



X A C U S

THE ART
OF
BECOMING

IV
Chapter



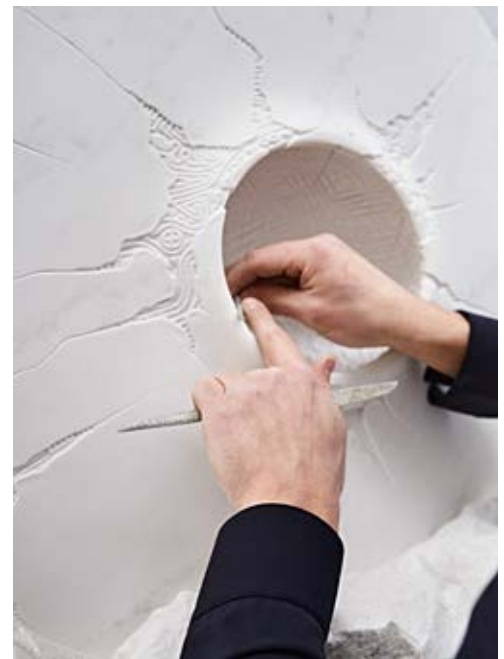
We Are Future

NAZARENO BIONDO

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On the occasion of Milan Design Week, Nazareno Biondo, through We Are Future, gives voice to the most important point of Xacus' Manifesto:
"The ability to imagine and shape the future, to be an active part of its improvement."

The Xacus' path inside the Brera Store, dedicated to the fascinating process of creation, has as its protagonist, for its fourth chapter, the avant-garde sculptor Nazareno Biondo.



After the work 'Renaissance' that artist Anaïs Herd-Smith dedicated to sustainability, it is now time for the brand's most important manifesto:

"Envisioning what the future will bring"

"Visionaries by definition, we constantly experiment with natural yarns and fabrics, production processes without waste, logistics systems with low impact on the environment, and sustainable business models, anticipating a better world."

In fact, Nazareno Biondo represents the visionary soul, which has always characterized the brand, both in its extreme and careful product study, and in its entrepreneurial vision.

"We have decided to entrust the development of a staple, such as our future vision, to Biondo - an artist who perfectly embodies the term 'visionary'. His creations have ancient origins: shaping and sculpting a pure, classic material such as marble, which is the backbone of so much beauty and tradition in Italian arts. However, his view is incredibly contemporary, in his gestures and in his intent, in the use of expressive mixes and indefinite languages between time and space', says Paolo Xocato, Xacus' CEO.



La X del brand reinterpretata da Biondo

We Are Future is a work of art created to represent and go beyond the degree of separation between present and future. Epitomized in a monumental life-size door sculpted in Carrara marble, the barrier between us and our evolution leaves a glimmer of hope behind.

“

If you have to be able to communicate something through art,
then I choose, with a critical eye, to emphasise how important it is
to abandon the culture of waste
in favour of that of reuse

”

Racconta

NAZARENO
BIONDO

An avant-garde sculpture and video artwork: through the keylock, in a storytelling where video-art meets vision, we see the glimpses of a future that brings along innovation and benefits for those who are capable of developing a better version of themselves.

The slab selected and provided by **Petra Antiqua** - a company from Vicenza specialized in hand-crafted and customized natural stone surfaces - is the perfect portion of the core of a block extracted from the Carrara caves. Through minimal tools and deliberately avoiding sophisticated technology, Nazareno Biondo has created the work meticulously with his hands.



An engaging installation, prompting viewers to physically and symbolically approach a vision with a cathartic and revealing power, like any artwork should inspire.

This piece on the occasion of Milan Design Week, will be previewed on **11 April** at the Xacus **Brera Store in Via Solferino 8**, where it will be on display for the whole month of the **Milan Design Week**.

Artwork by Nazareno Biondo



NAZARENO BIONDO

Avant-garde artist, Nazareno Biondo is renowned for his multifaceted artworks that explore marble's intrinsic beauty. Halfway between irony and drama, his artworks often border on hyper-realism, by reproducing everyday objects. Characterized by a deep vision, his sculptures convey a silent message that requires an interpretation and analysis of ourselves and the modern world.

His artistic skills have been recognized internationally. In particular, his artworks were displayed in Ankara, Bangkok, Lugano, Miami, and - more recently, New York City.



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