

APPAREL AND ACCESSORIES

Ottavio Missoni memorialized in Milanese installation

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Ottavio Missoni

By STAFF REPORTS

Milan's Idroscalo park is the site of a new tribute to late fashion entrepreneur Ottavio Missoni.

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"Rosa dei Venti," or Wind Rose in English, celebrates the Missoni co-founder's desire to explore every direction. A production of Associazione Amici Accademia di Brera with support of the Missoni family, the installation was inaugurated on March 29.

In memory

The Wind Rose was originally created by Mr. Missoni in 1986 as a prompt to children to explore the world around them. His patchwork knitted together forms a circle, representing the full 360 degrees available for curious minds.

This new artwork was created by Daniele Paggiaro and Luca Missoni, the son of Ottavio. The installation inspired by the decades-old original is positioned in the park's Auli Ule, a 215,000-square-foot "garden of forgotten games."

Mr. Missoni passed away in 2013, leaving behind a legacy that included his namesake fashion label and his time as an Olympic athlete.



The Wind Rose

"When I spoke to Ottavio 'Tai' Missoni my project of a Garden of Forgotten Games (Auli Ule) I immediately met his enthusiastic support," said Fulvio Scaparro. "It could not be otherwise, because Tai had the courage, curiosity, creativity and 'children's enthusiasm.

"He said he was a descendant of Misson, libertarian pirate of the late seventeenth century and how he loved the sea, travel, adventure and freedom. La Rosa dei Venti remembers his '360 degrees' love for the world and for life."

While brand founders are remembered in brand campaigns, some have been enshrined in permanent, physical memorials.

French house Chanel is honoring its founder's impact on fashion in an enduring way.

Through Chanel's support, the Palais Galliera will create a permanent exhibition space dedicated to fashion history from the 18th century on. Slated to open late in 2019, this sponsorship will allow the museum to invite visitors throughout the entire year ([see story](#)).

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