

BeAlpha

# VANITAS

contemporary art and design selection

04 \_ 13.10.2024

c/o Chiesa di Sant'Ambrogio della Vittoria,  
Parabiago (MI)



**On the occasion of the new exhibition - hosted for the second consecutive year inside the monumental church of Sant' Ambrogio della Vittoria in Parabiago - BeAlpha explores the deep connection between the theme 'Still Life' and the evocative philosophy of 'Vanitas' in collaboration with FORO Studio. The exhibition aims to deliver a graceful synthesis between matter, nature and the temporary, leading to fresh expressions by contemporary artists and designers.**

**A journey through the deep connection between two key concepts, where nature is turned into matter itself, both as an inspiring source and as a provider of genuine materials. The aim is to explore nature as a discipline, as a point of reference and as an infinite creative source, by inviting the audience to think about the ephemeral nature of existence and the transitory beauty of things.**

**Through the charming and often dramatic focus of ‘Vanitas’, we set out to explore the fleeting quality of existence, the transitory nature of life, and the elusive pursuit of earthly riches. Still life becomes an extraordinary tool for reflecting on the beauty that escapes, on the fragility of existence, and on the vanity of our material achievements in such a beautiful interplay of mirrors. The works of art and collectible design, in this framework, are true icons, tangible witnesses of this deep thought.**

**Artists and designers are invited to interpret this concept into unique works blending with the vanitas philosophy. This group exhibition becomes a modern altar, celebrating the connection between our existence, creativity and our environment.**

**The aim of the exhibition is to select artworks and design objects to embody and interpret the proposed theme through the use of materials, shapes or functions.**

**We invite Italian and international designers, artists, gallerists and illustrators to take part and send us a project inspired by the concept of 'Vanitas' by filling in the [application form](#).**





**For the second year in a row at the church of Sant’Ambrogio della Vittoria in Parabiago, from 4 to 13 October 2024, BeAlpha will be showcasing its selection of contemporary design, once again curated in collaboration with Nonahora, an e-shop offering unique and exclusive design objects. All the selected pieces displayed during the exhibition days will in fact be available for sale online through a dedicated page of the platform.**

**To apply for selection, send your project and a short description by filling in the [application form](#)**

Each exhibitor will be provided with a 100x100 cm module, for a price of 300 euro/each + VAT up to a maximum quantity of 2 modules.

Participation includes:

- press preview
- invitation to the opening cocktail with registration (journalists, sponsors, art directors and institutions)
- 9 open exhibition days (weekends 11:00/13:00 - 15:00/20:00 and weekdays 17:00/20:00)
- online sale on nonahora.com
- presentation to national and international trade magazines
- dedicated content for the event on the official BeAlpha website
- presence on the BeAlpha Instagram profile



## For the second year in a row, the exhibition will be hosted inside the historic Sant' Ambrogio della Vittoria church in Parabiago.

The monumental complex formed by the church and monastery dates back to the 1700s, and was built on the ashes of the monastery commissioned by the Visconti family, Lords of Milan.

According to tradition, the monastery was built on the site of the Battle of Parabiago, fought on 21 February 1339 by Azzone and Luchino Visconti against a rebel relative, Lodrisio.

The church is rich in canvases, frescoes and stuccoes. 2006 witnessed the start of a campaign to promote its knowledge, recovery and reuse by the La Fabbrica di Sant' Ambrogio Association.





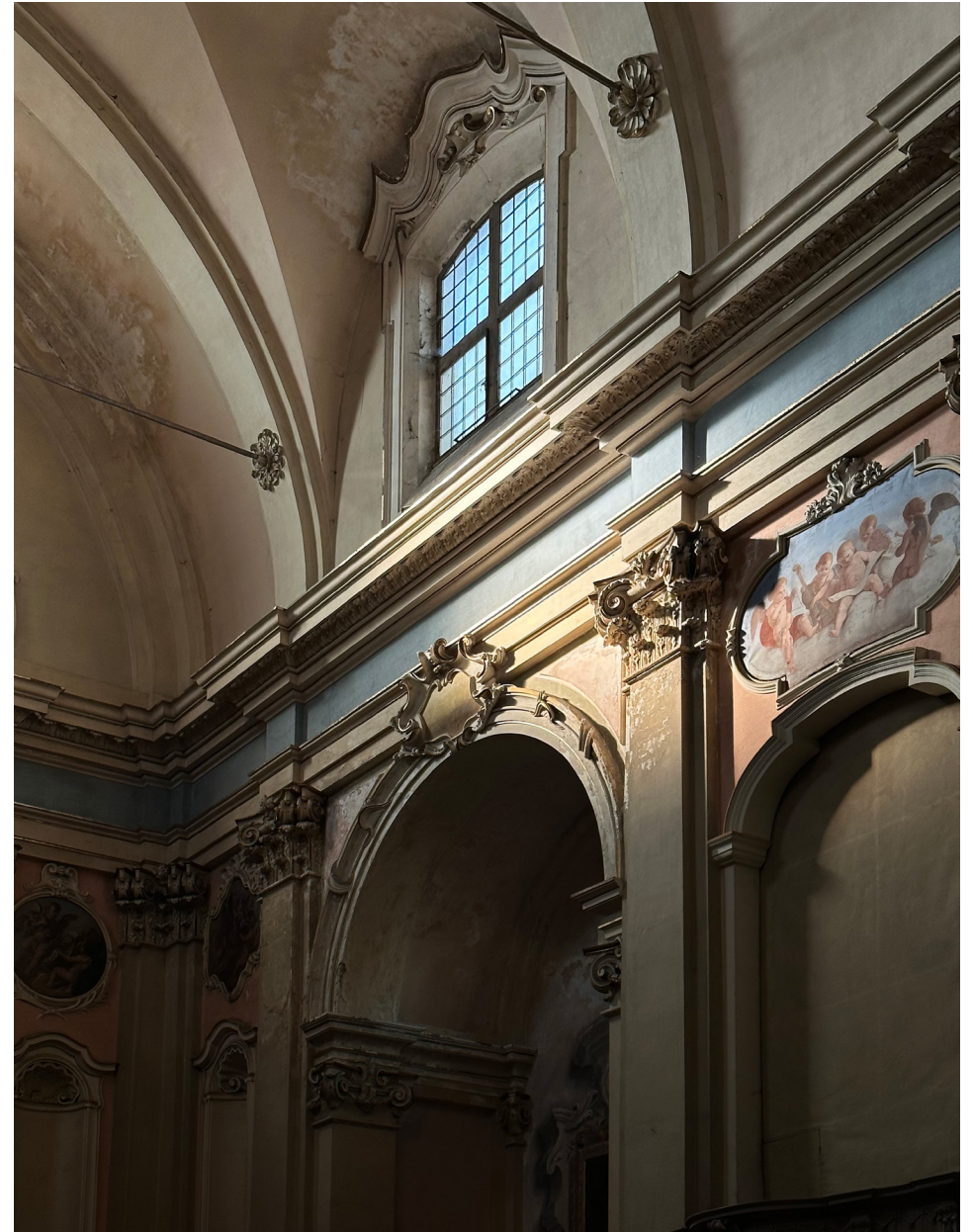


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CONTEMPORARY ART AND DESIGN SELECTION





# BeAlpha

Alpha District Association

Activity type: 949902 - Cultural activities of organisation

Via IV novembre 32,  
Parabiago - Milano, Italia  
VAT 08440960964

C.F: 92047820151

For more information

[info@bealpha.it](mailto:info@bealpha.it)

Partners:



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