

'Il Circo' by La Rosa SpA in China Again

A magic fairy tale will be presented on the exclusive background of the celebrated shopping mall in Shanghai, Times Square (www.shtimesquare.com).

This tale began over three years ago, when Gigi Rigamonti (owner of La Rosa SpA) created a new mannequin collection for the most important fair in its field, Euroshop (Dusseldorf - Germany), finding his inspiration in the Canadian theatrical company Le Cirque du Soleil. Thus ... "Il Circo", La Rosa's circus was born, a success which aroused the interest of the fair's public and engendered curiosity and sensation all over the world.

Gigi Rigamonti's "Circo" was able to reinvent the tension of muscles, the suddenness of movement and the perfect balance; the mannequins-sculptures were embellished by a precise detail-oriented focus. In fact, details significantly contributed to portraying at their best the exercises' dynamism not in a lifelike manner, but as intensity of expression, since art has always been the main concept behind every creation of La Rosa SpA. In the same vein - courtesy of the great talent of art-director Cristina Braga - costumes were specifically tailored on each mannequin to exalt its movements and underline its build.

The Italian Chamber of Commerce in China, enchanted by such beauty, decided to involve the Circus in the "Art in life" exhibition, housing it in the famous Xingfucun Gallery in Beijing. A gorgeous circular glass-brick building where the circus "performers" found their natural and cultural habitat, which attested - once again - the stunning **ART-istry** of the works.

In July of 2007, always thanks to the support of the Italian Chamber of Commerce in China, a new exhibit designed by Gigi Rigamonti 'Plastica del Desiderio' (i.e. Plastic of Desire) was presented. The chosen location was the plaza at the entrance of the Times Square mall. 'Plastica del Desiderio' is a playful game, uniting shapes, volumes and colours to art and design. Plastic, in its stunning icy transparency, is ideal for urban inserts designed to evoke feelings of well-being and desire.

This is how this coming December 6 "Il Circo" by La Rosa SpA will be presented in the Times Square mall. A selection of 30 mannequins, housed in a 180-square meter dedicated space, will create a sparkling Christmas layout in which the main theme of "Il Circo" will focus on the chromatic details of faces and scene costumes, enabling the visitors' imagination to feel its sensational lightness.

"Il Circo" by La Rosa SpA, starring from December 6, 2007 to January 13, 2008 in
Shanghai Times Square Property Management (Shanghai)
Co.Ltd 8/F Shanghai Times Square Office, 93 Huai Hai Zhong Road

Save the date: Happening 6 December from 6.30 to 8.30 pm