

1967
50 ANNI SUE FILO
DEL TEMPO
50 YEARS ON THE
THREAD OF TIME
2017

Savio: 50 years on the thread of time

In 2017, Savio calendar is 50 years old.

The corporate calendar has become over time one of the symbols of Savio communication.

It was in the lively climate of productive and cultural ferment of the '60s that Luciano Savio wanted to publish, thanks to the internal advertising team, the first calendar. Since then, the creative experimentation dedicated to this instrument of cultural diffusion has not stopped.

To celebrate these fifty years, we wanted to strengthen the bond between art and industry, proposing a theme that would combine well with the intrinsic nature of what Savio machines produce and ennoble: the yarn.

Having in our province an association like Le Arti Tessili (The Textile Arts), dedicated to the spread of fiber art, it has been a stimulus to explore the possibilities of collaboration and synergy.

Fiber Art, also called Art Fabric, Fiberwork, Nouvelle Tapisserie, is a form of artistic expression, now fully integrated

in the contemporary art; it employs various materials (yarns, ropes, paper, fibers, fabrics, felt, metal wires) and the typical weaving techniques, such as the interweaving of warp and weft, printing, embroidery, knot, collage, ready-made. Fiber Art has developed as an evolution of tapestry. In 1962-1995, the "Centre International de la Tapisserie Ancienne et Moderne (CITAM)" has organized in Lausanne several Biennial exhibitions dedicated to tapestry. These exhibitions have seen a progressive shift of attention towards autonomous forms of artistic expression and the rise of the so-called Nouvelle Tapisserie, with the overcoming of the traditional division of labor in the production of tapestries.

Thanks to the exciting experience of Lausanne, other biennials were later dedicated to Fiber Art in the world; in 1998, China took over the rights of the Biennial of Lausanne and in October 2010 was held the sixth Biennale "from Lausanne to Beijing."

Many fiber artists have in-depth knowledge of traditional textile techniques and are able to use them effectively in their works. The artistic value is reflected on the ability of fiber artists to combine traditional textile materials and techniques (wool, silk, cotton, synthetic fibers, paper, straw and twine, metal fibers and plastic, glass wool) with the most innovative techno-materials (for example optical fiber materials) and the contemporary technology (digital video, print, collage and ready-made).

The Association Le Arti Tessili, founded in 1987 in Maniago (PN) by three passionate scholars - including the textile artist Gina Morandini -, has been able to find ways to enhance and spread Fiber Art worldwide. The association is mainly engaged in the Valcellina Award, now in its tenth edition, which was born in 1995 to promote interest in contemporary textile art, encouraging new talents and stimulating research and experimentation. The Association, now presided over by Annamaria Poggioli, also promotes La Filanda Prize, - a prize for publication of a graduation thesis about textile culture of historical, artistic or anthropological nature -, organizes exhibitions and educational activities.

The Association is active internationally especially through the Valcellina Award, the International Art Competition of Contemporary Textile Art, which involves international artists and students under 35, coming from countries that are the main export markets of Savio: China, India, Southeast Asia, Turkey and Middle East. ♦

