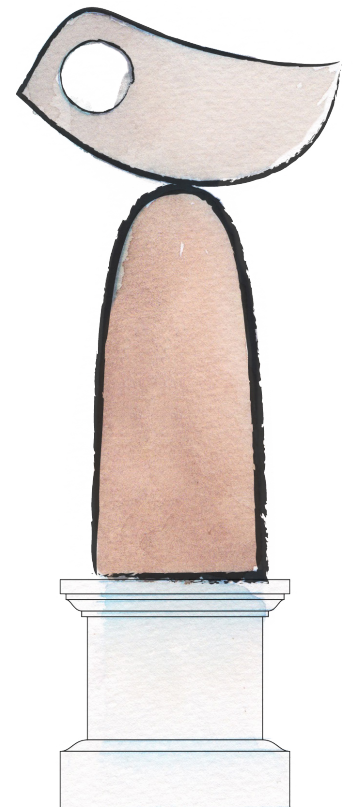


ECHOES OF FORM

ALPI @ THORVALDSEN'S MUSEUM



We are delighted to participate for the first time in Copenhagen's 3daysofdesign. In the last few years, the event has taken shape in quality, size and vision of contemporary design, distinguishing itself with a fresh, inventive approach – hosted in what can be considered the capital of Scandinavian design.

For this special occasion, we worked with GamFratesi, with whom we have a shared history rooted in creative dialogue and mutual understanding. Enrico Fratesi and I are from Italian cities not far from each other, while Stine Gam is Danish. This geographical and symbolic link is found in the travels of the great Bertel Thorvaldsen, the Danish sculptor who found inspiration in Italy, immersing himself in classical form for decades before returning to his native Copenhagen.

Precisely in the heart of Thorvaldsen's Museum is where our wood sculptures are displayed. It's a silent gesture of homage to the encounter between worlds, memories and materials; a narrative that takes shape at the intersection of past and present, north and south, hand and mind.

Vittorio Alpi

ECHOES OF FORM: CLASSICAL SHAPE, CONTEMPORARY LANGUAGE

The ALPI presentation for 3daysofdesign is rooted in focused consideration of the place hosting it, Thorvaldsen's Museum, named for the Danish-Icelandic neoclassical sculptor Bertel Thorvaldsen (1770-1844). After having worked in Rome for 42 years, the sculptor returned to his hometown of Copenhagen and was received as a national hero. He brought with him a vast collection of work he had made in Italy, plus drawings, sketches and plaster casts. These are preserved at the museum, which was the first public building in Denmark to be designed in the honour of a single artist. Inaugurated in 1848, the museum shows Thorvaldsen's work alongside Greek, Roman and Egyptian artefacts he collected. Still today, it serves as a living bridge between Nordic culture and classical Mediterranean culture.

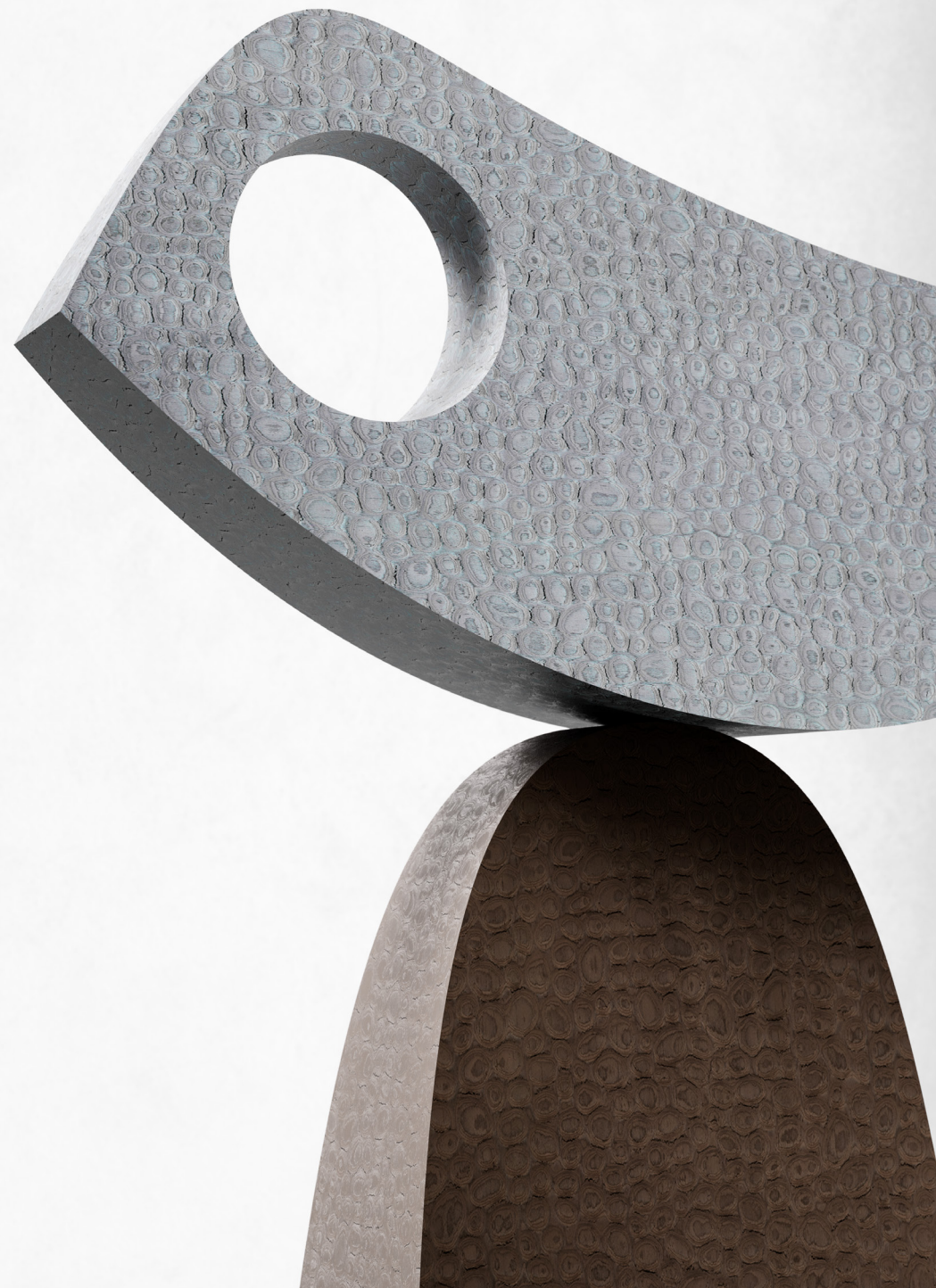
Based on this historical and symbolic relationship between Italy and Denmark, between sculpted rock and artisanal skills, the ALPI display is a contemporary reading of sculptural craft. In lieu of marble, wood is the material shaped and enlivened with curves, pattern and texture. "Echoes of Form" takes inspiration from Bertel Thorvaldsen's neoclassical style and transfers it to sustainable reconstituted wood, made unique by means of the technological expertise and aesthetic sensibility that ALPI is famous for.

The sculpted pieces created for the display explore the potential of different types of wood, bringing to the fore richness of grain, finish and colouring both natural and experimental. Each of the objects is conceived as a modern-day interpretation of ancient statuary: classical in an innovative way. The soft forms, smooth surfaces and silent volumes establish an electric dialogue with the museum rooms, bringing the past into the present.

Much like Thorvaldsen's work shipped from Rome to Copenhagen, the ALPI installations will travel from Italy to Denmark. Ideated and crafted by Italian artisanship, they represent a new type of cultural and material storytelling. Wood in its most sophisticated rendition is made heir and custodian of a tradition renewed while still connecting to the origins.

"Echoes of Form" is an ode to shape, memory and material. It is wood's homage to the art of sculpture, a realm researched by ALPI in perfect equilibrium between classicality and innovation, artisanry and industry, nature and design.

GamFratesi





ALPI Peacock Brown / ALPI Peacock Grey
design GamFratesi



ALPI Xilo Striped White
curated by Piero Lissoni



ALPI Santos / ALPI Honduras
curated by Piero Lissoni



ALPI Futae White
design nendo



ALPI Tramonto
design Konstantin Grcic



ALPI Sottsass Red
design Ettore Sottsass

ALPI is a leading producer of decorative surfaces made of reconstituted wood. The company was the first in the world to industrialise the process of wood reconstruction. ALPIlignum veneer is based on taking apart and putting back together a tree-trunk. This creates a material that is authentic wood, but designable and reproducible, conceived for designers, architects and industrial producers.

The ALPI involvement with the design world has been ongoing for over 40 years now, in close dialogue with international talents. Eight years ago, rooted in the desire to bring the veneer to life three-dimensionally, ALPI began collaborating with its designers on sculptural pieces of furniture free from the limits of commercialisation. These unique pieces, made in very small series, explore and reveal the expressive potential of ALPI wood.

The “Echoes of Form” installation by GamFratesi is a brand-new chapter of this creative initiative begun in 2017 with “Re-Connection” by Martino Gamper, which was followed by Alessandro Mendini’s mysterious “Tre Primitivi” (2018), the elegant alchemy of “La Tavola degli Elementi” by Piero Lissoni (2019), the bare-bone iconicity of “If I Were a Carpenter” by Ron Arad (2022) and the atmospheric “Prevalentemente soleggiato con rovesci sparsi” by Konstantin Grcic (2023).

In 2024, in celebration of the 40th anniversary of the bond between ALPI and design, the company presented the exhibition “Along the edge – ALPI 1984-2024” during the Edit Cult design fair in Naples. It portrayed design as a cultural practice, a language that interprets material, giving it new meaning and a new narrative. ALPI continues to build and define its identity precisely along the edge between nature and artifice, between creative freedom and technical expertise.

