

PROPOSTE 25

3 | 4 | 5 May 2017

Villa Erba, Cernobbio, Lake Como, Italy

World Preview of Furnishing Fabrics & Curtains

#Proposte25

After the last two editions that took place in April, **Proposte will return to May, on the 3rd, 4th and 5th**, when the world preview of furnishing fabrics and curtains will for the **twenty-fifth time** open the gates of **Villa Erba in Cernobbio**.

In 2015, with the admission of three Turkish companies to the Fair, **Proposte began a process of internationalisation**, that continues into 2017, turning its attention to the American market with the inclusion of the companies MLT INC. and J.B. MARTIN Co., a clear sign that **this exhibition is always in search of the most outstanding names in textiles around the world**. The new 2017 admissions also include the Spanish firm HIJOS DE ANTONIO FERRE SA, the German company NEUTEX HOME DECO GMBH and the Turkish GULESER TEKSTIL

Since 1993, the year the first edition of the fair took place, with the participation of 44 exhibitors, to today, when **the exhibitors will be 89**, Proposte has been constantly evolving. From a small creature, born **out of the intuition and foresight of a group of industrialists from the furnishing fabric sector**, Proposte has been growing year after year to become an **important and exclusive showcase** for the new collections of furnishing and curtain fabrics, which attracts more and more industry insiders.

This year again **colour will be central in Proposte's visual identity**, thanks to the collaboration with the Milanese artist **Paolo Gonzato** with whom we are creating a unique project to celebrate the important milestone of twenty-five years of Proposte.

The graphic identity **naturally revolves around fabrics** and takes its inspiration from a **unique piece of art** that will inspire a **25-piece limited edition work of art**, which will be given to the **exhibitors who participated in all the editions of the fair since 1993**. That will only be unveiled during the fair. **The geometric "symbol" of the Exhibition**, a contoured, painted brass plaque, features a multi-dimensional shape. Like a two-faced Janus **it gazes towards the future still keeping an eye on the past that allowed it to get where it is today**.

Paolo Gonzato lives in Milan, where he has his home and studio. He graduated from the Brera Academy.

His work is interdisciplinary and includes design as well as production. He is the creative director of the LOLLIPOP project for the APALAZZO GALLERY. His works are hosted by private and public collections and exhibitions both in Italy and abroad. Currently he is participating in a survey exhibition of Italian painting in China at the Peninsula Art Museum of Weihai in Shandong as well as in *This is today* an exhibition at the Piran Town Gallery. Some of his works are also hosted at Monfort in Portorož (Slovenia).

In the past he took part in NO SOUL FOR SALE at the Tate Modern in London, in projects for the Biennale dell'Arte and the Biennale Architettura di Venezia and the Berlin Biennale.

He was selected to participate to JAPAN BRAND, residency programme sponsored by the Japanese government in Tokyo. Paolo Gonzato is also an experienced independent curator with numerous projects in the non-profit sector. For the FIORUCCI ART TRUST Paolo Gonzato developed a performance/DJ SET and several site-specific projects.





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Proposte's social media work continues on the three main platforms of Facebook, Instagram and Twitter, where news about the fair and its exhibitors will be shared. **#Proposte25** will be the main hashtag of the twenty-fifth edition.

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