

CREATED BY NATURE.
CRAFTED BY FRETTE.

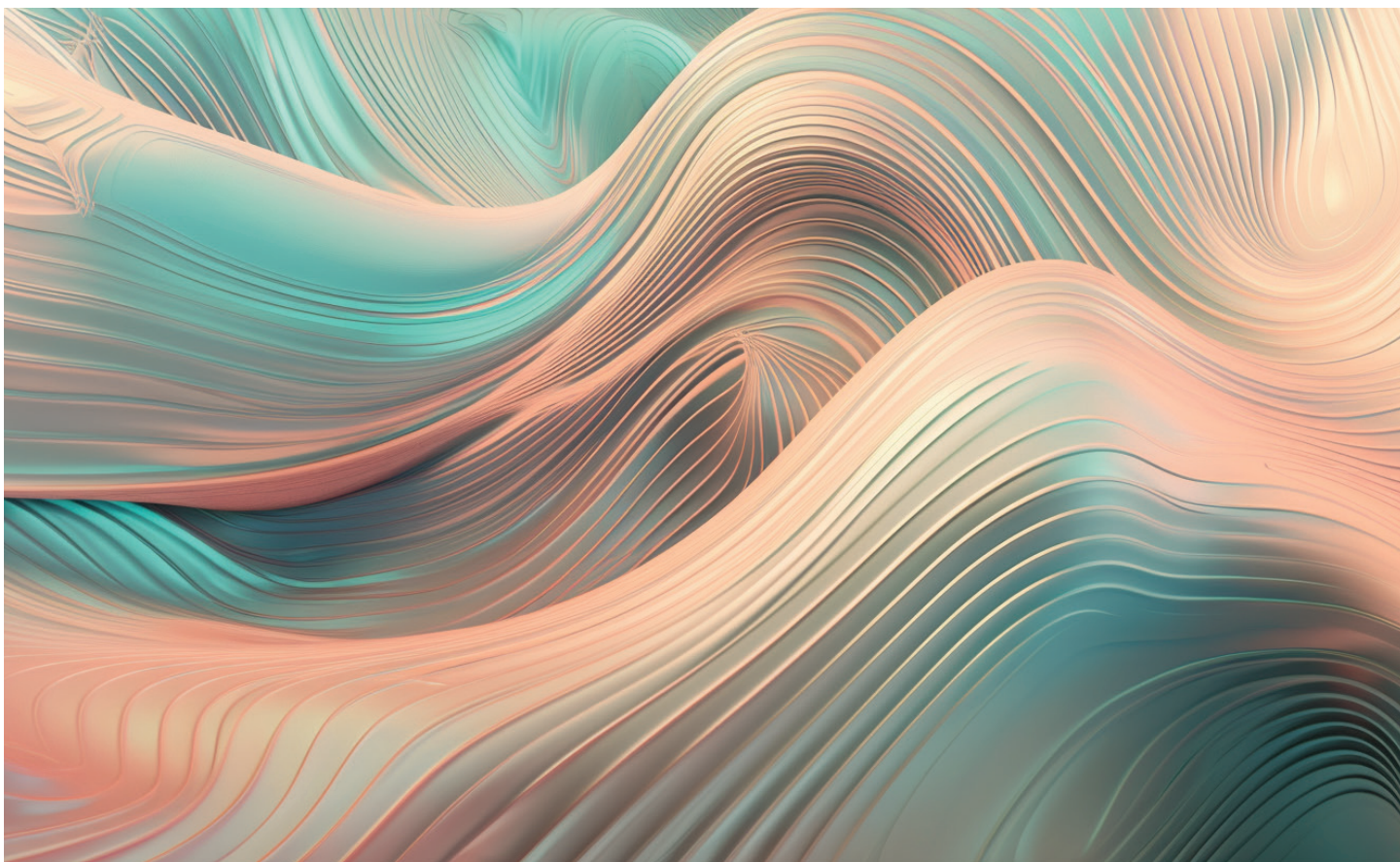
For Fuorisalone Milan Design Week 2023, Frette invites visitors to immerse themselves in a multisensory digital experience by visual artist Alberto Maria Colombo.



MILAN, APRIL 2023 – On the occasion of Fuorisalone Milan Design Week, famed Italian luxury lifestyle brand Frette turned to visual artist Alberto Maria Colombo to bring to life an immersive, multisensory digital experience in celebration of *Naturalismo*, the House's first-ever 100% organic bed linen collection. The installation marries the inherent luxury of natural beauty with a contemporary perspective reflective of the forward-thinking approach of Frette's latest collection along with creativity for the modern, technology-driven world. The resulting installation demonstrates nearly two centuries of Italian innovation, craftsmanship and expertise alongside the modernity of AI creativity. At the centre – Frette's masterful execution of *Naturalismo*.

THE COLLECTION | *NATURALISMO*

Having drawn from nature for the past 160 years to realise its craft, Frette now looks to the future, dedicating focus on how to weave sustainability into its legacy. Special care and consideration have been dedicated to each stage of bringing *Naturalismo* to life. From the selection of the finest organic materials to the application of sophisticated dyeing expertise, fabric finishing and packaging, this sustainably-crafted collection is a celebration of Frette craftsmanship, making for a dream-like sleep imbued with the true luxury of natural beauty.



THE INSTALLATION | *CREATED BY NATURE. CRAFTED BY FRETTE.*

Alberto Maria Colombo's AI installation for Frette transports viewers to an otherworldly oasis exuding the inherent power and beauty of nature. The installation is built on the basis of LED screens that reproduce work generated by Colombo's exclusive AI algorithm. Thousands of static images recalling the concepts of flowers, nature and a futuristic, dream-like oasis have been fed into the aforementioned algorithm to produce a dynamic, ever-evolving video that conveys the wonders of *Naturalismo*, a display of which sits at the centre of the immersive installation. The artist's aim is to find a peaceful balance between organic nature and cutting edge technological evolution.

"We live in an age of constant technological revolutions. My wish is to bridge the gap between nature and technology. A connection between our place of origin and the road that is being laid in front of us. A healthy curiosity for the future, with a never ending respect for the past."

– Alberto Maria Colombo

The resulting experience, complete with sound, exudes a modern and contemporary lightness that approaches an ethereal, oneiric state.

AI Supervisor: Ümüt Yıldız | Architect: Design Studio Giacomo Carassale

ABOUT FRETTE

For 160 years, Frette has introduced elegant comfort to discerning clients around the world by way of masterfully crafted linens and decorative home accessories of unparalleled quality. Based in Monza and Milan, Frette uses only the finest natural fibres to empower master Italian artisans who bring to life products that embody luxury, timelessness and creativity.

Known for their original design and inimitable finish and feel, Frette linens have historically been featured everywhere from the altar of St. Peter's Basilica to the dining car of the Orient Express, with more than 500 European royal families having slept beneath Frette sheets.

Today, Frette can be found at its elegant boutiques, celebrated department stores, and more than 1,500 luxury hotels worldwide along with private clients' homes, yachts and jets. With a heritage defined by craftsmanship and an outlook rooted in innovation, Frette will continue to outfit the world's most exceptional spaces for generations to come.

www.frette.com | [@fretteofficial](#) | [#Frette](#)

ABOUT ALBERTO MARIA COLOMBO

Born and raised in Milan, Alberto Maria Colombo moved to New York City in 2011, to study photography at the School of Visual Arts. In his professional growth he assisted Mario Sorrenti. Later he became an art director at the creative agency Baron & Baron.

Currently, beside photography and video, he is one the very first and leading artists in the use of Artificial Intelligence in the fashion industry.

His AI artwork has been showcased at the Decentral Art Pavilion during the 2022 Venice Biennial, Art Basel Miami, Superchief Gallery in New York and Tokyo, and the Triennale Museum in Milan.

In his spare time he's a skilled hiker and rock climber : constant and prolonged experiences surrounded by wild and raw nature are a key element for his artistic and spiritual process, which allows him to seamlessly fuse the gentleness of nature with the intricacy of advanced technology.

www.albertomariacolombo.com | [@albertomariacolombo](#)