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THOUSAND CLUB



THE LUXURY LIFESTYLE • SPRING 2014

Andrea Ampelio Meli , greets me in the study of Faubourg - Paris . The sancta sanctorum where he designs timeless creations. The long and slender body . Naturally elegant, charming and discreet . Cultured but easy and affable . Incredibly shy.

During the interview Andrea answers in Italian, Parmesan , English, French , Spanish, each time translated by the interpreter . "Donc à moi qui es* surtout un sublime cretin il faut avoir l'interprète. (Se faire écouter) La première fois sans entendre, sans comprendre la seconde" [Inadeguato (come me) © Andrea Meli 2010] *non pas une faute.



AAMM: Joy & Parmigianità

Hello Andrea .
You're welcome .

So, painter, sculptor , author, writer , researcher,
designer ... I forget something ?
Humility

A short summary from 2010 to the present. Two exhibitions chez- Faubourg 45 - , a new PoW collection (acronym for "Painting on the waters" technique he perfected) , an exhibition of photos (" Inthenet saga" 4 images acquired by Studiobene © for about 32k USD) . Your works have been revalued by an average of 70% (" Frenchkiss " acquired for € 180k - source firm McKinney - Mac4Com) , You develop a new juice of design and research with the tech - minaudiere "Paris" (a bag of diamonds mosaic that incorporates GPS, mobile phone , earrings, bluetooth, automatic credit card holder, make-up set ... to the tune of € 1.35 M) , the tiara " Beata lei " (a tiara with diamonds that reflect light to form a halo over the head crowned) , a book [" Inadequate (like me) , " (pop opera published in late June and already sold out in September 2010) , a copy of your " framed book " donated at the MET , an exciting new minaudiere creation for the Duchess of Cambridge in 2013 and a new book coming out in spring 2014 (# RUVIDO- A M P E L I O) . Which of these creations has impressed you the most?

The tiara .

Why ?

Is the gist of my work. Culture , creativity , research and innovation .

You have a very long waiting list .What is the reason?
It is a consequence of a strain to perfection that

drives me to take advantage of all the time required . support you . " I went. I still am.

I do not believe to be particularly slow in my work. I make it by prefixing a thorough search for the definition of techniques, the adaptation of existing technologies, research and consolidation of innovations, as well as the styling node. Some time I need to patent processes and materials. PoW work can be a miracle suspended in eternity. Such as the periodical liquefaction of the blood. For example, the tiara " Beata lei , " if you reflects a moment, I only took a few months to sanctify a woman. Some other would need much longer.

Are you referring to someone very high up?
"He" is used to take much more time to grant holiness. My " holy " is even more democratic, she must not pass the line to look like. In fact, this work has allowed me an almost divine allure .

How do you feel about the designers who churn out new collections drum swing ?

My job is different. Great respect and admiration for all of them. I would not be able to. Maybe.

In your bio , there is also a reference to some of them...

The early nineties, in search of a breakthrough. One day my father said "contact somebody who has something to give you" I contacted the masters of fashion . Some of them were sucked into the world of art. Such as Gianni Versace. I was surprised by his openness to the new, great respect for each party , even the most ... inadequate. We began to work on an accessory. Then Mr. Versace said " Andrea , I understand what you want to do, but you can not expect Gianni to face Andrea..."

It ended badly ...

Gianni drove me to Paris. He said "This person will

With Salvador Dali ?

Well, this experience is marginal but too good not to mention. I was a kid. With my parents I went at Atelier Christoffe in Milan to the presentation of some of the works By the Catalan Master. He hated children. I was very shy. Paralyzed by his gaze . He drew a couple of mustache Velazquez style on my face, then by returning to my parents Salvador said " I Dalinized him" The divine Dali became my "amazing friend" In spite of himself .

You are vain and conceited pretending to compare yourself to great genes...

I do never compare myself. I do not anybody permit not to choose me. It is the way to fix the gap between Andrea and genius.

You met him yet?

A couple of more chances later in time. However I was not ready to digest all that energy.

There were other important meetings ?

Chez Mario Schifano, to sweep the study. I scratch the dripping paint off walls and floors . I fill the sugar bowl (is well known sugar bowls did not contain a sweetener, nds) . One day Pino Castagna exhausted by my proposals told me "it is time for you to go your own way ." With Pomodoro was a marathon.

In what sense?

There was no way of getting an invitation , if only for an exchange of words .

Well almost like you ... (I expect this interview since June 2010 nds)

(Andrea's laughing) It's always very difficult to allow

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an alien to enter in my intra- uterine universe.

Intra- uterine universe ?

At the middle school, technology education teacher , a woman, was aware of my fear of making mistakes. A fear that prevented me to fully express myself. She said " You have the syndrome of infallibility, you never come out from the womb of the mother, you believe to be perfect ," referring to the period in which the baby feels safe to 360 degrees and so infallible.

But you were not a baby ...

But ... she hit the mark . So it was that she made the most of every opportunity to put me to shame , forcing me to get to the center of the scene. I felt myself massacred. A real ordeal.

Why?

Unable to bear, one day I reached the classroom teachers. She censored: "It is my free time , I grant you not to talk to me". One more time humiliated , moreover there were other teachers ...

Poor creature ...

I took my courage in both hands and said, "You can not treat me this way ... now we negotiate ." As soon as the little boy uttered that word, " negotiate " all those present laughed. The teacher came up saying " the world is already so bad why should I deprive it of an ounce of perfection"

So you have become Ampelio , the artist ?

I decided to use the second to give flavor to the first name that has a watery sound. Ampelio leaves an unsightly leaf salad on the incisors , or those annoying " nerves " of meat between his teeth. The provincial life bored me so I wrote this : "One day Andrew took his life in his hand , interpreting it better, becoming that specialman that people call Ampelio." I do not love any to define me "artist".

They call you " Artist of luxury "

I think " artist " is one of the most misused terms. That term has taken on a purely decorative function. Luxury later the same.

Unfortunately, today everything is luxury.

The people has been deprived of the opportunity to dream. Artist, luxury , quality, made in increasingly represent a pun for profit . Luxury is dead. Dead with people's dreams turned into nightmares.

Let's go back to Ampelio . You wanted something that would remain?

Partly yes . I needed a loophole that can allow me access without having to go outside. It is a name that is already a classic, no one would be surprised to find a Ampelio between a Raphael , a Titian, a Correggio. Contemporary and historical context already. Some might hazard "neoclassical" . The greatest satisfaction was to listen to the inauguration speech of Pope Benedict XVI.

religious . It should be worn more often.

Are you kidding ... kidding me ?

The Roman Church as the unit measure of eternity. Modernism of the Austrian Pontiff should be recognized globally. " Con Santa Dom" I propose a form of art in front of which you always have the impression of being a victim of an idiot who 's taking the piss . This time, to make the figure of the idiot is certainly conceptualism deeply ignorant that not having a cultural basis on which to justify their expressiveness is limited to desecrate or destroy the values of others perhaps as a gesture of freedom and alleged extreme liberalism. Worse for provocation or in the meanest case useless trasgression.

Since your last book (Inadequate (like me)) You reveal a certain indolence towards what comes from outside. Book's intro is an insult to foreign cultural colonization. How do you reconcile to your condition as emigrant?

I should not reconcile. I am proud of my origins, the Italian culture. I'm not in France or England to ape their customs . Brits , Yankees, Saxons do nothing but criticize Français except squander fortunes to buy cheap imitations of our lifestyle. Do not wait to get down to our country to engage in those behaviors that stigmatize "top " of their lands. I do not understand the anxiety to conform to their reality.

"Unicorn" is the name of the club that brings together collectors of works of art signed by Ampelio



The symbol of the Unicorn was taken from the heraldic coat of arms of Marie Louise, wife of Napoleon I, who reigned in Parma in the first half of the nineteenth century.

She did not solve your problem ...

Mom later in time took the problem. At that time I had the chance to choose . Realizing my indecision she urged me: "In the meantime you do, then if you mess up redo it"

The result?

Two wives.

What do you urged to meet the artists ?

They know how to explain life. For a lonely child growing up it was essential.

I wanted to see them at work , delude myself to understand the art that is life.

You're telling about Pomodoro

One day I went to listen him to a public meeting . He said, "You can not think of an artist sitting on a chair maybe while talking about art ..." "So I got up and left the classroom.

What a disappointment ...

As I approached the exit , I was asked to wait for the Master. He agreed to indulge . My great satisfaction . "You did understand everything," he said.

What?

You can't say "art", you must do Art.

What?

He called himself "a humble farmer in the vineyard of the Lord" Ampelio precisely, from the greek Ampelos: the farmer who care lives. (amendment to art the literal meaning of the name - Ampelio = winemaker , who takes care of the screw). He declared himself like me, albeit with some delay. He confirmed the goodness of my choice.

Ampelos also appears in the beginning of your book (the key). Are you a believer ?

Man of faith.

And how do you justify your faith by your works "Beata lei" but also " Con Santa Dom". It is not blasphemy?

A tribute to the modernity of the Roman Church, the Pontiff. The condom , like the Xsto, is a message of life, respect and love .

So you put the "Christ in a condom" as a tribute to Christianity ?

Certainly. The Holy Roman Church as an example of an institution that lives among the people , having care of the needs of growing moral, spiritual and carnal , as opposed to other , secular , rather than the humble . The Xsto condom is a unique cultural, social, ethical , moral , even before the sexual and

You say this because you're in Paris ...

That being said here it might be understood as pure gold. In Italy, alternative mechanisms are often antagonistic to the talent .

The truth drugged . I'm not strong enough to impose myself . At most I can seduce some noble spirit . I belong to the soft generation.

Soft Gen?

Yes, my generation, that grew up in the 80s, did not have to earn anything.

The job at the bank , the post office was a semi-divine law .

In 80's fantastic years almost everything was permitted for favors received. Just ask to have. Parents were paying for any. We remain a generation who can only consume. We do not know nor create favorable conditions for ourselves, nor conquer, revolutionize ... Can you tell me the name of a 40-year old who has changed Italy , with some prominent position ? In England, my younger brother governs the island, in the peninsula the grandfather does that.

Now the wind seems to be changing .

Hopefully.

Do you follow Italian politics ?

Impossible, I do not mean in Italian politics for a long time. I watched hordes of youngsters 20,30,40 year olds voting right as defined by a socialist, which implements capitalist policies of the left. The man was a genius of reformism . Reformed million brains. As well as the same are now ready to support a champion of the left that will make policies for the capitalists. Banks in the first place.

Why do not engage yourself in person ?

I am good for nothing , that's why I cause so many headaches to the clueless.

Forget it. We were talking about age ...

Rhythm, timing and culture. At the same time the character of an Opera by Verdi intones the word " Love , "a Yankee" gets married, buy a house, makes two sons, becomes the lover and divorces . "Power of hip- hop. There, time is money time passes over Italians immutable muddying the dignity of those who want to see their rights respected.

You expect an interpreter for interviews.

It is a duty. As they have always done with the Italian foreign host . Even with the most glaring sun exotic . The claim that the first time you do not understand what I say, the second do not understand, therefore , only to have exotic allure , it is accepted as truth sublime.

In your previous book criticizing Parma, your city of origin. There are those who asked for the complaint and came to burn it (ctyp) This amuses me a lot. Parma is a beautiful city . So racist as to be the only one in Italy , I think, to distinguish between citizens, called " Parmigiani , " and the provincials , the " Parmesan " . It is a wonderful old lady with the cult of photoshop . It replaced the myth of the "Petite capital " with the aesthetics of the " European City " and then lapse into "Sustainable City". Therefore, it is becoming a ghost.

What?

It pursues perception. Well-being , security , hospitality ... surveys, the net, brochures , movies a pervasive propaganda. The myth were the entrepreneurial achievements resulting effect on the population: the squares of art donated to the city , the University built a "moral King". Students of engineering proudly called "sons of Barilla" students of engineering. Now there is an abandonment.

Parma is a beautiful city ... Today parma is grillina. They have a thankless task. Unfortunately, the good will is not enough and the bona fide is often a limit manslaughter. Do not settle things by negotiating interest or abandoning to their decadent fate works paid by the citizens .The works should be put to use. It takes courage and initiative that is not currently reflected.

You wrote : " Mme Parma did not want to die so she thought of committing suicide" Do you often come back to Parma ?

When I have time or need. My parents still reside there. I'm very attached to my brother.

How is the relationship with his brother ?

Indissoluble . His bad luck , three times I taught him to read and write. Three years older than me. Thanks to him I recreated the sublime myth of the Dioscuri, Castor and Pollux. Every day I descended into Hades to face more hardships than me , and the next day he went up to Olympus to reap the rewards.

You do not feel yourself Parmigiano any longer?

I culturally result from that area, but I do not feel in any way linked myself to the territory . I do not even stress parmesan , the typical r , the accent.

You wrote " Make something edible of your work. Perform your job as the most succulent of dishes to be eaten in a meal almost liturgical " ... Precisely training. Knowledge of healthy and nutritious raw materials , their preparation , the consumption with almost religious respect . I think it is a good assumption to express something genuine . A process that Parma has made known worldwide for its excellence.

So you are also a parmesan product. A few months after leaving the country , intercettai a direct phone call to my mother. It was Mrs. Mary (Mrs. Dotti , nds) , a neighbor across NOCETO , she immediately recognized me and said, "Remember that wherever you are the parmigianità come out forcefully. 'You'll Be forever a Nocetano"

Best French food or parmesan ?

I still prefer the mouth to the eyes to eat. In some places you can ivies mythological dishes.

The guides do not relate to local lofty . What will never be exceptional?

Nothing in particular. However, the way they tell the meal is a journey through time to discover worlds , experiences and unforgettable memories. As soon as it lunges in capon broth , the spoon is immersed in tradition, opens the doors of farmhouses now abandoned, disused stables and you witness a story : [It is expressed in parmesan dialect "Ormisda mo indo vèt!" - "Desolina a io d'ander a monzar al vachi" - "Mo sta ancora a let des minut, c'le fred, l'e bon'ora" "No dai Gina, a vag che dopa a io da maser al gozen" "Gina, ricordet ed cater su i'ov in t'al poler, che incò at fè la foieda".



AAM is known for Hi-tech jewelry. Flowers becoming bluetooth earrings, automatic credit card holder, etc...He made a special Minaudiere to the Duchess of Cambridge.

< Translation "Hormisdas but where are you going to?"

"Desolina I have to go milk the cows." " Wait a few minutes in bed it is early and cold" "No more, Gina (short for Desolina) I must go, after that I have to kill the pig " "Gina , remember to take the eggs in the chicken coop so today do the puff pastry "> And while sinking his teeth into the stuffing dell'anolino and flavor of cheese and meat sent into raptures taste buds reappear Ormisda as it passes in front of the pig saying "Inco a tè dventi n'om" (Today you become man). [I apologize the people from Parma for transcription in their dialect] Here is the art of making. The pork is not consumed in a dish but sublimated to the human dimension . Man is what he eats .

Even your full name ...

The acronym AAM is the onomatopoeia , the sound emitted to stimulate childrens for their appetite.

You are also very critical towards the internet I do not share the exaltation of freedom, truth above all , reliability.

I do not condone how they can feel free, sincere denying their own person . By posting content anonymously . It is this freedom, truth? I consider it quite an extraordinary system of filing , to embarrass some extreme methods . You steal life with the consent to anything, bad or ill-informed. A masterpiece. Somewhere old Monarch laugh in his sleeve . The network will steal away people's dreams .

In what sense?

The Internet offers extraordinary possibilities , including that carried all to see what we imagine . -Watching our dreams materializing slavishly network could paradoxically freeze the ability to dream , to desire. .

There will be no life on Earth, will be moving everyone on the planet Binary. It will be more simple, cheap , inexpensive, fatigue , illness, rewarding, controlled ... tank. The violence will be devastating , but painless.

They will all be satisfied and criminals unpunished... (looks like a real country , nds).

Thus was founded in 2002 " Inthenet ." The Statue of Liberty under a burqa stars and stripes It seems to date with recent events.

What are you working on now?

We are responsible of the publication of the new book "# RUVIDOAMPELIO ," due out in late spring after the birth of the divine Dea, my daughter. ...and other projects that do not mean to reveal.

Who inspires you in your work? From those who steal or imitate?

I am inspired by my grandfather Ampelio . A farmer who ended up working in the fields slipped his jacket, tie, hat and stick .

To imitate? God only knows what I would have mirror neurons ! Maybe you had them become as brilliant.

People Accuse you of trying little help associating your name to superstars ...

I have heard that some critics would associate my name with a superstar. I denied that. I do not reveal the identity of either customers or the images of my work.

I have an almost religious respect . It would be a fruitless behavior. I do not create for the masses.

It was Sept 2012 when a Swiss Foundation bought this collection of egg-handbags made by AAM during early 80s for the value of 327,000 USD



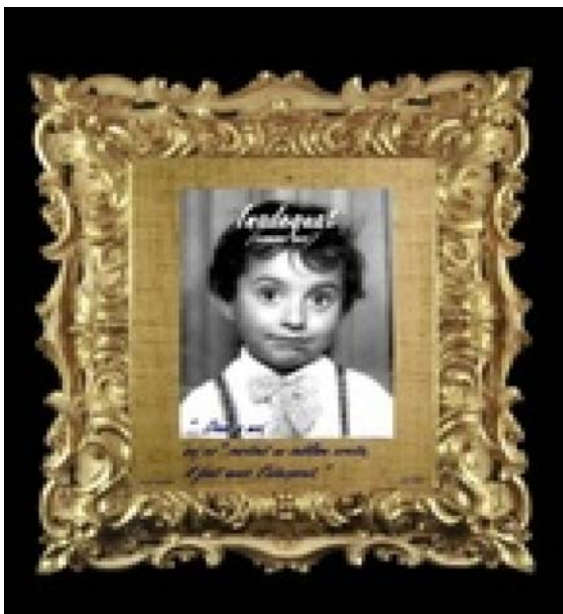
I do this for a selected elite and very narrow . What is available in terms of images is the desire of collectors and often rigged.

Although there are no pictures of you , if not that of the book. Does it has a meaning?
I always find it curious that someone has interest to me. I do not think it is relevant to know my face and then I love to go shopping at the supermarket . However this time I made an exception . Blame my wife Annalisa . His shots. On the other hand, the book is a sample of Futurismo.

A photo of forty years ago ?
According to scientific studies , as we age , our brain tends to fix the old memories instead of the most recent events . That cover looks like every day more to those who will become . The contents of the book, his paper and the cover image are a unique and unstoppable performance of motion, a dynamic projection into the future. The fourth dimension.

Even you move very fast , you've traveled a lot, you have offices in four continents ...
I think I have ever traveled . Since my earliest childhood. In primary school Master Nico took us to the places , cities , squares , museums, farms , laboratories , workshops ... Know what not to accept regardless of what is just described . We spent more time with the practice then grammar.Later I accompanied parents to fairs, festivals throughout Italy. The school immediately in Parma , at the Don Cavalli. By train to meet the Italian masters of thought. Finally, upon reaching the necessary independence began to fly across. From the mid-80s. I have not stopped since.

Some former classmate says that in high school you were not so.
At that time I was still absorbed by Castor (the brother, nds). I did not recognize any educational value to teachers, I was not going to let me warp from them. I did not mean not altered the OS pre-installed carefully . I realized that it would be enough to get that out of context in order to pass the time unscathed. It was not easy but it went well .



I was the flower under the bell of Antoine de Saint-Exupéry.

The trip that you remember with most pleasure ?
The first time in London. I left with my electronic keyboard.

You wanted to be a pop star?
No, actually , I was never interested . I wanted to understand how to write a hit song.

Could You not understand that being in Italy ?
Punk had deceived you can do without knowing , with the instinct and talent . The New Wave, the Brit Invasion ... I was sucked into it. I had taught the equation more disgusting.

Would it be?
"Great market great artist" To a large market the Brit know-how is required.

In London, as it went ?
Was I the only idiot in the illusion of being able to stay in England without knowing a word in English, except the lyrics . Sure I could converse fluently by combining butts from the texts of the songs , of course, knew by heart.

Instead ...
As luck would have because of the parents, who did not want to let me go alone, I was " forced" to accept the mediation of some strajè (so called emigrants Parma and Parma , nds) . They greeted me under theirs wing. I was picked up at the airport , I settled in their hotel .It was like one of those films screened in black and white on Italian emigrants with Gassman, the cardboard suitcases and whatnot.

And how was the impact with the perfidious Albion?
It was still the time when Italian immigrants were unpopular. I have to admit that being from Parma helped me.We were respected.

What happened?

"STUPIDO", Installation by Italian artist Andrea Ampelio Meli acquired by the Foundation J.-O to the value of 560,000 Swiss francs. The masterpiece was part of the performance "God in Pdf (Parcours de Formation), in Paris. The exhibition ended up in July 24, 2011 in Faubourg, Paris

Jan 2011 Mr. Lewis to donate to MET N.Y. his copy of the framed book "Inadequate" by AAM

When arrived at the hotel invited me to dinner a family from Val Taro . Mr. Bruno , exemplary person , a beautiful family. After dinner he asked, "So what job do you do? ". At that I burst out laughing " work ? Look I came to play ... " . Then it was the whole family laughing. "No, listen to me Andrea , next week we'll have another guy looking for an accommodation and you must be able to do your part as all of us. Let's do like this: tomorrow morning at six o'clock I'll wait for you to this address " he said. Mr. Brown was the owner of some pubs .The next day I showed up on time. Mr. Brown ordered him to go to the immigration office to attend to the practices useful to my work placement.

Having said that ...
Quite the contrary. The night before Mr. Bruno realized I did'nt speak a word, so that morning he spoke in Londoner slang. Obviously I did not understand anything. All laughing. He sent his assistant putting me to the task of washing.

From popstar to scullion. What a rising ...
(He laughs) It turned out to be the most effective way to learn the ABCs in a hurry . Three days later, Mr. Bruno encourages me to maids and warns : " You are going to pay for wrong orders"

And your career as a musician ?
The first night at the end of the shift as a waiter , the son of Mr. Bruno takes me in the car and goes to the tv studio where was recorded "Top of the Pops ." I had procured a job as assistant , to be made after the bar.

But music you were doing little more ...
I've got to live as prepare artists who until then could only see through the vinyl, cassette tapes , television. Bowie, Sylvian ...

So you learned how to write hit songs ?
Not yet . One evening I was introduced to a producer. He received me in his study. Two bars to know me better. Then he open the door to introducing an adjacent room.





"Parma is a lifestyle, a status symbol to be proud of and to honour everyday in the respect of our ancestors" AAM

What will there ever was?

Mountains demos, samples , letters of aspiring musicians . I looked out the window. Down in the alley a queue of tens of meters. All guys waiting to audition. "And you, boy Italian , you've come to England to make pop music ? " He began to laugh.

A broken dream .

I explained that I did not care to do the pop star , but understand how to create a success.

Greetings and thanks ...

He put his hand in a huge box , a tape recorder. Asked me to record everything that happened in public places , pubs , clubs , fast food, at breakfast, in the bathroom, in the offices ...

That's it?

Returned, the band entered the recording studio . We selected , mixed...it became a musical product .

In an interview you said that you have learned to read and write independently and at an early age ...

At the age of about eighteen months. I learned to read, write , arithmetic. Hastily , all alone . On Sundays, the family doctor withdrew me from home. Fixed standing on the chair in her living room, declaimed the articles in the Gazzetta di Parma, the local newspaper, in front of his fellow , the pharmacist of the village, the mayor , teachers ... all to applaud the wonder boy. A shame unimaginable.

Why did you went there ?

Parents were proud of me, and on the other hand those notables became customers. One day my father understood the discomfort. He said, "When you're among the people shown a little ' more stupid than you actually are." Why do you want me to do the figure of the fool ? " - I argued - " An intelligent child can also look fool , but a fool never

will succeed to seem smart, " he assured me. That's how the "sublime fool" born.

Why such a hurry , as if anxious to know, learn ...

It is a process of spontaneous love which is renewed ever since. Insatiable . An atavistic hunger that I try to feed every day.

At which point of your career and creativity do you think you are?

I'm still early. I am hungry.

Thanks for the nice afternoon Andrea .

Joy and Parmigianità !

What does "Parmigianità" mean?

It is a Lifestyle, a status symbol to honour everyday and improve in the respect of our ancestors.. Gioia e Parmigianità.

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"Thanks to a long cultural tradition, dedication and ability Parma is the place where brilliant minds and skilled hands know how to sublimate the gifts of the earth and tecnologia to an almost divine." AAM

The picture shows "The Annunciazione" by Correggio painter 1489-1534 visit Steccata Church in Parma, Italy