



## NEW EGG

On the occasion of Artissima 2023, Giannoni & Santoni, a company specialising in the design of spaces and artworks of high artistic value, presents **NEW EGG**, a collection of domestic hen coops born from the fervent creativity of the artistic duo Vedovamazzei.

Curated by Nicolas Ballario, this project has been developed with the invaluable contribution of high-quality egg producer Paolo Parisi.

From Thursday, November the 2<sup>nd</sup> to Sunday, November 5<sup>th</sup> 2023  
Villa Sanquirico | Via Federico Campana 37, Turin

As part of **Artissima 2023**, Giannoni & Santoni, the Official Partner of the fair and a leading company in the general contractor sector with unique expertise in renovations, design, and the creation of high-artistic-value spaces and works, presents **NEW EGG**, an unexpected collection of domestic *hen coops*. These objects, created by Vedovamazzei with the artistic direction of Nicola Ballario, transcend the boundaries between art, design and architecture.

The project also involves collaboration with **Paolo Parisi**, the world's most appreciated producer of **high-quality eggs**, a symbol of a vision in which ethics, biodiversity attention, and creativity merge, with the goal of building new awareness around the connection between humans, animals, and nature.

As the first expression of **OFF**, a new brand within the Giannoni & Santoni universe, designed to create unconventional objects, works, and products oriented towards **redefining a new relationship with nature**, **NEW EGG** will be presented in **Turin**, from **Thursday, November the 2<sup>nd</sup>**, to **Sunday, November 5<sup>th</sup>**, within the captivating spaces of **Villa Sanquirico**.

*"The OFF section of our company was born with the intention of bringing together art and nature" explains Antonio Giannoni, CEO of the brand. "This hen coop may seem like an appliance because we would like to suggest to everyone the importance of having one, just like a refrigerator or dishwasher. Respect for the animal world also comes from there: from wanting to take care of them. There is no better way to emphasize the beauty and importance of hens than through contemporary art."*

The collection's **20 hen coops** will be displayed within an **exhibition path** specifically designed for the **liberty-style rooms of the villa**. The stuccos, frescoes, mosaics, and 19th-century inlays become the backdrop within which to discover **the colourful architectures of NEW EGG hen coops**, enlivened by the presence of dozens of hens (with the utmost respect for the animals, access to the exhibition will be limited). The hens are the central protagonists and beneficiaries of this project. Leading experts in this field have spent months designing hen coops that prioritize the **hens' well-being**, striving to improve standard farming practices wherever possible.

*"The hallmark of our hen coops is the same as Vedovamazzei's work: irony," says Nicolas Ballario, the curator of the initiative. "But it's a sophisticated and cultured irony, not just for the sake of it. Each hen coop conveys significant messages, from 'it will cost us dearly,' reminding us of all the self-destructive behaviours of humans, to 'occupied house' graffiti (perhaps made by the hens themselves) with a somewhat anarchic flair. There's even a coop entirely in gold, another where Heraclitus, Plato, and Aristotle share their thoughts on egg consumption, and much, much more. I couldn't say if it's a hen coop becoming a work of art or a work of art becoming a hen coop... It's like asking whether the egg or the hen came first."*

# OFF

GIANNONI & SANTONI

## THE COLLECTION

The *NEW EGG* hen coops offer an **ideal living environment for hens**, creatures often forced to live in intensive farms in high-density conditions, dark spaces, and devoid of stimulation.

The collaboration between the **craftsmanship of Giannoni & Santoni**, the **artistic vision of Vedovamazzei**, the **architect team** expertise, and the **profound knowledge of hens by Paolo Parisi** has led to the creation of spaces where aesthetics and functionality merge, designed to cater to the needs and well-being of the animals. These coops are **intended to make the hens feel comfortable, free, and above all, safe.**

**Each coop is a unique handmade piece** with wooden exteriors featuring **messages characterized by Vedovamazzei's ironic and political spirit**, provoking reflection on universal themes such as migration, home, and natural resource management.

A great hen coop's hallmark is making hens feel secure. That's why the *NEW EGG* coops are **designed to be easily opened and closed**. Hens, like humans, feel comfortable only in a dark, enclosed environment at night (the interiors are made of stainless steel). In the morning, it's simply a matter of "opening" the coop, constructed on multiple levels, and allowing the hen to decide when, and if, to exit through an easily identifiable side door. All surfaces are easily removable and washable. The **upper compartment houses the nest**, designed by a team of experts following the latest egg deposit studies.

To complete the experience, Vedovamazzei has imagined an extraordinary design object: **an egg holder shaped like a chicken's foot**, evoking the forms of an ancient candelabrum, emphasizing the sacredness of this ritual, as simple as it is extraordinary.

## THE VALUABLE CONTRIBUTION OF PAOLO PARISI

**Paolo Parisi**, a visionary creative who has become a symbol of a vision where ethics and creativity merge to achieve renewed harmony with the animal and natural world, is **central to the conception and design of *NEW EGG***.

Parisi has developed an innovative method for egg production, diverging from common marketing and regional traditions. Today, "Parisi's egg" is sought after by top chefs worldwide, and the *NEW EGG* coop will contain precise instructions for obtaining this fresh and irresistible product every morning.

## **OFF GIANNONI & SANTONI**

*OFF is the spin-off born from Giannoni & Santoni, a company with half a century of tradition specializing in the design and realization of high-value artistic projects. It's a story of creativity and art, craftsmanship and scientific approach, continuously evolving from finishes, restorations, and decorations to artistic collaborations, ultimately encompassing General and Luxury Contract management with a 360-degree approach. Over the years, numerous and important connections have been established with internationally renowned artists, always oriented towards enhancing emotions, spaces designed to give feelings and sensations adequate expression.*

## PUBLIC INFORMATION

OFF Giannoni & Santoni

*NEW EGG* by Vedovamazzei, curated by Nicolas Ballario

From Thursday, November 2, to Sunday, November 5, 2023

Thursday-Friday-Saturday 1:00 PM - 8:00 PM; Sunday 10:00 AM - 8:00 PM

Villa Sanquirico | Via Federico Campana 37, Turin

# OFF

GIANNONI & SANTONI

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