

FRANCESCO BIASIA

QUELLO CHE LE BORSE RACCONTANO

I am a son of this land, the laborious North-East of Italy which, in just a few years, has been able to fill the gap with the other productive regions in the country, not only recovering the delays in its economic situation, but even becoming the leading industrialised area.

Over the past few years, the changes on the market have forced us to expand the horizons of our activity, encompassing the whole world. In order to make our companies less vulnerable we had to face up to globalisation, de-localisation, internationalisation. We have been the protagonists of a watershed economic transformation, in a world still upset by hatreds and conflicts but which has by now become aware of its indivisibility.

The confidence in our capabilities, the hope of finding in distant countries new spaces for our companies to grow and a constructive adventure spirit have supported us during this difficult shift. But we Italians are willing to explore, we have been protagonists of the age of great discoveries and have not forgotten it. Moreover, we are able to export tradition, culture, craftsmanship and creativity, all of this under the made in Italy label which has grown from a mere inclination to a point of strength for the whole economy.

This year my company celebrates its thirtieth anniversary. As often happens in the case of meaningful figures, we also felt the need to collect the dispersed memories and dedicate ourselves to a concrete event, a cultural and social communication project through which our values could be set and our passion for art expressed.

In collaboration with [dolp_dove osano le parole](#), we developed the idea of starting a photographic survey about the use of the bag as an accessory worldwide, a survey which put aside the fashion-related aspect and, on the contrary, focused on "what bags have to say". Having devoted all my working life to this accessory, I am aware of how much the choice of the right handbag can tell about a woman. If I wish to get an impression of the woman I have in front of me, I first of all look at the accessory which she sweetly, attractively, nervously, distractively or carelessly holds, exhibits, clutches, puts away or mishandles.

In this case, however, I wanted this survey to go beyond appearances and the personal sphere: I wished to check how much social and cultural value could be hidden behind the choice of wearing a certain handbag and the way in which it is carried.

In my opinion, the result of this survey for which I would like to thank Francesco Cocco, Fabio Cuttica, Daniele Dainelli, Stefano De Luigi, Roberto Venturi and Annalisa Monfreda is surprising.

Claudio Biasia