

SECRET GARDEN

CREATIVE ACADEMY'S SECRET GARDEN ON DISPLAY AT VILLA MOZART

VILLA MOZART
Via Mozart 9, MILANO

16th – 21st April 2024, 10 AM to 7 PM

A project by

Creative Academy

At Villa Mozart, during the Milan Design Week 2024, it is possible to visit the Secret Garden envisaged by the students of Creative Academy, Richemont's international design school: a selection of unique pieces, an expression of a deep dialogue between design and high craftsmanship, designed by the students and created by master craftsman Simone Crestani, a brilliant interpreter of the infinite variety of nature.

On the occasion of the Milan Design Week 2024, the **Creative Academy** students present **Secret Garden**, an exhibition-event of unique design pieces that have been specially conceived and designed by the young talents of Richemont's corporate design school and handcrafted by one of Italy's most established and talented glass masters, **Simone Crestani**.

In partnership with

SERAPIAN
MILANO

Secret Garden can be visited for the duration of the Milan Design Week 2024 (April 16th – 21st, 2024) on the first floor of **Villa Mozart**, an extraordinary private Milanese residence from the 1930s, exceptionally open to the public during the Fuorisalone. The sophisticated and engaging exhibition design, curated by the creative and interior design duo **Eligo Studio**, is inspired by the fusion of artifice and nature to which the villa itself, entirely covered with ancient ivy that envelops its elegant forms, is an extraordinary testimony.

In partnership con


FONDAZIONE
COLOGNI
MESTIERI D'ARTE

Secret Garden is realised in collaboration with the Milan-based luxury leather goods Maison **Serapian**, which not only hosts the event in its showroom spaces, inside the villa, but also contributed to the students' inspiration with its iconic **Secret Bag** collection, a masterful example of the harmonious fusion of design and craftsmanship.

Realised with

 **ELIGO STUDIO**

To create the objects that make up Secret Garden, the young designers of Creative Academy were asked to interpret the archetype of the secret garden, a metaphorical place for one's imagination to linger or a real space with precise characteristics and space-time coordinates. All the creations in the exhibition have a direct and literal connection to one of the many possible secret gardens of our imagination, or they can evoke one from a physical, or perhaps biographical detail: a memory, a fear, a dream.

ARTS&CRAFTS&DESIGN
VILLA MOZART

SECRET GARDEN

The mission of giving substance to the students' visions, which are also precise design projects, has been entrusted to **Simone Crestani**, a master craftsman specialised in working with transparent borosilicate glass, who has brought the Creative Academy students to work in his Atelier with their projects, to bring to life creations that compose a universe between the phantasmagorical and the functional, between art and nature, between design and artistic craftsmanship.

The fourteen objects on display in the Secret Garden were carefully selected from all the projects proposed by students enrolled in the Creative Academy's **Master of Arts in Design and Applied Arts 2024** and were developed under the supervision of **Simone Crestani** and Alberto Nespoli and Domenico Rocca of **Eligo Studio**. The transversality in terms of provenance, education, creative approach - the chosen students come from ten different countries - is reflected in a selection of creations capable of conveying the richness of the school and the extraordinary potential of a group of young designers who are preparing to enter the creative studios of the most prestigious global luxury brands.

The Secret Garden exhibition is produced in partnership with the **Fondazione Cologni dei Mestieri d'Arte**, and is part of **Arts & Crafts & Design at Villa Mozart**, an initiative that investigates the dialogue between design thinking and high craftsmanship and encompasses the various exhibitions that can be visited during the Fuorisalone in the prestigious Milanese mansion. A curiosity offers location enthusiasts one more reason to visit the exhibition: from the windows of Villa Mozart one can admire the garden of Palazzo Serbelloni and that of Villa Necchi, with which the prestigious location shares one of the authors: that Piero Portaluppi who is by now - more than any other architect - an absolute symbol of timeless Milanese style.

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CREATIVE ACADEMY

Creative Academy is the Corporate Design School founded in 2003 by Richemont, specialised in the design of jewellery, watches and accessories. The school offers the Master of Arts in Design and Applied Arts, a postgraduate course that each year trains twenty young creative talents coming from around the world. With a concrete approach and a faculty made up mostly of leading figures of the Group (CEO, Creative Directors, etc.), the Master, which has a total duration of ten months, allows students to learn and practice for seven months in Milan and then it offers the most deserving students the exclusive opportunity to conclude the training course with three months of internship in one of the creative studios of Richemont. The didactic program is developed through projects, specialised seminars and constant interaction with the Maison Richemont, which include brands such as Buccellati, Cartier, Van Cleef & Arpels, A. Lange & Söhne, Baume & Mercier, IWC Schaffhausen, Jaeger Lecoultre, Panerai, Piaget, Roger Dubuis, Vacheron Constantin, Alaïa, AZ Factory, Chloé, Delvaux, dunhill, Gianvito Rossi, Montblanc, Peter Millar, Purdey, Serapian.

www.creative-academy.com

ATELIER CRESTANI

Founded in 2010 by Master Simone Crestani, Atelier Crestani is a laboratory specialised in the creation of transparent borosilicate glass sculptures. Taking inspiration from naturalistic subjects and themes, Crestani creates sculptural works with a pure and elegant style, distinguished by a meticulous attention to details. Some of his creations have already been exhibited in many prestigious international spaces and Master Crestani is often invited as a teacher and visiting artist in the most important glass centres in the world. Simone Crestani received the important *Talent de l'Audace* award at the *Centre du Luxe et de la Création* in Paris in 2018 and the *MAM – Maestro d'Arte e Mestieri* award in 2020.

www.simonecrestani.com

SERAPIAN

Serapian is the historic Maison of luxury leather goods founded in 1928 in Milan by Stefano Serapian. The Maison always pushes the boundaries of high craftsmanship, mixing innovation and traditional techniques. Among the many distinctive workmanships of leather, the famous Mosaico craft technique stands out, first developed in 1947. Strips of nappa leather are delicately woven by hand by expert craftsmen to create a graphic pattern that is a true signature of the Maison. Thanks to its extraordinary creations, the Maison has established itself as an ambassador of Italian craftsmanship and Milanese elegance. Serapian became part of the Richemont Group in 2017.

www.serapian.com

FONDAZIONE COLOGNI DEI MESTIERI D'ARTE

The Fondazione Cologni dei Mestieri d'Arte is a private, non-profit institution founded in Milan by Franco Cologni in 1995, which promotes cultural, scientific and educational initiatives for the protection and diffusion of artistic crafts. Through the book series "*Mestieri d'Arte*" (Métiers d'Art) and "*Ricerche*" (Researches), published by Marsilio Editori, it aims to retrace these highly skilled practices throughout history up to the present day. Fondazione Cologni publishes the magazine "*Mestieri d'Arte & Design. Crafts culture*". With the apprenticeship programme "*A School, a Job. Training to Excellence*", it supports high-quality training in the crafts for the younger generations. Through the well-made.it website, Fondazione Cologni presents a selection of the best Italian artisanal ateliers. Every two years it assigns the title of *MAM-Maestro d'Arte e Mestiere* to the best Italian master artisans. Fondazione Cologni is institutional partner of the Michelangelo Foundation for Creativity and Craftsmanship for the international biennial "*Homo Faber: Crafting a more human future*", which is held in Venice on the Island of San Giorgio Maggiore.

www.fondazionecogni.it/en

ELIGOSTUDIO

Eligo Studio, founded by Alberto Nespoli and Domenico Rocca, is a creative agency, composed by interior designers and decorators, who have the skills to develop custom made projects representing the key concepts of Italian living and bring them into interior spaces, such as retail, hotels, restaurants, exclusive private homes and scenographies. Eligo Studio projects combine the experience of Italian timeless techniques to the design of new contemporary spaces and provides an "Italian interior design couture approach" developing each details and component in all the projects.

www.eligostudio.it

ARTS & CRAFTS & DESIGN A VILLA MOZART

On the occasion of *Design Week 2024*, Villa Mozart transforms itself into the scenic theater of three initiatives on the marriage of design culture and know-how, brought together under the umbrella of *Arts & Crafts & Design at Villa Mozart*. Visitors will therefore be able to discover, in addition to Secret Garden, two other exhibitions, brought together by an ideal thematic thread.

On the ground floor of the Villa takes place the eighth edition of *Doppia Firma*, a project of Fondazione Cologni with Living Corriere della Sera, carried out under the patronage of Michelangelo Foundation, which showcases never-before-seen works born from 15 creative partnerships between great international designers and Milanese master craftsmen of excellence.

The small garden in front of the entrance to Villa Mozart will welcome visitors with *Intrecci italiani*, a special installation of works by Bonacina, a leading reed and wicker company that has been the protagonist of historic collaborations with great designers and decorators. During the week, there will also be a special Atelier featuring an artisan from Bonacina and an artisan from Serapian at work in the creation of fine signature wicker and leather weavings. *Arts & Crafts & Design at Villa Mozart* is an initiative supported by Serapian, the historic Milanese luxury leather goods Maison that is a symbol of refined craftsmanship: since 1928, extraordinary artisans have been writing a tale of beauty, excellence and creativity over time that has conquered the world.