



TRENDS KIDSWEAR TREND ANALYSIS

Milan focus: Unduetrestella

CLAIRE BINGHAM, WGSN 10.07.09

WGSN speaks to Paola Noé, art critic, consultant and founder of Unduetrestella; a concept devoted to bringing art into the lives of the young.

Paola Noé has a wealth of creative experience behind her. She's contributed to the likes of FlashArt and Fondazione Missoni. So what inspired her latest project Unduetrestella?

"My idea is to curate site-specific projects, which have been purposely created for children's 'little worlds'," says Noé. "It's not about simply putting art that has been collected by parents into the child's bedroom. **This is a more about the challenge between me, the artist and the baby.**"

After the birth of her two daughters, Carlotta and Amalia, Noé was **inspired by the idea of introducing art to an infant audience.** She wanted to **teach young children, especially babies, that contemporary art is one of the millions of things that exist in the world,** and to show that there are many more ways to decorate a child's room other than just using Winnie the Pooh wallpaper.



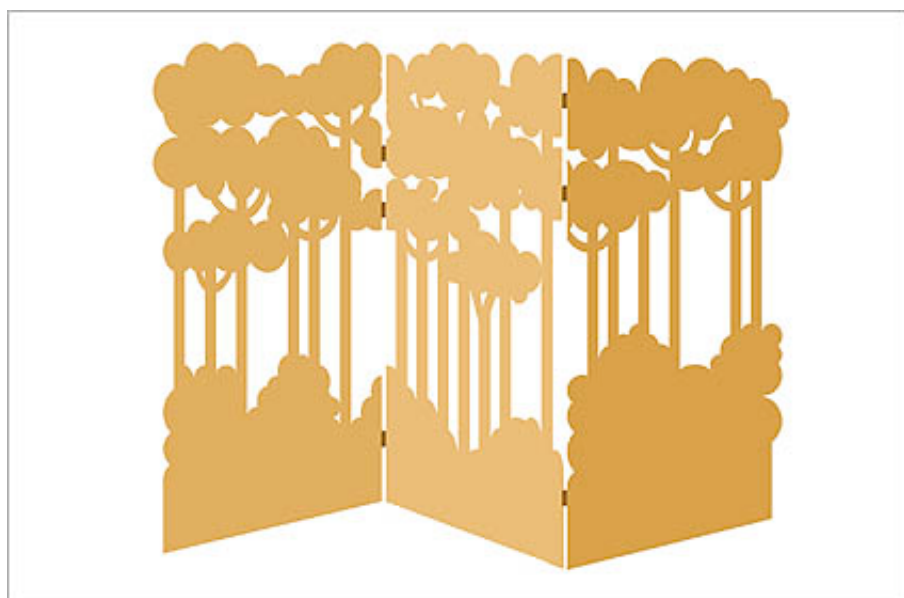
The work of Andreas Golinski for the FuoriSalone, 2009

Donatella Spaziani, 2008

The work of Andreas Golinski for the FuoriSalone, 2009.

Presenting the idea of Unduetrestella at the **FuoriSalone del Mobile in April 2009**, Noé featured the installation **My Dream House by the German artist Andreas Golinski.** In it geometric shapes were painted directly on to the wall, creating a blank canvas on which the child could take an active role, scribbling and painting inside. **It's this interaction by the child that Noé is keen to explore.**

Working with Italian and international artists, she commissions works specifically for nurseries and children's bedrooms. The artist is invited to meet the children and come up with a site-specific piece for the room; **the premise being that the little ones get to learn about art from day one through growing up surrounded by it.**



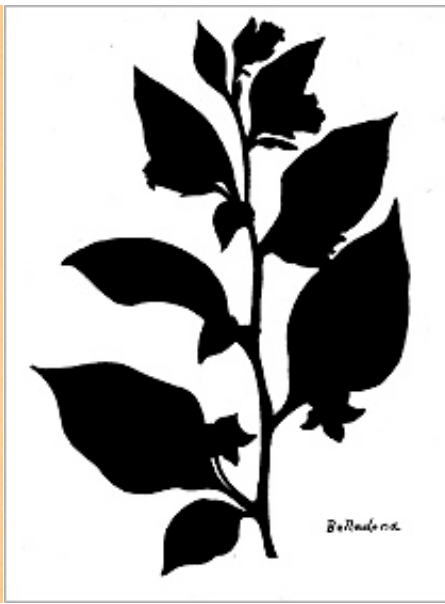
Bosco by Nicola Gobetto, 2008



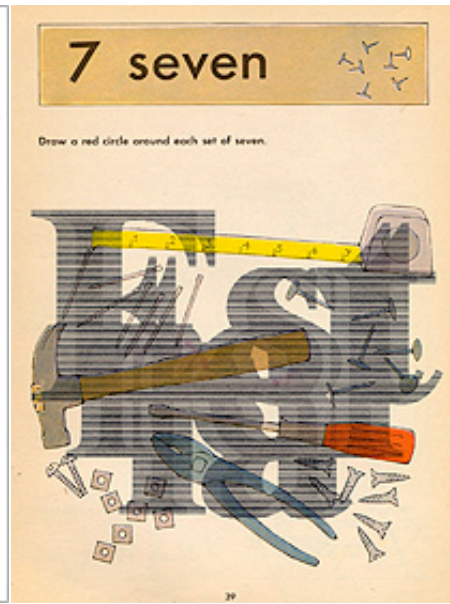
Spazio Colore painted wood sculpture by Federico Maddalozzo



Firmamento di Stella by Samuele Menin, 2008 - black writing print on old books



Jeanne Susplugas' Belladonna stickers



, Firmamento di Stella by Samuele Menin, 2008 - black writing print on old books

In her former studio - and now the bedroom of her two daughters - a coral wall painting by Noé's close friend and artist **Kristine Alskne** is painted beside where they sleep. "This artwork was originally for me, not for the girls", says Noé. "One day, I was talking with my husband about redecorating their bedroom and Carlotta cried: 'No, mummy, please, they are my corals!' **I realised Carlotta and Amalia had grown up looking at it and the painting was as familiar to them as is their toys.**"

Taking **Unduetrestella** to **London's Frieze Art Fair in October**, Noé is hoping to **give the concept a broader reach. "The most interesting thing for me would be to see how sound installations could work in paediatric clinics in hospitals,"** says Noé. "We would also like to do the same for schools."

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