

NEW EGG @ Pitti Taste

At Pitti Taste, OFF Giannoni & Santoni showcases **NEW EGG**, the astonishing collection of *domestic chicken coops* born from the encounter between the artists Vedovamazzei and high-quality egg producer Paolo Parisi.

The project, curated by Nicolas Ballario, is now enriched with new food creations, resulting from the dialogue between the ironic duo and the 'king' of eggs: biscuits, mayonnaise and jellied eggs.

Pitti Taste

Saturday, February 3rd to Monday, February 5th, 2024
Sala della Volta, Fortezza da Basso | Viale Filippo Strozzi 1

OFF Giannoni & Santoni as part of Pitti Taste, the Pitti Immagine event dedicated to the food & beverage sector, presents the visionary project by Nicolas Ballario, **NEW EGG**.

The original **collection of twenty domestic chicken coops** imagined by the artistic duo Vedovamazzei, with the collaboration of the brilliant producer of high-quality eggs Paolo Parisi, thus arrives – after its success at Artissima – at the Fortezza da Basso in the spaces of the **Sala della Volta** with an unexpected set-up where in the colourful architecture of the *chicken coops* live the **real protagonists of the project, the hens** (in the utmost respect for the animals, entrances will be limited).

Along with the chicken coops, Pitti Taste presents **NEW EGG food creations**, obviously egg-based, in which the artistic vision of Vedovamazzei merges with Parisi's philosophy to create original novelties: **biscuits, mayonnaise and jellied eggs**, offered in the **Emporio series**, open and replicable, and in the **limited-edition series** of one hundred numbered and signed pieces.

NEW EGG represents the first project 'branded' OFF, the new brand of the Giannoni & Santoni universe – a tuscan company leader in general contracting, renovation and design of spaces and works of high artistic value –, established with the aim of creating projects capable of **rethinking a new relationship with the nature crossing the boundaries between worlds and disciplines** (art, architecture, design, food).

“Freedom is undoubtedly the main distinguishing feature of OFF's identity, an ideal place to be free to experiment without boundaries”, says Antonio Giannoni, AD for Giannoni & Santoni. “We are very happy to be guests at Pitti Taste, the perfect context in which to tell about our transversal approach to creativity”.

“For us, art must generate something unforgettable within everyone's reach, which is why we did not stop at the chicken coop!”, says Nicolas Ballario, the artistic director. “Jellied eggs, biscuits, mayonnaise are all extraordinary products that are presented not with simple packaging, but as the heart of a work of art”.

NEW EGG – The chicken coops collection

The **NEW EGG** chicken coops are **unique and unrepeatable handmade pieces**, in which **aesthetics and functionality** merge, responding to the needs and for the **maximum wellness for the animal**. Designed by a team of experts to be the **ideal life environment for the hens**, they are **openable and closable**, while the **upper door guards the nest**, following the most up-to-date parameters in the study of egg deposition.

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The external wooden surfaces, characterized by a **disruptive, pop and colourful aesthetic**, are actually an invitation to **reflect on universal themes**, such as emigration, housing, natural resources management, through **political messages treated through the lens of sophisticated irony**, a peculiar element of Vedovamazzei's artistic research.

The square lines of these objects/works, evoking contemporary household appliances, declare their **magical function of 'producing' something special every day**, without needing electricity. In fact, they are accompanied by precise instructions for having the sought-after 'Parisi egg', fresh and irresistible, to be stored every morning in a precious **egg cup in the shape of a chicken foot**, which, recalling an antique chandelier, emphasizes the **sacredness of this ritual, as simple as it is extraordinary**.

NEW EGG – The mayonnaise

Created with the **famous whole egg by Paolo Parisi**, the **NEW EGG mayonnaise** is light as a cloud and never seems to end. In the opposite direction to a contemporary world that wants 'easily washable' products, guided by their typical irony, the Vedovamazzei duo left **on the glass jar an unexpected painted trace**, in the hope that the mayonnaise will last forever.

NEW EGG – The biscuits

The **egg-shaped biscuits** are apparently identical, but the taste hides different flavours: special flours, rose-scented honey, citrus pepper, liquorice, chocolate and much more. The **NEW EGG biscuits** are stored in a **bold box**, which becomes a poster with the provocative writing: "*Only Tuscan is spoken here*", to remind us almost anarchically that any power is as short-lived as a box of biscuits.

NEW EGG – The jellied eggs

The **jellied eggs** by **NEW EGG** are Paolo Parisi's eggs, cooked and left to marinate in brine, which is composed of special ingredients such as Sake, Kombu seaweed, and star anise. The eggs are stored here in a jar that has a **table egg cup**, a monument to emptiness, to lack, to the less that is often more. The Greek myth tells that Sisyphus was condemned to push a boulder up a mountain for eternity, because when he got to the top it rolled downhill, and if he had just made a hole, maybe it would have stopped!

OFF GIANNONI & SANTONI

OFF is the spin-off by Giannoni & Santoni, a company with half a century of tradition specialising in the design and creation of projects with high artistic value. A story of creativity and art, of craftsmanship and scientific approach, constantly evolving: finishes, restorations, decorations, artistic collaborations up to General and Luxury Contract with an all-round project management. Over the years there have been many important connections made with renowned artists: realizations always geared toward enhancing emotions, spaces designed so that feelings and sensations can find their appropriate expression.

INFORMATION FOR THE PUBLIC:

OFF GIANNONI & SANTONI

NEW EGG by Vedovamazzei, curated by Nicolas Ballario

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Pitti Taste | Sala della Volta, Fortezza da Basso

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