

PRESS

MISSONI

SURFACE CONVERSION

presents

Kreëmart

Romina de Novellis

LA VEGLIA

Inaugural Engagement

Salotto “Angela Missoni”

DECORATING

Inside Angela Missoni's Art-Filled, Shoppable Living Room

Together with Kreëmart, the designer has installed a *salotto* in Missoni's Madison Avenue boutique

TEXT BY [HADLEY KELLER](#) · PHOTOGRAPHY BY [SCOTT RUDD](#) · Posted March 2, 2017



The Salotto Angela Missoni at Missoni's Madison Avenue boutique.



If you ever wondered what it would be like to live in the private world of Angela Missoni, you're in luck. Starting March 2, the fashion label's Madison Avenue boutique will play host to the Salotto Angela Missoni, a joint production of Kreëmart, known for its collaborations between artists and pastry chefs, and Missoni *Surface Conversion*, which brings the designer's imagination to life.

The project's jumping-off point was Missoni's desire to display the Italian performance artist Romina De Novellis's *La Veglia*, a large-scale work in which the artist, seated nude on a cushion, continually weaves red Missoni thread around her. De Novellis will be on hand to perform the work for the salon's first three days. The space also boasts artwork by the likes of Mickalene Thomas, Juergen Teller, and Marina Abramović set against a dazzling backdrop of Missoni's trademark prints, as well as rugs from ABC Home, furnishings by Ercole, and Assouline books.

"I realized that we are in the middle of one of the best art neighborhoods, and I have a lot of space here," says Missoni. "I have a lot of friends who live in the art world, and I thought it would be nice to bring the art into the store." Though Missoni doesn't call herself a collector ("That's a professional term," she says. "I don't have the time!"), she is, by her own definition, a passionate "assembler" of art, and each of the artists whose work is displayed in the Salotto is one whose work Missoni owns.



When brainstorming iterations of an art installation in the store, Missoni turned to her longtime friend and founder of Kreëmart, Raphaël Castoriano. "When I came to him with the idea, he said to me, 'But this needs a more intimate space,'" Missoni recalls. "So he suggested, 'Why don't you take your home and bring it into the space, to give it the idea of the *salotto*?' " Though Missoni was at first skeptical ("I thought, 'Oh God! My house? So embarrassing'"), she eventually relented, and the resulting space is an intimate distillation of Missoni's style that includes such personal touches as framed family photographs. "It's a living room in the middle of New York City," says Castoriano.



Missoni poufs flanking a Stephan Doitschinoff painting.

The installation is the second iteration of Surface Conversion, the Missoni project created to incorporate contemporary art into the fashion world. Last year the initiative hosted a series of rotating exhibitions at the Missoni boutique. Though the Salotto will remain open through April 22, visits are by appointment only, and only two slots are offered each day. "We wanted to keep it from being too crowded," says Missoni. In addition to seeing the art, guests will be treated to candy from Kreëmart, including licorice laces that echo De Novellis's thread, as well as Italian liquor and coffee, all of which serve to make the space feel more like a living room and less like a store. "We're all basically family here," said Castoriano when asked about how the multipiece collaboration came about. At its most successful, the Salotto will make all guests feel just that.

Angela Missoni Brings Her 'Salotto' to New York With Kreëmart

The immersive exhibit will be on view at the brand's Madison Avenue boutique.

By **Kristen Tauer** on March 2, 2017

Angela **Missoni** is bringing her living room to **New York**.

Beginning today, **Missoni** Surface Conversion will present Kreëmart "Salotto Angela Missoni," an immersive and intimate exhibit within the brand's

Madison Avenue boutique. The space will reflect the personal and artistic aesthetics of the label's creative director, and work by artists such as Marina Abramović, Juergen Teller, Ryan McNamara and Mickalene Thomas will be on display.

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"Salotto Angela Missoni" is the second collaboration in the Surface Conversion series, which aims to support contemporary artists. The boutique is in close proximity to a cluster of Upper East Side galleries — Gagosian, Almine Rech, Robert Blumenthal — not to mention prominent **art** museums. "I had this beautiful space in **New York**, and I was just thinking what to do," Missoni said a few days before landing in the city; she will be present at the "Salotto" during the first three days of the exhibit. "I thought it could be good to use that space to give a voice and host various artists," she continued. "I called the series of shows 'Surface Conversion' because it's the surface of the shop, and I gave that space to artists to make other things of it."

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The first three days of the exhibit will also feature an ephemeral performance piece by artist Romina De Novellis, in which she will unravel an installation she created from 20,000 meters of red Missoni yarn, reminiscent of a nest or cage, depending on the viewer's point of view. The performance, "La Veglia," will be viewable by private invitation only during the day, but the result of the undone sculpture will be on public display at the shop afterward. "At the end, you will see a sculpture of knotted thread, which is a trace of her physical gesture," Missoni explained.

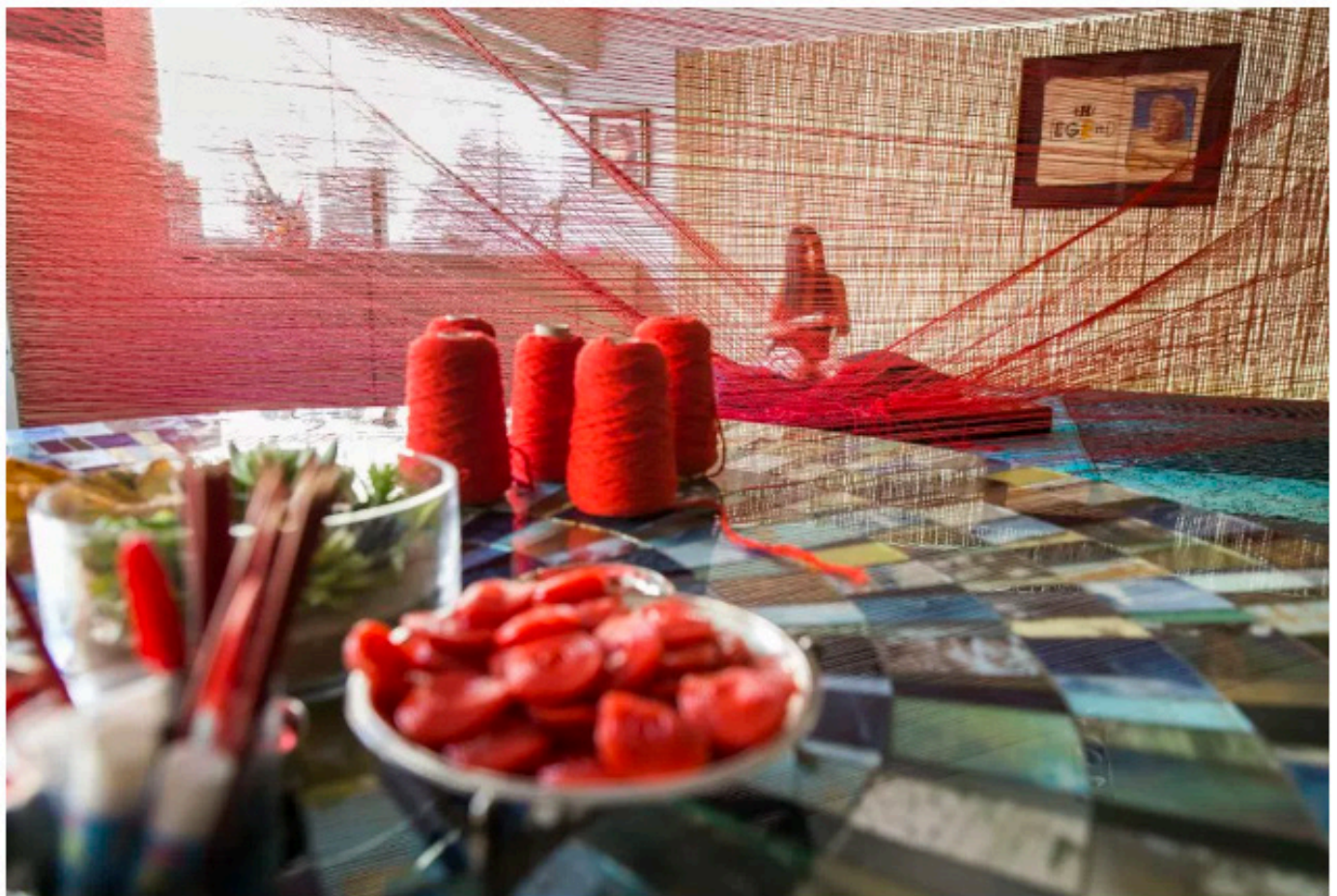
The "Salotto" is a collaboration with Kreëmart, which was founded by Missoni's longtime friend and **art** advisor Raphael Castoriano, who marries art and sugar in immersive environments. In the vein of the space being a living room, visitors to the exhibit will be greeted with food, drink and candies, which guests can take away as a souvenir. It's all part of a larger goal of making the Missoni boutiques more personal.

"Every time I enter my shop, I would like them to resemble my house," Missoni said. "I'm starting to do events where I can be there, I can host them; I can already bring a bit of my energy to those stores, and in this space, transform an area of the shop, interact with the shop. So I will interact with my clients and then also with people who love art and who would love to see special events," she continued. "I also think if [visitors] appreciate my work, they will appreciate my home."

See Nude Performance Art & Craft With Candy at The Missoni Salotto

Missoni Salotto will remain open to the public until April 22nd

By [Zachary Weiss](#) • 03/03/17 11:47am



Salotto Angela Missoni. (Photo by Scott Rudd)

I was greeted by performance artist Romina de Novellis, nude, weaving spools of red yarn yesterday afternoon at Salotto Angela Missoni, the all-but-hidden enclave where the den mother of the Missoni family empire has been given free reign to create her own world of oddities in the second installment of an ongoing project known as Missoni Surface Conversion.



Salotto Angela Missoni. (Photo by Scott Rudd)

Created in collaboration with Kreëmart, the “producer of immersive art happenings in unexpected environments” founded by Raphael Castoriano, the “living room” sits on the second floor of the brand’s Madison Avenue flagship in a space usually reserved for private appointments.



Candy crafting at Salotto Angela Missoni. (Photo by Scott Rudd)

It's an eclectic layer of Assouline books, Missoni home goods, artworks by some of her favorites like Tracy Emin and Mickalene Thomas, and a smattering of goods brought directly to New York in her own luggage.



Salotto Angela Missoni. (Photo by Scott Rudd)

“You want to know what came in with my luggage?,” Ms. Missoni said as we worked our way through the shelves. “This Barbie wearing a fake Missoni dress and an original Missoni sweater, a picture of my mom and my brother by Juergen Teller, these crocheted flowers, and I even brought in the thread that Romina is weaving.”

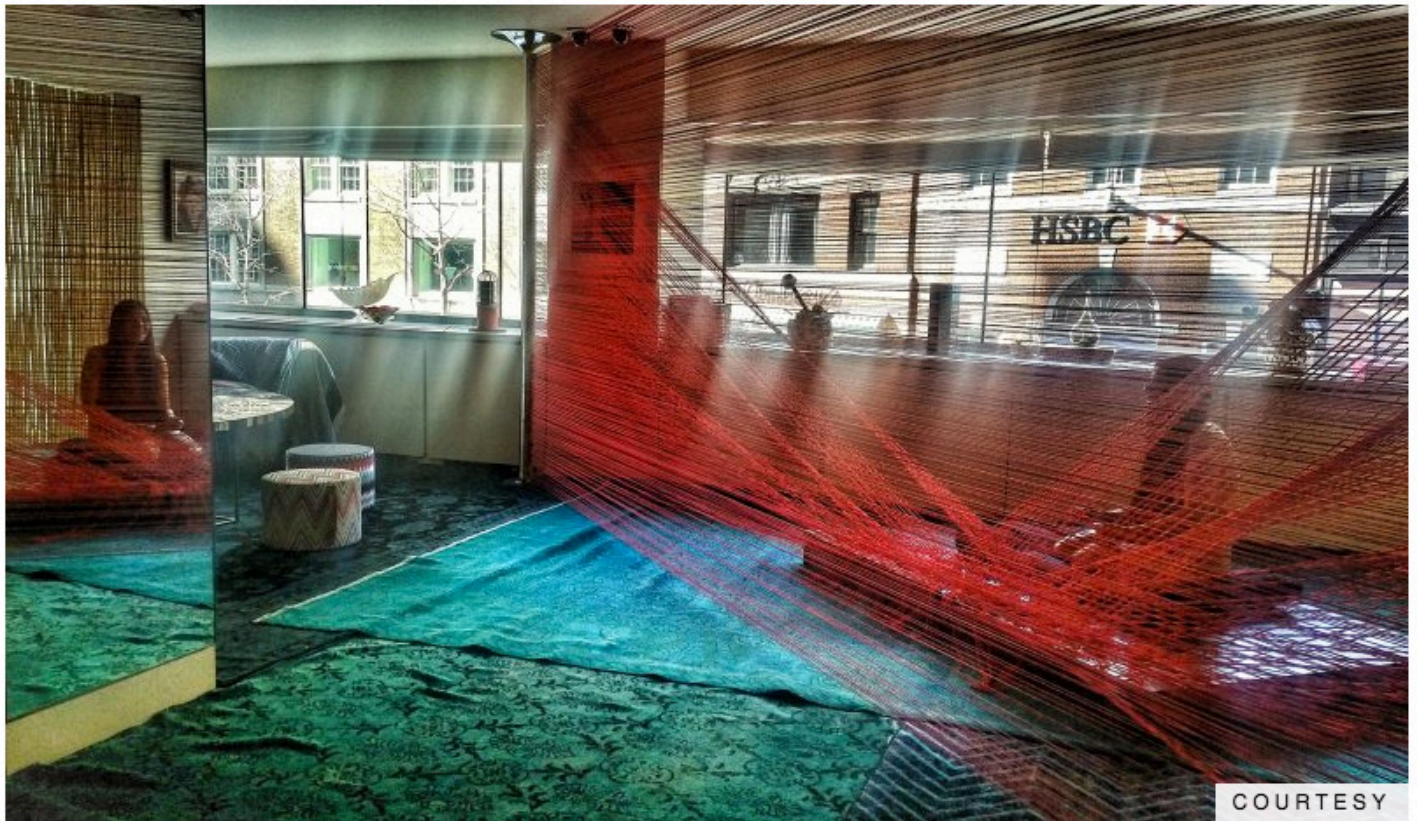


Salotto Angela Missoni. (Photo by Scott Rudd)

Until April 22nd, curious store visitors can step into the Salotto Angela Missoni by appointment for an afternoon full of cocktails, pasta, arts & crafts using red vines, and all of the Missoni's own wares that make it a near-exact interpretation of her family home in Milan, Italy.



"I don't consider myself a collector, because collectors only do that," Ms. Missoni said. "I'm more of an assembler of things. That's why I brought in those pieces which are not precious. I'm just curious. I go everywhere so my curiosity can be fulfilled, and to find things that surprise me."



Angela Missoni Invites Guests to Check Out Her Fairy-Tale Living Room for ‘Surface Conversion’

By [Kristen Heinzinger](#) | March 3, 2017

Angela Missoni is opening the doors of her living room to the public—or, at least a fairy-tale version of it—at the Missoni Boutique in NYC. As part of Missoni’s Surface Conversion project, the Italian brand partnered with Kreëmart founder **Raphaël Castoriano** for “Salotto Angela Missoni,” a creative space that combines installation art, performance art, and lots of sugar.

The three-day grand opening includes a rendition of “La Veglia” by performance artist **Romina de Novellis**, where she weaves 20,000 meters of red Missoni thread to slowly unravel the installation. For the remainder of the series, artwork selected by Angela Missoni and Kreëmart will be scattered throughout the space, including include pieces by **Marina Abramovic**, **Tracey Emin**, **Ryan McNamara**, **Josephine Meckseper**, **Jack Pierson**, **Ryan Trecartin**, **Mickalene Thomas**, **Rob Wynne**, and more.

While guests can enjoy Italian liqueur and coffee, “candied almonds, and licorice candy laces while they check out the *salotto* (which loosely translates to “drawing room” in Italian), they’re also encouraged to use the sweets to create their own Kreëmart edition of the performance piece. The space will continue to evolve, so be sure to check back to see what’s new. Beginning March 6, anyone can register to visit the space, which is open Tuesdays and Thursdays from 11 am – 3 pm.



Spinning a yarn: Angela Missoni turns her hand to performance art and craft

FASHION / 6 MAR 2017 / BY ANN BINLOT



Last November, Angela Missoni caught a performance of Romina de Novellis' *La Veglia* in the Geneva home of collectors Julie Castoriano Bugnone and Edoardo Bugnone. The performance artist unravelled a web of yarn in the nude for a whole day, as a failed attempt at the liberation of the body. 'You should be nearly entering the meditation that she is while she's doing the knots,' says Bugnone. 'Listening to these traditional songs from the south of Italy that are sung in the local dialect.'

Raphael Castoriano, the founder of Kreëmart and Missoni's friend and art advisor, suggested that the fashion designer bring the performance to New York. The problem, was, she didn't have a house in the city. 'I said, "No, we're going to recreate the space"', recalls Angela. Castoriano was receptive, and called on his network to help fill the Missoni flagship store with art and furniture, while Angela provided her own personal possessions. Salotto Angela Missoni was born, with De Novellis' performance inaugurating the space for the first three days. Part of the brand's 'Surface Conversion' mission to merge art and fashion, the Kreëmart-presented space will be open by invitation in Missoni's Upper East Side boutique until 22 April.



‘We wanted to create a salon so people would speak to each other and what you see here – some people talking, some people leaving, coming back,’ says Castoriano, who filled it with work by artists including Tracey Emin and Nir Hod – all practitioners held in Missoni’s collection. ‘My houses are very much alive, always between friends and family,’ she continues.

Upon entering the Salotto, which feels like a bohemian living room, guests are greeted by a photographic work by Mickalene Thomas. Further in stands a sculpture by Josephine Meckseper. Assouline coffee-table books fill the shelves, while exotic rugs cover the floors. Angela added her own trinkets, like vintage Missoni pillows, family photographs and even a Missoni Barbie doll. ‘I have sort of decoration, which is kind of eclectic,’ says Angela. ‘A mix of precious and less precious things – things that are precious for me.’

Both Castoriano and Missoni emphasised the need to keep the gatherings small, thus keeping it to a select group of friends and family. ‘It cannot be a crowded space,’ says Missoni. ‘We need to keep this intimate.’



This Naked Performance Takes Place in Angela Missoni's Living Room

by Heather Corcoran

March 6, 2017 4:00 pm

Scott Rudd. Courtesy Missoni / Kreëmart.

This past week at Missoni's New York flagship on Madison Avenue, a mere \$25,000 could nab you maybe the most stunning thing in the whole shop: a performance art piece complete with 20,000 meters of the house's famous yarn.

From March 2 through 4, the Italian artist Romina de Novellis took residence in a small showroom in the boutique's second floor for *La Veglia* (*The Vigil*), a performance designed for domestic spaces in which the artist, completely naked, serenely unravels a wall of red thread—Missoni, of course—in an impossible attempt to break free before sunset. All the while, a recording of an endangered southern Italian song traditional sung by women during social visits plays in the background. It's a reminder that you're a caller at Salotto Angela Missoni, an imagined version of the creative director's private living room.

“It’s a project within a project,” Missoni’s collaborator Raphaël Castoriano, of sugar-art platform Kreëmart, said of de Novellis’s piece, which has been traveling to private homes for performances following a series of written instructions by the artist. For the Missoni show, Novellis wove her work in one corner of a lushly appointed, art-filled lounge.



Inside Salotto Angela Missoni.
Scott Rudd. Courtesy Missoni / Kreëmart.

Visitors are greeted with a photograph by Mickalene Thomas hung on a bamboo wall beside a palm tree; not far away, past the Picasso tapestry, a sofa draped in Missoni knits sits on a floor layered with rugs from ABC Carpet and Home, one of the show's many partners (another, Barilla pasta, forms an offering on an altar-like table near the back of the room). "It's non-institutional, because Angela and myself are non-institutional," Castoriano said of the arrangement.

The Salotto will be open through April 22. This is just the first installment of the show, which is rooted in the idea of creating an alternative arena for viewing art. "I don't consider myself an art collector," said Missoni. "I'm an assembler." And her own collection is suitably diverse, with with women she admires, like Marina Abramović, in heavy rotation—works hang near a Missoni-clad Barbie doll or next to family photos shot by Jurgen Teller for a brand campaign. Linking many of the pieces is an interest in craft mixed with a conceptual bent, reflected in the ersatz living space. "To see art in this way is a different thing," said Missoni. "It gets very personal in the end."

So how would she explain this unusual exhibition? Well, Missoni said as she settled, with a casual flair, into an ottoman at the edge of a mosaic table, you'll just have to see for yourself. "Come into my house," she beckoned. "Come for a coffee with Angela Missoni."

Angela Missoni Invites You to Lounge in This Far-Out Living Room

By **Tori Latham**



"Salotto Angela Missoni." Photo: Scott Rudd/Courtesy Missoni/Kreëmart/© 2017 Scott Rudd

Many of [Missoni's](#) textiles could be considered artwork in their own right. Now the brand is taking its appreciation for visual art a step further through its [Surface Conversion project](#), launched last year, aiming to combine the worlds of modern art, fashion, and culture. A new immersive experience, "Salotto Angela Missoni," is a collaboration between Missoni and Kreëmart that allows the viewer to step into an imagined version of Angela Missoni's living room.

The space is decorated in an inviting mix of Missoni's knit patterns, bright colors, and artwork by artists Angela Missoni has in her personal collection. "It's a place to lounge," she told the Cut. "You're not meant to just come and go, but to stay, drink, play, create." To open the space earlier this month, Missoni commissioned a performance piece by artist Romina de Novellis, who unwound Missoni-created red thread throughout the space as a representation of the failed liberation of the body.

Click ahead to see images of the space, including Missoni furniture and artworks by Brendan Fowler and Rob Wynne.

"Salotto Angela Missoni" will be on view at Missoni's Madison Avenue boutique until April 22. Members of the public can register to visit the space on Tuesdays and Thursdays between 11 a.m. and 3 p.m. by emailing info@kreemart.com.



The designer opens an installation mimicking her living room in NYC

Photographs Scott Rudd

Words Paul Pastore

Angela Missoni is inviting you over for cocktails—kind of. Her namesake brand, Missoni, and art collective Kreemart have teamed up to create a very special space inside of its Madison Avenue boutique. Together, they converted a room in the upper floor of the store to mimic Angela's personal Salotto (living room). It's the second in series of collaborations Missoni calls "Surface Conversions," wherein she transforms store spaces into intimate hangouts.

Kreemart founder, Raphael Castoriano and Angela have been longtime friends. Castoriano often collaborates with art world superstars, like Marina Abramovic, to create immersive performances, usually with sugar as the favored artistic medium. For this iteration of the "Surface Conversion" project they commissioned artist Romina de Novellis for a performance, where she unraveled 20,000 meters of red Missoni thread and hung it in the space.

The Salotto installation is inspired by the intimacy of a private home; the room has a cozy atmosphere with couches draped in Missoni textiles, and a self-serve bar. Making the space even more personal, Angela has hung works from artists featured in her private collection. On why she is so passionate about the project, Missoni said:

“When I launched Surface Conversion back in October, it was my vision to transform the Missoni boutique on Madison into a platform for artists I admire, to use the space as a blank canvas that could be the starting point for the creation of something unique, something special. My home is filled with the works of artists I admire, so, in many respects, I also wanted the Missoni’s stores to reflect my own relationship with the art community.”

The space is for private guests only, but if you’re not lucky enough to land an invite, members of the public can register by emailing info@kreemart.com to enter the lounge on Tuesdays and Thursdays for limited time slots. Scroll through for an inside look at the installation.

