Cersaie 2025
Bologna, 22-26 september 2025
Hall 21 Stand B11

PRESS RELEASE

Damast Embraces Contemporary Art as a Regenerative Gesture At Cersaie: the Yutori Collection by Artist Antonio Spanedda Works in Plexiglass Between Light and Matter

Works **by Antonio Spanedda** explore the value of recovery as a creative and relational act, giving life to the **Yutori (ユートリ) collection** — a Japanese term meaning "space, margin, ease." This philosophy invites us to create a space of calm and tranquility in life, to slow down, and to find inner balance, in a perfect fusion of beauty, function, and memory. Yutori is more than just a concept; it is a philosophy of life that encourages us to slow down, be present in the moment, appreciate small things, and cultivate personal creativity. It invites us to find joy in daily actions, dedicate time to personal interests, and reconnect with nature. In short, it is a call to rediscover the pleasure of living, to slow down, and to create space for ourselves and the world around us.

Created through a collaborative gesture between the artist and Damast — a concrete and poetic act of collecting company production waste — the works express the concept of regeneration: recovery not as mere recycling but as a creative and symbolic possibility. The seats are transparent structures with resin cushions encapsulating industrial fragments and decorative details, with stylistic references to Spanedda's previous series *Message in a Bottle*. Each work features original visual subjects — landscapes, abstract visions, imaginary worlds — born from his personal interpretation of reality.

The works, made of plexiglass and enriched with materials from Damast and Vifra (the group company specialized in plastic molding), are a tangible example of how industrial waste can be transformed into aesthetic, narrative, and symbolic value.

At Cersaie 2025, Damast brings not only design research, aesthetic quality, and environmental commitment, but also art — art that originates from the heart of the company, which has always been devoted to the culture of design and the symbolic value of objects. The collaboration with relational artist Antonio Spanedda, Associate Professor at the Brera Academy of Fine Arts in Milan and at ACME Academy in Novara, began with a first project in 2021 and has since evolved into a true artistic synergy.

This synergy involved both Damast and its sister company Vifra — a historic Invorio-based firm specializing in the design, molding, and assembly of plastic materials — from which the material was sourced. Each element of the collection is a unique, numbered, and out-of-catalogue piece, made to order and available through selected showrooms.

The project is fully aligned with the concept of Damast's stand at Cersaie 2025, which interprets the exhibition's theme centered on three fundamental pillars for the sector's evolution: **design, technology, and sustainability**. These values are embodied in this special initiative, which turns waste into a creative gesture and a design statement.

Three works from the collection will be displayed at the stand, harmoniously integrating with the exhibition layout and enriching the narrative of Damast's projects. *"Art, as we know, is usually not used, but only displayed. We want to use this art not only as a physical space, as matter, but above all as an inner space. This is a collection of usable art, where the focus is not on recycling — which is necessary — but on taking waste and elevating it to art, cleansing it, sterilizing it, making it something much more,"* says Concetta Mastrolia, CEO of Damast.

With this initiative, Damast not only celebrates 25 years of **#doccetteria** but also reaffirms its strong bond with design and contemporary art, projecting itself into the future with a free, creative, and conscious spirit.

DAMAST #doccetteria
For twenty-five years, Damast has specialized in showers, showerheads, and slide rails. The company promotes a new way of living the bathroom space, placing shower culture at its core through the neologism **#doccetteria**. Damast fuels its goals every day with passion, through products of Italian taste, style, and know-how, conceived and manufactured with care.

ANTONIO SPANEDDA
Antonio Spanedda is a relational artist, holding a degree in Sculpture and a PhD in Art and Anthropology of the Sacred from the Brera Academy of Fine Arts in Milan. An expert in relational art projects and cultural business, he has taken part in video art festivals and exhibitions alongside figures such as Vettor Pisani, Giosetta Fioroni, Fabio Mauri, and Luca Maria Patella. Since 2019, together with Stefano Francoli, he has been developing projects that bring together art, business, and education. In recent years, he has focused on issues of sustainability, ecology, and urban regeneration, working in collaboration with major cultural institutions. He teaches at the ACME Academy in Novara and collaborates with the Brera Academy in Milan.

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