

TEATRO — OPERA: ANILINA



Montebello
ITALIA • 1967

COMPAGNIALALUCINA

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Conceria Montebello e Compagnia La Lucina

Concept: Viola Dalle Mese - Conceria Montebello

Artistic direction: Viola Dalle Mese, Compagnia La Lucina

Video Direction and camera 1: Davide Faedo - Blaa Universe

Camera 2: Eros Rossetto - Blaa Universe

Performer: Riccardo Novaria, Lucia Mauri, Alice Argilli - Compagnia La Lucina

Sound design: Guido Mannucci - Compagnia La Lucina

Graphic design: Michael Basso — Uokytoky studio

Location: Teatro Flaiano, Roma. Courtesy of Massimo Giacon

Conceria Montebello produces bovine leather for the fashion sector. One of the company's goals for 2019 is raising awareness on sustainability among young people: Italian tanneries are a true example of circular economy, but communication on this sector is still blocked out by the legacy of a dirty, polluting and harmful industry. Given the complexity of the tanning production process it's important to start from the basics:

— All the leather processed are rejects of the food industry: tanning is the oldest form of recycling and it recovers and enhances a product otherwise intended as polluting waste.

— Leather is a natural material: this makes it highly performing in terms of durability and breathability, it is heat insulating and produced respecting the environment.

— It's important to know that no imitating material retains the characteristics of leather and that substituting materials are often more polluting: leather must not be confused with faux leather, synthetic leather or regenerated leather. In particular, it must be emphasized that Ecopelle is a registered trademark which means a low environmental impact leather complying with UNI 11427: 2011. Ecopelle is therefore exclusively of animal origin and must not be confused with Vegan leather.

— Tanneries are ethical: UNIC 2018 Sustainability Report testifies the continuous increase in environmental and traceability certifications within the industry, to promote transparency throughout the supply chain.

— Leather tells a story: this material has always been used and chosen by the fashion world for its strong emotional impact and its primordial beauty and elegance.





During the research and development phase for its FW 2020 leather collection Montebello felt the need to celebrate natural leather and to underline its intrinsic value and inimitable quality.

This is how aniline became the key player of this collection: aniline finishing is the most precious, refined and natural treatment a leather can receive. The word etymology (from the Sanskrit *nīlā* - the indigo plant *Indigofera anil*) suggests how this dyeing and finishing process has ancient origins, back when human technologies were still based on the natural world knowledge and massive use of synthetic substances was not yet predictable. Aniline treatment only ennobles the most precious leathers, hides that reach the end of the process with minimal surface defects. The leather' surface is naked and exposing all its history.

Leather is a primordial and archaic material, it is poetic and its poetry comes from bearing so much life and history, it comes from its survival in time. Here's the urge to explore this unique material throughout art, bodies, movement, dance, theater.

The project TEATRO. OPERA: ANILINA is a study on the poetic qualities of leather. What's the contact between leather and human skin?

The intention of this project is to bring out the material poetic features by rhyming them with dance: as leather tells the story of a trace in time, the body tells its changes, its efforts, its movements and signs.

Conceria Montebello relies on Compagnia La Lucina to conduct this research. La Lucina is a young Milanese theater and dance group, which works on investigating the body, materials and scenic languages. The result of this union starts with a manifesto that compares leather and human skin:

01. Leather/skin is the first covering, the first form of contact with the outside.
02. Leather/skin protects.
03. Leather/skin is sensitive, it welcomes, it touches and it's touched.
04. Leather/skin breathes.
05. Leather/skin allows thermal regulation.
06. Leather/skin is colored.
07. Leather/skin is elastic, it allows and harmonizes movement.
08. Leather/skin ages.
09. Leather/skin is imperfect. It carries scratches, scars and signs of its life.
10. Leather/skin lives.

The performers had time to study the material, to smell it, to feel its weight, its shape, its consistency; to perceive its colors and history, its organic nature, understanding its essence, detecting the stigma of time, the defects of its previous life and the life that it carries.

To reveal this contact between body and leather the performers chose *Fluido* [fluid], a particular improvisational practice based on four exhausting macro-actions: rotation, jump, fall and passage to the ground. The punctuation in this flow is given by the stops, where the body reaches a shape. The peculiarity of this technique is that it aims to taking the body towards extreme tiredness and this exhaustion is precisely what opens the body to new scenarios, unexpected even for the performer himself. The weary body overturns its habits and brings out new dormant energies, new configurations of movement up to a superlative expression: the body enters a poetic dimension.

Through *Fluido* the performers were able to make body and leather talk to each other: the body-leather becomes indivisible, indistinguishable. Leather has opened up new imaginative scenarios, new movement possibilities, revealing its expressive, archaic, poetic and poietic power.

This experiment took place in Rome, at Teatro Flaiano, by courtesy of the fashion designer Massimo Giacon. Each one of the three performers has been given an aniline hide, each one in a different color and everything was documented on video. The cameramen, on stage with the dancers and focused on following every movement of the body-leather, created a precious testimony of this encounter and contact.

The result from the shooting, even before editing, was the apparition of three stories, three characters with different qualities. The performers become the leather on stage, transforming it and revealing a constellation of poetic moments. Red, Blue and Cuoio are the result of this encounter of stranger skins.

Three visual works are the testimony of this contact: as the tanning process retains life in leather, the video, the editing and the focus on details blocked and condensed moments of poetry that this encounter has unveiled.

A live version of this project will be disclosed on October 2nd in Milan, in partnership with Lineapelle, with the aim of spreading a pure thought about leather and beauty.



CONCERIA MONTEBELLO produces bovine leathers, full grain and suede for the fashion sector suited for clothing, leather goods, footwear and interior design. Running since 1967, exporting in 3 continents. Via Lungo Chiampo, 123 - 36054 Montebello (Vicenza) Italy - Tel: +39 0444 449511

COMPAGNIA LA LUCINA was founded in 2016 in Milan. La Lucina is a theater company that brings together different personalities of the performing arts. The research carried out by La Lucina is to explore a peaceful coexistence between different languages in a trans-media compresence, investigating the linguistic variations of each code to obtain a dense and unitary voice that over-stimulates and destabilizes the viewer's gaze. compagnialalucina@gmail.com Tel: +39 329 1695798

BLAA UNIVERSE was born as a freelance photo and video agency in 2017 in Arzignano (Vicenza) from the working dialogue between Davide Faedo and Eros Rossetto. From 2018 Blaa Universe works as a creative agency in the corporate sector. info@blaauniverse.com Tel: +39 349 1498400

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