

EVENTS/CAUSES

Fratelli Rossetti sources handcrafted talent for months-long event series

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Promotional image for Fratelli Rossetti & Atypical skateboards

By STAFF REPORTS

Italian footwear label Fratelli Rossetti is opening up its Milanese boutique to up-and-coming artisans, allowing these talents to showcase their skills to a wider audience.

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Fratelli Rossetti's "New Artisan" initiative will tell the narratives of the creatives currently building their careers through a series of monthly events at the label's store on Via Montenapoleone. Keeping a focus on handcrafted items, New Artisan will boast the artistic capabilities of objects commonly mass produced, such as skateboards, lampshades, mobile phone covers and sunglasses.

Expressions of craftsmanship

For the overall event, Fratelli Rossetti has partnered with the Franciacorta Association to present wineries operated by young entrepreneurs who have chosen the wine industry for a career. This partnership stems from the pair's workings during the Milan Expo 2015.

New Artisans first display will be presented by Atypical, a handmade Italian skateboard company. Launched in 2012, Atypical found inspiration from early 1960s and 70s skateboards and uses solid wood from ash trees.

During the kick off event on March 15, Fratelli Rossetti and Franciacorta served wines by Vigna Dorata.

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Are you ready to surf the city with Fratelli Rossetti & Atypical? See you tomorrow at Montenapoleone 1 boutique, 6 to 8pm. Don't miss it! #NewArtisan #FratelliRossetti #Atypicalskateboards

Posted by **Fratelli Rossetti** on Monday, March 14, 2016

Each month for the remainder of the year, Fratelli Rossetti will showcase a new artisan. Next month beginning April 14, in association with the Milan Furniture Fair, Servomuto will be the guest exhibitor. Servomuto is known from its vintage lampshades with contemporary flavor.

Other exhibitors include furniture maker Implagliando, wooden eyewear designed by Rypson and mobile phone

covers produced by Wood'd. Additional presenters will follow with strictly handmade goods.

The wineries that will be represented during the course of New Artisan will include Biondelli, Bosio, Castelveder, Gatti, Corte Fusia, Ronco Calino and others. At each event, artist Chiara Foglieni will capture the synergy between the artisans and wineries by creating hand-painted magnums.

"New Artisan is a project for professional creative talents who have rediscovered the value of handmade products and given a contemporary twist to them," said Luca Rossetti, CEO of Fratelli Rossetti, in a brand statement. "Through these emerging players, we want to promote our long-established values of craftsmanship, research and Italian-based production."

As of late, the next generation of the luxury industry has been a primary focus for brands, publishers and retailers alike.

For instance, online retailer Yoox paired with Vogue Italia to keep its consumers up-to-date on fashion's emerging talents.

Yoox's "The Next Talents" feature introduced a number of promising new designers while giving the online retailer's fashion-forward crowd access to the industry's up-and-coming creatives. The project launched Feb. 24 online and included a physical showcase in Milan at the Palazzo Morando through Feb. 27, giving those attending Milan Fashion Week an in person view of the designers ([see story](#)).

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