



Art. And industry.

In common, there is the research on materials, shapes, functions, languages.

It happens, in certain virtuous situations, that the areas get confused up to an exchange so worthy as to be exciting.

The dialogue between what is "frenzied repetition" of processes and what is imaginative vision is expressed in a scenic result.

This possible encounter generates the same ethical justification of the industry's most imposing and violent expressions.

The new world is about to overcome the logic of progress at all costs, industry, even the technological one, moves towards a true process of moderation: it returns to the centrality of man as a thinking and collective being. The industry in its post-innovative phase is not only an excellent and cheap product but above all respect for "collateral effects".

In this panorama of progress that goes beyond itself, art meets the poetic and evocative phase that emphasizes the true final result of every human action: well-being in harmony.

At this point in the narrative, our proposal concerns the ALTERNATIVE AND ARTISTIC KEY USE of what over time has been produced, used and exploited for human utility. So the concept of cultural fast food meets a stop that transforms it into something else, into something that catches the eye and brings awareness of the entire journey that man has made thanks to machines.

Pushed automation, personification of the process are justified today through the discovery of the thought that underlies and harmonizes them. From being the same, the industrial product becomes unique and unrepeatable precisely with use and abuse. Like Pinocchio who, through an awareness of experience, passes from the materialistic form of wood to the artistic form of human existence. Bottles, cans, drums, keys and picks, platforms and straps, ... every object that is served, that is forgotten or reused has created the identity of the existing company.

As if we were looking at an ancient photograph, so if we look at an envelope, a label or an advertisement, the company as an identity can place things over time and, therefore, in the culture and society connected to it.

A work of discovery and evaluation and re-evaluation of the satisfied need is proposed to the point of representing its evocative value.

This is not proposed by an individual but by a community that becomes an identity because it is mixed with a multifaceted experience. Supermonte, as well as companies capable of resisting for a remote time, accumulate so much experience that they develop their own personalities. This personality is already art.

So the innovative aspect is linked to the subject that aims to develop images, objects, portals and panels, furniture and paintings made from things that have helped customers' business.

Putting things together by assembling evokes concepts that hook memories and surround another identity.

The proposal therefore materializes with the interpretation of the past as the only and unrepeatable parent of the future.

A message passes through images that are as incisive as they are surrounded by commitment.

Art meets industry not only because it interprets it but as an endogenous expression and without separation.

It is an industrial company that interprets another company.

It is the work that emphasizes the work. It is the becoming of needs that interpret them in a crescendo that engages the goal: respect for the planet regardless of individual needs. The post-industrial sector does not deny, it criticizes the necessary and indispensable aspect of maximum production but directs its meaning.

It is highlighted that the beauty is also in having reached a new and truly innovative way of nourishing ourselves and dressing ourselves as it respects the existing.

For the first time we realize that doing is not enough to be successful but that, more than doing, it is essential to build without destroying, to expand without demolishing, to enhance without annihilating.

Supermonte is the artist who recognizes his own personality and in claiming it proposes to other corporate personalities to express the new way of being an industry of well-being and respect.

If you entrust us with what you have already used, we will be able to tell who you are through what you have already been.

"We do not throw away but enhance/ us"