

Prospettive Luminose



By Gaetano D'Auria

Grechi Illuminazione is a company that is also active in cultural initiatives. Attention to design is, by way of example, a key aspect in their projects. The Workshop with the Milan Polytechnic Institute can be viewed in a context of Grechi's attention to creativity, inspiration, and inventiveness. It is not surprising that the company participated in the Galleria Magenta's initiative, which a few months ago had the idea of starting a project to create a fusion between the world of art and that of business. The result is a return to an identity in which Grechi Illuminazione prides itself of works that describe their world and activity in a very original way.

The Galleria Magenta, after a thorough study of the styles and artists on one hand and of Grechi's philosophy on the other, pinpointed an ideal connection between the world of art and business in the works of Gaetano D'Auria. The artist was able to interpret Grechi's essence in an original manner with his work called "Prospettive luminose" ("Luminous perspectives"). A canvas on which the permeation of levels, lights, colors and several icons of Grechi's world (like the Italian flag, sequences of streetlights, and the group's logo) intertwine, leaving the observer the freedom to follow any line, any perspective to wander, imagine, and to lose themselves. Light, nighttime, the city, and the sky as well as precision and dreams are all concepts present on the canvas.

Gaetano D'Auria was born in 1948 in Sicily, but has lived in Milan for over 50 years. His career began in the world of graphic design and advertising. Bound for the world of comics, he created many well-known characters for adventure comic strips in collaboration with Franco Bignotti. At the same time, D'Auria cultivated a passion for pure art and in the '80s he was already the focus of several personal exhibits. His style, part of the Existential Realism movement, was characterized by his personal autonomy, nearing abstraction, which is seen in his works as a means to embrace various dimensions and various points of view contemporarily. Large companies requested his creative collaboration and now collect his works, while today his paintings have been displayed in various public and private collections. For Grechi Illuminazione, it is an opportunity to revisit its own world from a new and different perspective. "Prospettive luminose" intends to become a sort of company icon, a modern and alternative world to communicate and speak about Grechi Illuminazione.

