

italian artist

[www.carlomassimofranchi.com](http://www.carlomassimofranchi.com)

Carlo Massimo Franchi

  
Manifattura del Seveso S.p.A.



**ISOBELL®**  
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opere **uniche**  
installazioni in ferro



**unique** works  
iron installations

# kaleiodos black&white



mixed media on **canvas**

**A** arte possiede un potere e quando lo esercita è quello della sorpresa e dell'emozione. È questo che suscita il fare artistico di Carlo Massimo Franchi conferendo con la sua sorprendente Opera, dignità e bellezza alla vita! È noto e indiscutibile che l'Arte crei e anticipi i movimenti delle civiltà di ogni tempo grazie alla sua capacità simbolica. E che, accanto alle altre espressioni creative, costituisce un valore aggiunto e necessario per quell'agognato equilibrio sociale, economico e culturale cui aspira ogni società, creando, nello stesso tempo, rapporti stretti e diretti con il territorio dove agisce: ed è questo che fa, ormai da tempo, l'artista novarese, offrendo, senza pari, un contributo significativo di elevato valore artistico. Egli affronta tra instancabili percorsi su percorsi, tratteggiati da incognite, inganni e bagliori, al pari di un eroe greco, l'intera propria esistenza creativa alla ricerca della perfezione.

Egli possiede un linguaggio, un vocabolario del tutto personale sorretto da rigore e curiosità, con uno sguardo costante alla contemporaneità, avvertendone gli impulsi e le necessità, dove arte e vita si intrecciano costantemente. E per parafrasare Rauschenberg... egli cerca di muoversi nel mezzo. E, indubabilmente, il maestro, vi riesce molto bene!

**Art** has a power and it is that of surprise and emotion. This is what arises from Carlo Massimo Franchi artistic work, who confers dignity and beauty to life with his surprising opera. It is known and indisputable that art creates and anticipates the movements of civilization thanks to its symbolic capability. Alongside with other creative expressions art constitutes an added value, necessary for that economical, cultural and social balance that every society tries to reach and it creates, at the same time, clear and direct links with the territory in which it acts: and this is what this artist from Novara does since a long time, by offering a significant contribution with a high artistic value. He faces, during a path characterized by the unknown, by deceptions and glows, like a Greek hero, his own creative existence in search of perfection. He owns a language, a completely personal vocabulary held up by rigor and curiosity, with a constant look to contemporaneity, perceiving its impulses and necessities, where art and life constantly mix up. To paraphrase Rauschenberg "he tries to move in the middle" and, with no doubts, this artist does it very well.

Pompea Vergaro

Opere **uniche**  
tecnica mista su juta

**unique** Works  
mixed media on jute





**unique** works  
extruded polystyrene backlit

kaleidos lights



*Carlo Massimo Franchi was born in Pavia in November 1961. After graduating at the Brera Academy in Milan, he began his artistic career as a painter and production designer. His main artistic theme, from the outset, is linked to the "Woman" and "Mediterranean", themes that characterize the first personal, where the themes of art that addresses suffered a strong evolution towards the design, that materializes with Kaleidos works in mixed media, the line Kaleidos Light, Line Kaleidos interior design. His works have been exhibited in spaces such as the American galleries in San Francisco, Los Angeles, Las Vegas, California (with the exhibition at the Museum "Paul Getty" St. Monica). Its production boasts several commissions from Middle East to the Sultan of Brunei, until 2007, attending the Italian Pavilion of the Index Dubai. Among the public exhibitions held in Italy, remember that of Palermo, the Norman Palace, the seat of the Sicilian Regional and personal cared Florence to Milan, Naples, Turin, Lecce, Rome, Monte Carlo (150 exhibitions all over the world). The artistic francs arises as an art project that concrete, from the formal point of view, in compositions in which the canvas is transformed into the ideal space for overlapping colors matter writing, where the word takes shape and life as if to tell the art. New element to demonstrate the continuous research of the Master 2016 will see him starring in Miami, where he participated in exhibitions and events such as Art Basel Miami in December 2016.*

dott. Pompea Vergaro  
critico d'arte

opere **uniche**  
su tessuti animalier



**unique** works  
of animal tissues

mixed media on **isobell**

