

**SUPERSTUDIO PIÙ**

Temporary Museum For New Design 2014

Design week. Milan

**DADA CAFÉ**

**LaZenArt**

**design by Laura Zeni**

**8 - 13 April 2014**

**Press preview 7 April, 3pm-8pm**

*press release, 14 March 2014*

As a **preview for "Fuorisalone 2014"** **Superstudio Più** will use an element of the new line of **LaZenArt** by Laura Zeni at the restaurant Dada Café: the **placemat** in recycled and eco-friendly paper devised and customized for Superstudio by the artist.

The initiative is part of the special projects promoted by Temporary Museum For New Design 2014 from 8 to 13 April.

The placemat is made in 6 versions which have the “Testa/Head” as subject: container of ideas, experiences and dreams, it belongs to the characteristic features of the artistic vision of Laura Zeni.

The "Teste/Heads", here represented, express a real need for relationships and they give voice to the simple and straightforward message **io mangio con la testa/I eat with my head**, an invitation to a balanced diet which has always been one of the themes of Laura Zeni, akin to the key issues of Milan Expo 2015 (to eat, to feed, energy for oneself and for the planet).

*LaZenArt* developes other design features made with eco-friendly materials, linked to art and Zen. During the days of Fuorisalone is available from **Jannelli & Volpi** in Milan the **piatto a forma di testa/head shaped plate**, handmade in Italy in refined glazed ceramics and devised in black and white (29x19x1cm).

Laura Zeni attended the Brera Academy under the guidance of Raffaele De Grada. Since the 1980s until today, she has taken part in several exhibitions and trade fairs in various Italian cities. On the occasion of the fair ‘White’, she opened the solo exhibition “Laura Zeni. Illuminazioni” (Laura Zeni. Enlightenments), curated by Fortunato D'Amico, at the MyOwnGallery of Superstudio Più in Milan, accompanied by a comprehensive catalogue published by Skira, after that she realized a solo exhibition at the Banca Intermobiliare, in the city center of Milan.

She participates to a collective show entitled “Be on the move. Il movimento del corpo e della mente” at Macs – Mazda Con-Temporary Space in Milan. She participates to ‘Fuori Salone’ at Superstudio 13 and ‘AAM – Arte Accessibile Milano’. She also exhibits in Alba, at the Church of Saint Joseph, at the Spoleto International Art Fair 2013 and she attends a side event of the IX Biennale Internazionale of Contemporary Art of Florence. She takes part in the Festival “Coreografia d’Arte 2013/Art choreography 2013” at the Spazio Tadini and on the occasion of the fair ArteCremona 2014 she holds a solo exhibition in the Sala degli Alabardieri at Palazzo Comunale in Cremona. At the moment she lives and works in Milan.

**Exhibition Details**

**Name**: LaZenArt - design by Laura Zeni

**Project name**: Temporary Museum for New Design

**Venue**: Dada Cafè at the Temporary Museum for New Design - Superstudio Più, via Tortona 27, Milan

**Press preview**: Monday 7 April 2014, at 3pm-8pm

**Dates**:8 - 12 April 2014 opening for industry professionals only | 13 April public opening

**Opening Hours**: 8 - 12 April, at 10am - 9pm | 13 April at 10am - 6pm

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