

Panerai, along with the artistic duo thebackstudio Illuminates Homo Faber 2024 with an Enlightening Installation Celebrating Italian Creativity

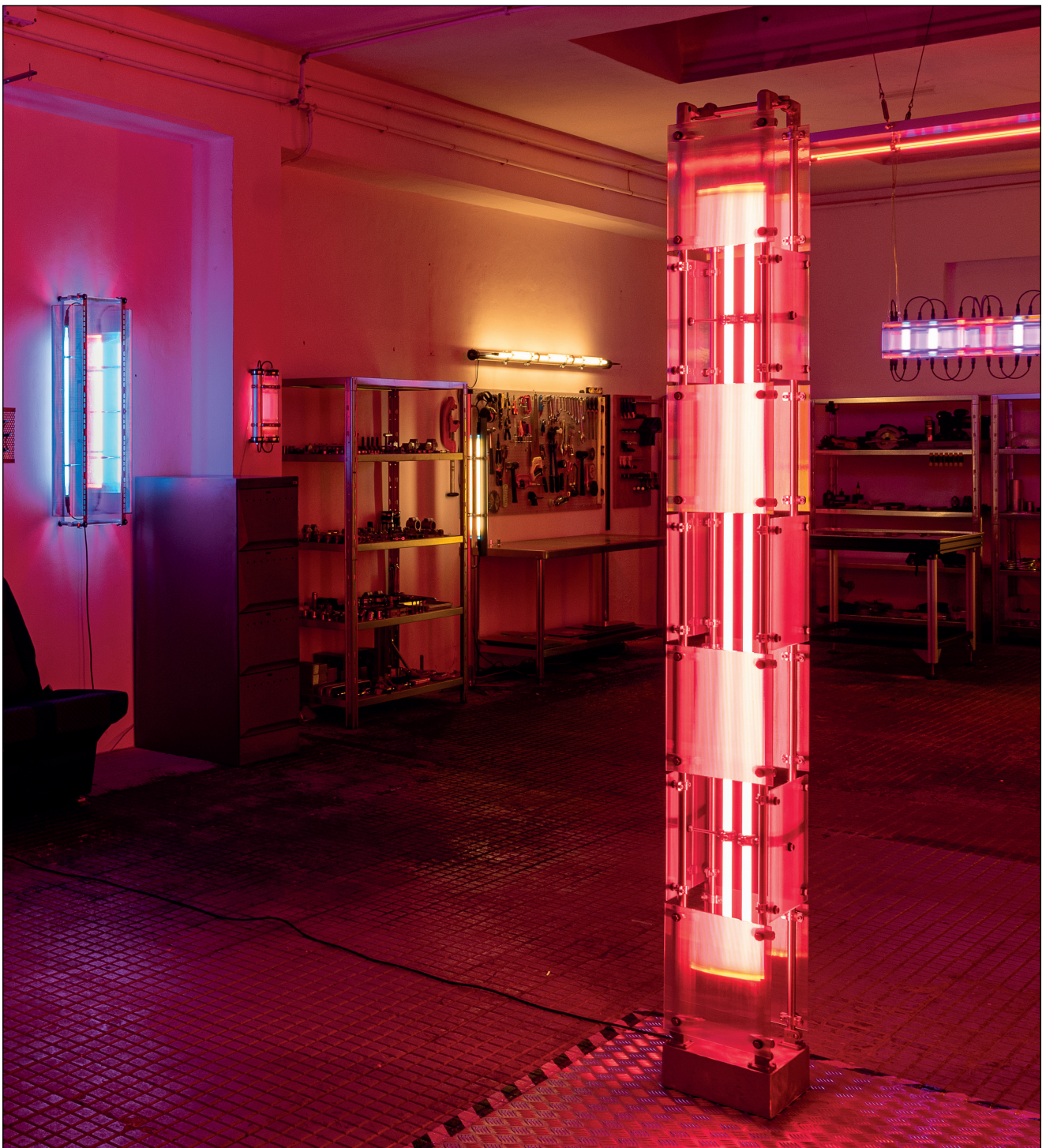
Panerai is proud to be part of the celebrated Homo Faber 2024, along with the artistic duo thebackstudio that this year explores the theme, 'The Journey of Life'. The exhibition takes place at the iconic Fondazione Giorgio Cini on San Giorgio Maggiore Island, Venice, and this year's edition is curated by Luca Guadagnino and architect Nicolò Rosmarini, taking visitors on a thematic journey through human life, from birth to afterlife.

"We are honored to be part of this culturally rich event once again. At this year's Homo Faber, the theme 'The Journey of Life' mirrors our own reflections on time. The site-specific installation developed by the talented artistic duo thebackstudio showcases our dedication to the art of watchmaking and our ongoing pursuit of innovation, where luminescence comes through in the spirit of hand-made Italian creativity," says CEO of Panerai, Jean-Marc Pontroué.

Panerai, renowned for its innovative approach in watchmaking, will present a conceptual light installation in the Sala degli Arazzi, a room that symbolizes union and love within the journey of life. The installation designed by the artistic duo thebackstudio, known for their contemporary approach to light art and design selected by MATTA gallery, demonstrates Panerai's commitment to integrating time-honored techniques with modern innovations. Thebackstudio perpetuates a visual language that escapes conventional artistic categorizations, positioning itself in a grey area between sculpture, art, and design. The installation's modular design echoes the intricate mechanics of Panerai's watchmaking heritage, highlighting the Maison's illustrious history in the invention of reliable instruments of luminescence. The creative partnership harnesses the duo's expertise in neon lighting and contemporary art, while the structure is reminiscent of the modular architecture of watch mechanics.

Set against the backdrop of the ancient monastery, it offers a visually compelling contrast where Italy's historical architecture meets Panerai's innovative pursuit of luminescent technology—a trait that has become a signature of their identity. Here, Panerai reaffirms its role in the ongoing narrative of life's milestones where illumination plays a pivotal role, showcased by the finest artisans in the world.

This year's Homo Faber is an immersive experience that showcases the craftsmanship behind objects that mark life's most precious moments. With exceptional scenography, bespoke handmade creations, and live demonstrations, the event promises to be a sensory experience, with Panerai at the forefront of this narrative thanks to the original perspective of thebackstudio. The event will run from September 1 to 30, 2024.





Panerai

Founded in Florence in 1860 as a workshop, shop and subsequently school of watch-making, for many decades Panerai supplied the Italian Navy and its specialist diving corps in particular with precision instruments.

The designs developed by Panerai in that time, including the Luminor and Radiomir, were covered by the Military Secrets Act for many years and were launched on the international market only after the brand was acquired by the Richemont Group in 1997.

Today Panerai develops and crafts its movements and watches at its Neuchâtel manufacture. The latter are a seamless melding of Italian design flair and history with Swiss horological expertise. Panerai watches are sold across the world through an exclusive network of distributors and Panerai boutiques.

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thebackstudio

The artistic duo, thebackstudio, stands out for its multifaceted and unclassified production. Their creative approach thrives in a borderland, eluding clear definitions and favoring an ambiguous aesthetic that is clearly manifested yet incomprehensible. Within their production, elements of industrial construction combine with hand-blown glass creations, giving rise to seamless assemblages that blend sculpture and functionality.

What makes thebackstudio's production so unique is their ability to focus on hidden details and reconsider common objects, creating unprecedented connections between form and function. This approach is reflected in their works, challenging pre-existing concepts and inviting the audience to contemplate the relationship between aesthetics and utility.