



Inspiration / reference image  
Installation by RACHEL WHITEREAD

# *1000 VASES*

7-11 September 2018

**Art direction by Roberto Baciocchi**

during Maison & Objet and Paris Design Week  
Espace Communes : 17 Rue Communes, 75003 Paris



*1000 Vases* is an exhibition redefining space and the presentation of the art object. The scenography by Roberto Baciocchi states that the value of a work can be enriched by its proximity to another piece.

The proliferation of vases actually represents the concentration of artistic creativity. The swarm of objects brings forth an emotional tingling sensation; the exhibition itself is a collector of emotions, and reflects humanity in all its diversity and richness.

## PHILOSOPHY

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By Roberto Baciocchi



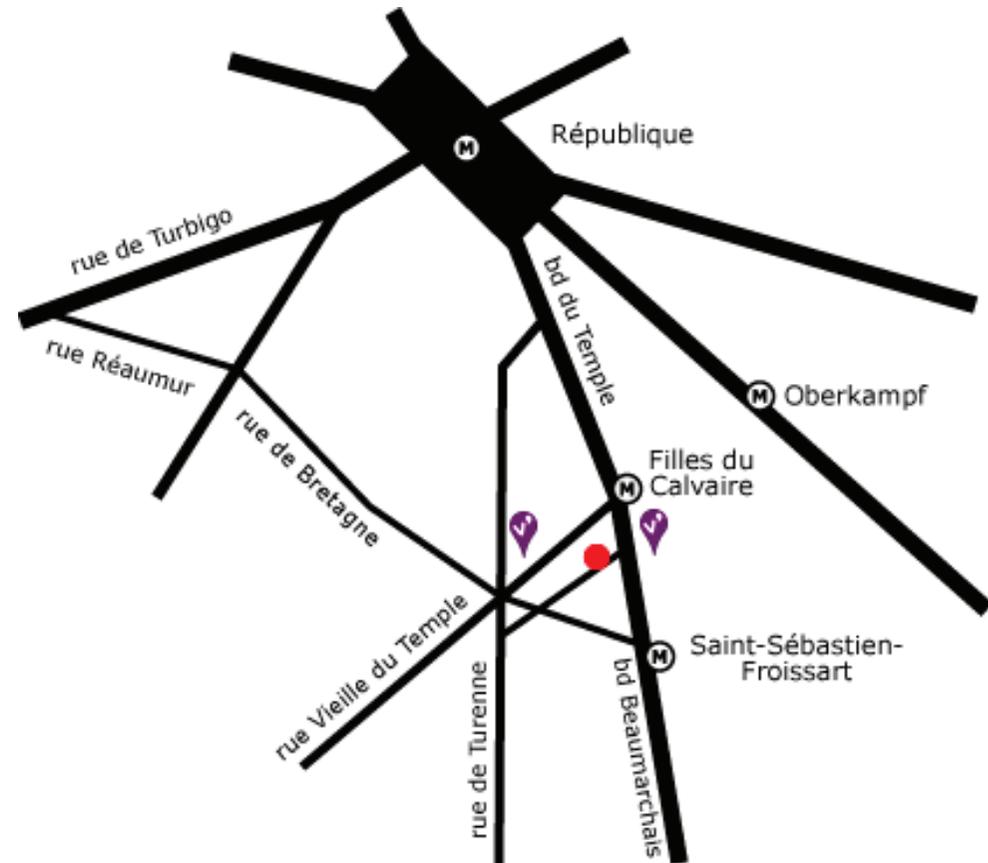
## PICTURES

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Espace Communes  
17 Rue Communes, 75003 Paris

*1000 Vases* is an event open to the public (free entrance).

The opening night is by invitation only: collectors, architects, buyers, institutions and press.



## PRACTICAL INFORMATION

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Espace Commines  
17 Rue Commines, 75003 Paris  
Metro : Filles du Calvaire & Saint Sébastien Froissart

Roberto Baciocchi is among the international founders of the architectural interpretation of commercial premises in the luxury field. His activity, world-wide acknowledged and recognizable, is characterized by innovation - yet in full compliance with the standards and the DNA of the brands it refers to - and by the attention to and respect for the historical, architectural and social context of the environments, buildings and countries he works in.

The research and development of every single piece of furniture, the conception of the show-windows, the lighting and a specific care for the details are further prerogatives of all of his projects. Roberto Baciocchi was born and raised in Arezzo, in Tuscany, a city famous for Piero della Francesca's and Vasari's works, and studied at the University of Florence, where he graduated in Architecture.

His education was deeply influenced by the beauty, the artworks and the culture of the two cities, which guided his choices and shaped his taste for beauty. Attracted to the aesthetics as a cultural expression, in a historical moment of deep changes in society and customs, Roberto Baciocchi was able to seize the way fashion, in its full growth in the Italy of the 70's, was becoming a real phenomenon - and not just a mere appendix

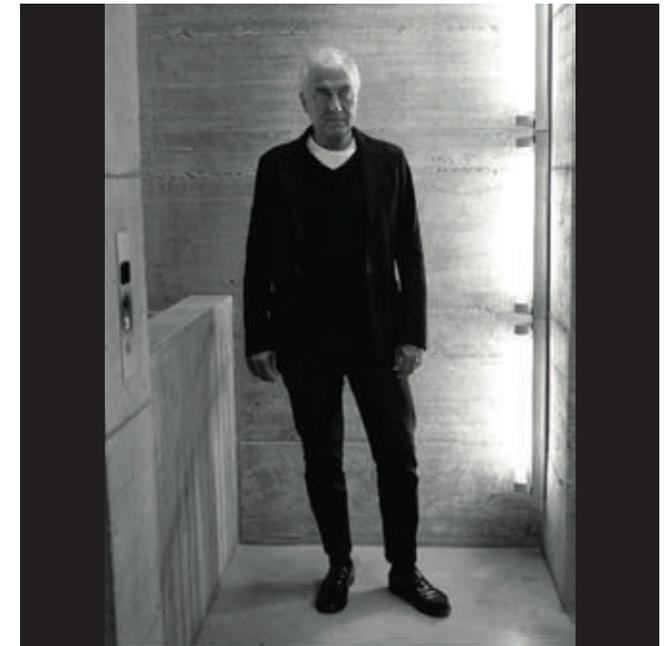
- in a world that was changing its basic standards. Such an insight led him to be one of the first to re-interpret luxury stores in a modern key and on a new basis, relieving them of concepts now unsuitable for the evolution of shopping and introducing shapes with minimal lines, yet with all due respect to the architectural connections, the materials and the elements contributing to the identity of a brand.

Out of this approach and the concurrence of creative and cultural perspectives, the cooperation with Patrizio Bertelli and Miuccia Prada occurred spontaneously; quite a tight cooperation indeed, arisen at the beginning of the 80's, that promptly led him to be the interpreter of all Prada stores around the world and to harmoniously contribute to the introduction of the standards and the new conception of brand, emblem of luxury on an international scale.

Strengthened in time, Baciocchi's cooperation with Patrizio Bertelli and Miuccia Prada will grow hand in hand with Prada Group's development and will later be extended to the design of all the stores of the brands belonging to Group (Prada, Miu Miu, Church's and Car Shoes), introducing - among others - Miu Miu's store concept (1988) : a minimal look that has influenced, during the next decade, the whole design applied to retail.

Roberto Baciocchi's professional commitment,

though, isn't merely confined to the commercial area : a substantial part of his studio's activity - based in Arezzo and composed by six partners and 60 coworkers between architects and designers - is also dedicated to industrial and residential architecture (with important projects carried out in Saint Moritz, Milan and Tuscany), design of luxury hotels (Rome, Milan and Venice) and renovation of notable historic houses, in partnership with the Cultural, Architectural and Landscape Heritage Authorities.



Among the most significant awards earned by Studio Baciocchi, we mention:

## ROBERTO BACIOCCHI

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- « Commercial Restoration Award » by the City of New York for the Prada store on Madison Avenue (1997)
- « The Best Restoration Award of a Historical Building » by Aspen Historical Society for the Prada store in Aspen, Colorado (2002)

# CONTACT

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