the space evolves.

Works in glass by the French artist Jean Michel Othoniel flank the two staircases which lead to the entrance of the villa. The restaurant is dedicated to Sandro Chia, the central artist of Transavanguardia, whose paintings on all the walls were created exclusively for decorating Villa Amistà. The bar lounge interior is based on the work of Peter

Halley, one of the protagonists of American art today whose pieces are striking for their strength of fluorescent colors and rigidity of their geometrical foundation.

Featuring furnishings and objects selected by Mendini, the 60 art design rooms and suites are each uniquely decorated. Famous historical and contemporary objects are introduced throughout the hotel, such as furniture by Eero Saarinen, cutlery by Giò Ponti, tables by Frank Lloyd Wright, and Aldo Rossi chairs in the wine cellar. And just like an authentic art gallery, all items, even those in the rooms, are labeled and can be purchased on site.

words / patrizia scarzella