

1<sup>st</sup> April 2023

**The "BIG APPLE" of EVA, protagonist of Street Art in MILAN  
-"Artist's apple: between desire and freedom", at the Porta Venezia Design District, on 18th and 19th April, a new message of emancipation will be launched**

A "big apple", with a diameter of 130 cm, becomes the protagonist of a street art exhibition, in real time, to launch a message of emancipation.

On 18<sup>th</sup> and 19<sup>th</sup> April, on the occasion of Fuori Salone in Milan at the Porta Venezia Design District, in front of the Bastioni, the nerve center of Porta Venezia, the creation of "**Artist's apple: between desire and freedom**" by **EVA – La mela del desiderio**, a Venetian brand that creates artfully made ceramic apples.

An exhibition designed by the company which over the years has given life to a decorative object capable of combining creative flair, craftsmanship and stylistic contamination. All enclosed in apple-shaped works of art, which also act as money boxes thanks to a special split, metaphorically conceived as containers of dreams and absolute symbols of desire.

From 7 to 9.30 pm on Tuesday 18<sup>th</sup> and Wednesday 19<sup>th</sup>, the emerging artist from Treviso Morris Spagnol, known for the art shirts made for the greatest footballers transformed into works by pouring colors directly onto the canvas, will explore the concept of freedom and desire by painting, with the action-painting technique, the big white apple with colors of all kinds *"because a work of art cannot be confined to a frame but must be able to walk down the street"*.

"The apple embodies an absolute and timeless symbology, it is a universally understood language, made of grace and passion, capable of involving and moving. An object that symbolizes the desire and the freedom to dream – declared the creators of **EVA – La mela del desiderio**, William Zanotto and Raffaella Guarda – The idea of this installation was born to launch a message of emancipation. Living giving free rein to one's emotions, to one's identity in a personal, authentic, original way, unfiltered or circumscribed by social conventions. The white, neutral apple is 'contaminated' becoming a single piece, centered on colours, sensations, emotions, dreams, therefore different and, finally, free."

The city context of Porta Venezia is synonymous with versatility, creativity, inclusion and dynamism and best coincides with the values of **EVA – La mela del desiderio**, where the spirit is to reinvent and give life through art, a vehicle of authenticity and expression.

### **EVA - La mela del desiderio**

EVA – La mela del desiderio is a Venetian brand born in 2016 from the idea of two designers William Zanotto and Raffaella Guarda. It produces ceramic apples created by master potters in Bassano del Grappa (VI) and finished by hand. Each apple thus becomes not a simple design object, but a truly unique piece. In the various collections, unpublished creations conceived in collaboration with numerous Italian artists also emerge.

## **Morris Spagnol**

Emerging artist in the contemporary scene. He is inspired by action painting with the aim of creating a type of art that "does not remain confined within a frame, but walks down the street." He was named "artist of champions" when he began to create works of art starting from the original game shirts of great football champions. He will then be known nationally with the official creation of the shirt made for Cristiano Ronaldo and, later, with the creation of a shirt for Pope Francis, a work on display in the Vatican Museums.

[www.evadesign.it](http://www.evadesign.it)

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