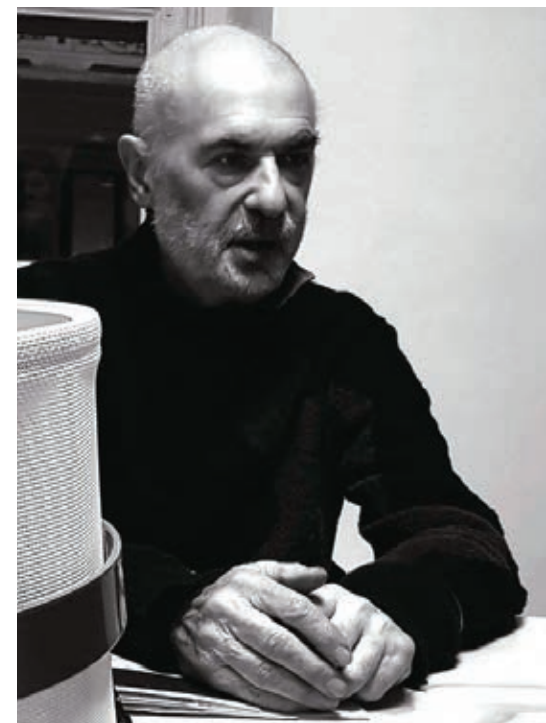


CREATIVE DIGITAL PANELS

sergioperrero

ELOGIO DELL'IMPERFEZIONE



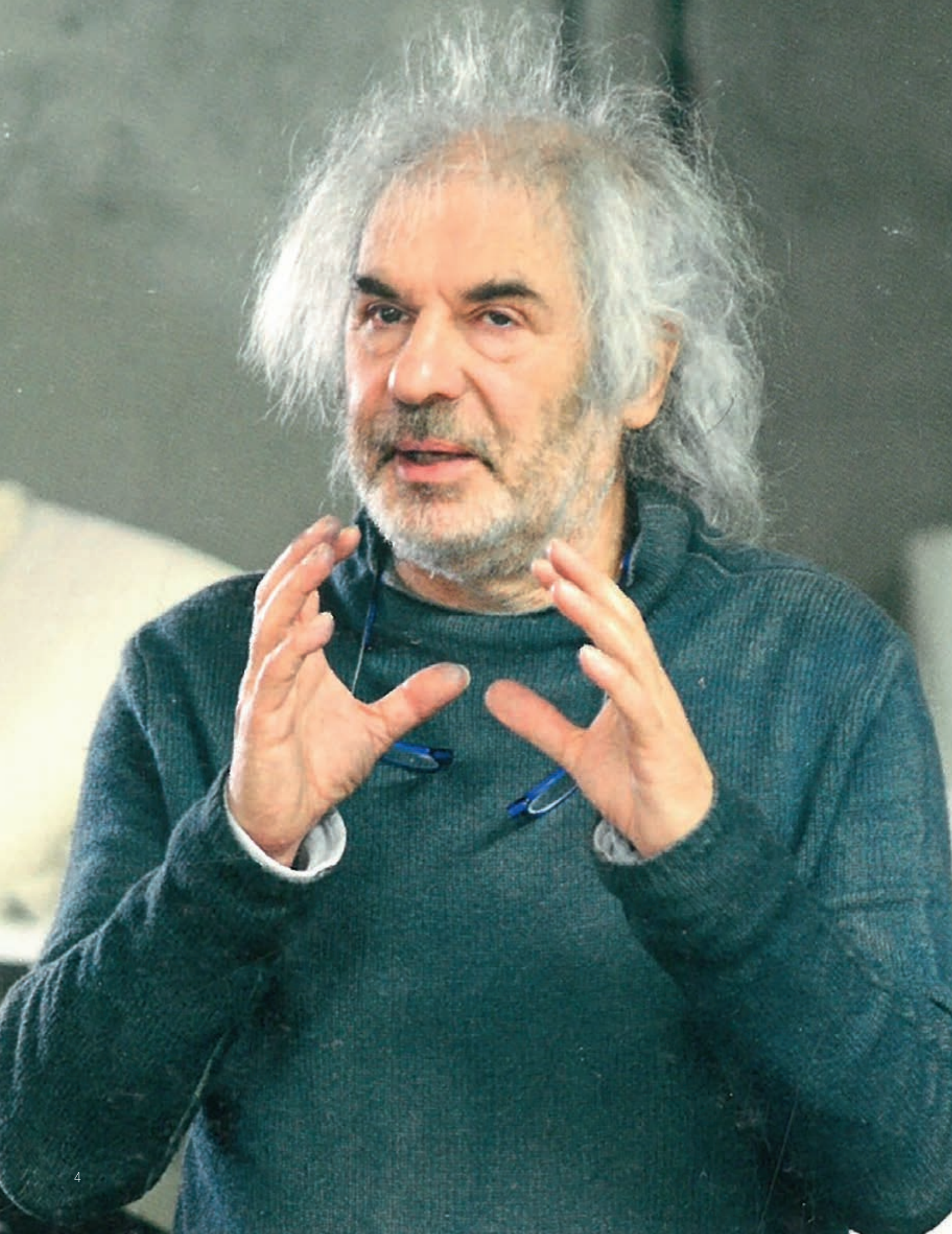
A Sergio, alla sua inesauribile creatività,
al suo amore sconfinato per l'Arte.



CREATIVE DIGITAL PANELS

sergioperrero

ELOGIO DELL'IMPERFEZIONE



BIOGRAFIA

Nato in provincia di Torino nel 1950, fin dai suoi esordi negli anni '70 applica la sua formazione da architetto in progetti in cui la creatività è libera e visionaria. Negli anni '80 fonda la stamperia serigrafica e tintoria di filati e tessuti Guarmosa Print con la quale serve le filature pratesi e biellesi.

La ricerca e la sperimentazione di tecniche sempre più sofisticate applicate a maglieria, capi di abbigliamento, tessuti e carte da parati gli fa conquistare la collaborazione con importanti brand della moda e del design: Armani, Valentino, Gucci, Yves Saint Laurent, Parah, Iceberg, Jean Paul Gautier, Miroglio, Alberta Ferretti, Brunello Cucinelli, Prada, Saverio Palatella, Stone Island, Ermenegildo Zegna, Tisettanta, Halifax, Zanotta.

archivio Saverio Palatella



BIOGRAPHY

Perrero was born in the province of Turin in 1950, since his beginnings in the 1970s he has applied his training as an architect in projects in which creativity is free and visionary.

In the 1980s, he founded the silkscreen printing and yarn and fabric dyeing company Guarmosa Print, which serves the spinning mills of Prato and Biella.

The research and experimentation of more and more sophisticated techniques applied to knitwear, clothing, fabrics and wallpapers have earned him collaborations with important fashion and design brands: Armani, Valentino, Gucci, Yves Saint Laurent, Parah, Iceberg, Jean Paul Gautier, Miroglio, Alberta Ferretti, Brunello Cucinelli, Prada, Saverio Palatella, Stone Island, Ermenegildo Zegna, Tisettanta, Halifax, Zanotta.

archivio Mario Sturlese



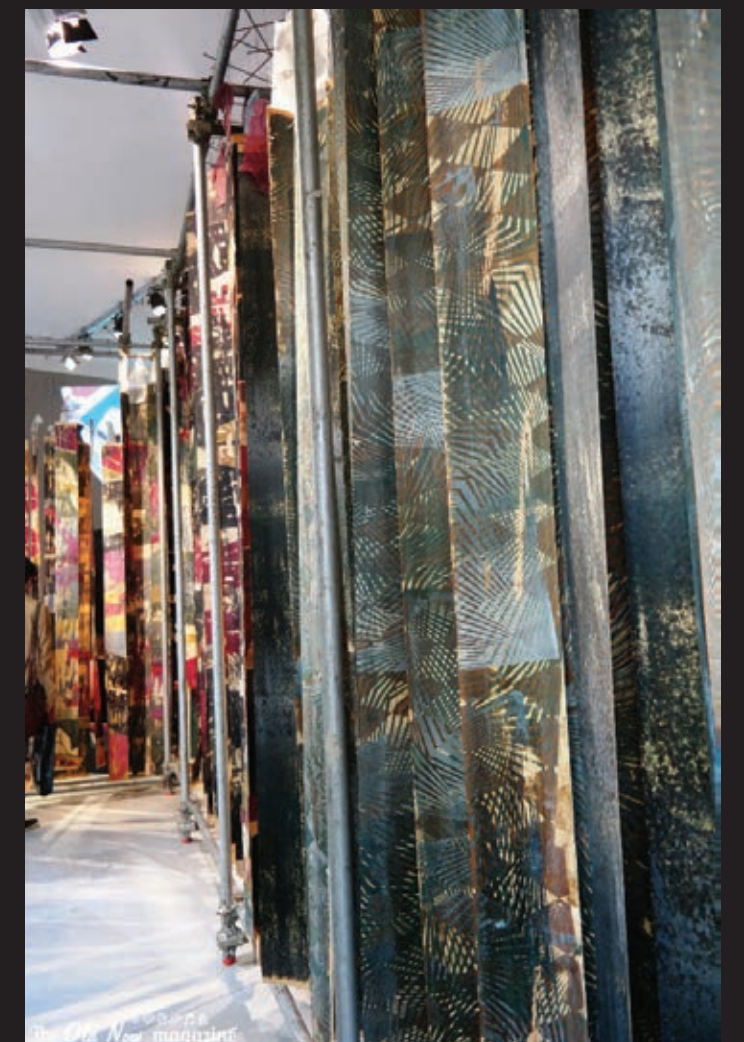
archivio Nicola Mascellani

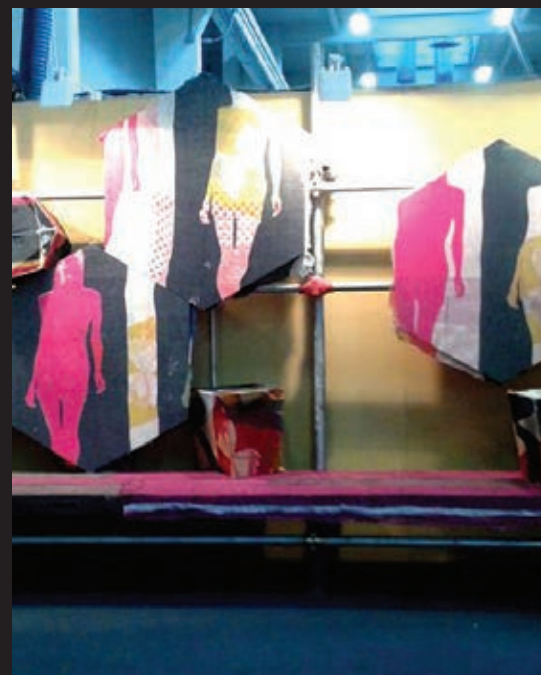


PERRERO EXPERIENCE

Dal 2012, in collaborazione con Gino Piardi e Pietro Tassi, applica le sue tecniche di riuso dei tessuti stampati con interventi pittorici, per creare gli arredi e gli allestimenti degli spazi relazionali di grandi manifestazioni fieristiche: Artissima e il Salone del Libro a Torino, Più Libri Più Liberi a Roma, Pitti Uomo e Pitti Filati a Firenze, White a Milano. Ha origine così Perrero Experience, un progetto ispirato all'utilizzo etico dei materiali e al rispetto dell'ambiente, nato per trasformare, grazie ad una estrosa sperimentazione, i materiali e gli oggetti inutilizzati dell'industria fashion-design in vere e proprie opere d'arte.

Perrero Experience, dopo la prematura scomparsa di Sergio Perrero nel 2020, prosegue con la missione di catalogare, conservare e far conoscere al pubblico le sue multiformi opere: tele, arredi, abiti, tessuti e la filosofia dell'etica e del rispetto con la quale le ha create.





PERRERO EXPERIENCE

Since 2012, in collaboration with Gino Piardi and Pietro Tassi, he has applied his techniques of reusing printed fabrics with pictorial interventions, to create the furnishings and installations of the relational spaces of large trade fairs such as Artissima and the Salone del Libro in Turin, Più Libri Più Liberi in Rome, Pitti Uomo and Pitti Filati in Florence, White in Milan. This is how Perrero Experience was born, a project inspired by the ethical use of materials and respect for the environment, created to transform, thanks to imaginative experimentation, the unused materials and objects of the fashion-design industry into real works of art.

Perrero Experience, after the premature death of Sergio Perrero in 2020, continues with the mission of cataloging, preserving and making known to the public his multifaceted works: canvases, furnishings, clothes, fabrics and the philosophy of ethics and respect with which he created them.



PANNELLI DIGITALI CREATIVI

Questo nuovo progetto è nato dall'idea di poter diffondere in contesti privati o pubblici il piacere di arredare le pareti con una selezione della creatività di Sergio Perrero.

Questi pannelli digitali sono stati creati facendo emergere dal suo archivio le sperimentazioni realizzate per la produzione di tessuti destinati alle collezioni di moda.

Perrero ha realizzato questi pezzi unici dal riuso di oggetti di design contaminati con interventi cromatici, con invenzioni nate dalla fascinazione per un oggetto, un colore, una trasparenza. La ricerca sui materiali applicata a fibre naturali e preziose, l'utilizzo della tintura e della tecnica serigrafica per ottenere stampe assolutamente originali, il riuso creativo dei più disparati oggetti gli ha consentito di ottenere opere ineguagliabili.

Questa collezione vuole essere un omaggio alla conservazione della memoria dell'immenso e inconsapevole archivio di Perrero, una "restituzione" al mondo della sua opera artistica attraverso la quale far vivere il suo genio e la sua visione. La sua geniale e poliedrica creatività, trasformata in queste macro stampe, farà emozionare chiunque.





CREATIVE DIGITAL PANELS

This new project was born from the idea of being able to spread the pleasure of decorating walls with a selection of Sergio Perrero's creativity in private or public contexts.

These digital panels were created by bringing out from his archive the experiments carried out for the production of fabrics for fashion collections. Perrero realized unique pieces from the reuse of design objects contaminated with chromatic interventions, with inventions born from the fascination for an object, a color, a transparency.

The research on materials applied to natural and precious fibers, the use of dyeing and the screen printing technique to obtain absolutely original prints, the creative reuse of the most disparate objects has allowed him to obtain unparalleled works.

This collection is intended to be a tribute to the preservation of the memory of Perrero's immense and unconscious archive, a "restitution" to the world of his artistic work through which to bring his genius and his vision to life.

His brilliant and multifaceted creativity, transformed into these macro prints, will thrill anyone.



SP11001

standard size: width **3 m** | height **3 m** | 3 lengths





SP11002

standard size: width **3 m** | height **3 m** | 3 lengths



SP11003

standard size: width **3 m** | height **3 m** | 3 lengths





SP11004

standard size: width **4 m** | height **3 m** | 4 lengths



SP11005

standard size: width **4 m** | height **3 m** | 4 lengths





SP11006

standard size: width **4 m** | height **3 m** | 4 lengths

WATERPROOF

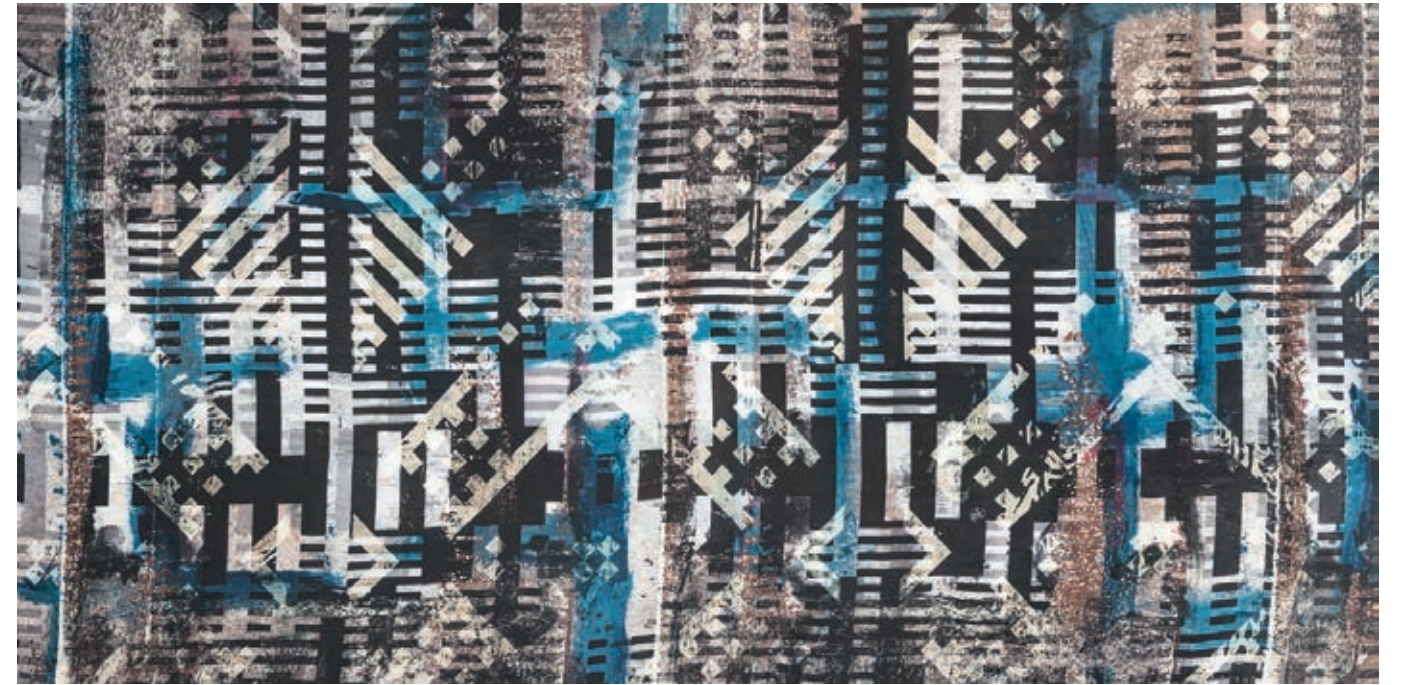
pannello con primer di finitura impermeabilizzante applicato
panel with waterproof finishing primer applied



SP11007

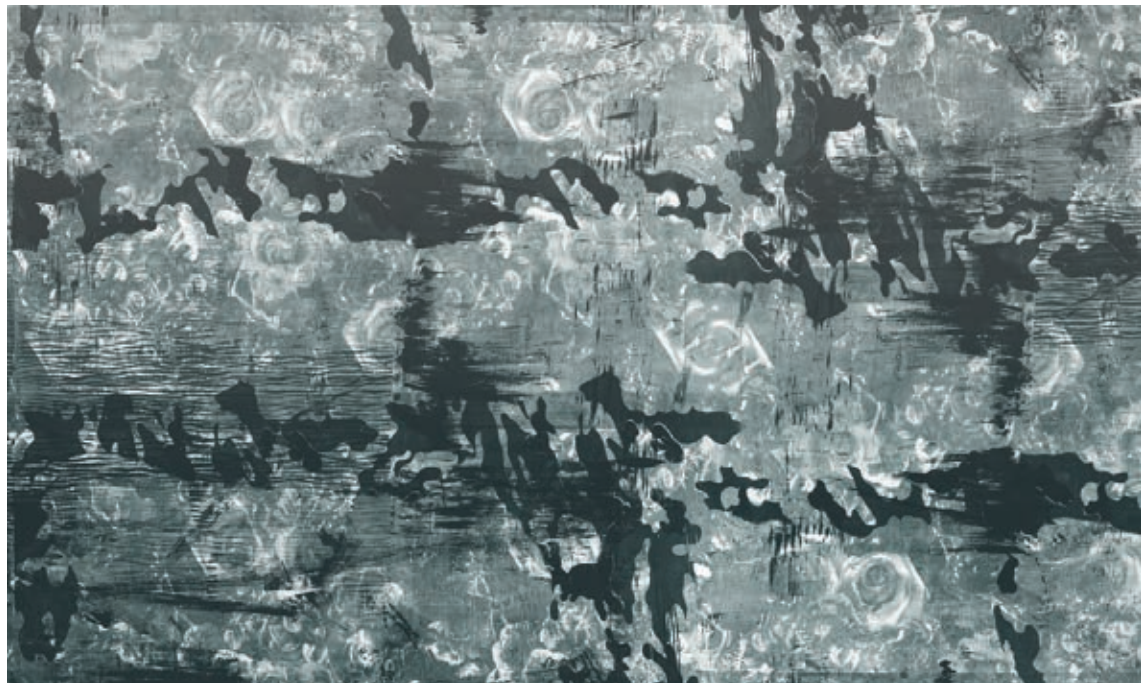
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SP11008

standard size: width **6 m** | height **3 m** | 6 lengths



SP11009

standard size: width **5 m** | height **3 m** | 5 lengths





SP11010

standard size: width **3 m** | height **3 m** | 3 lengths



SP11011

standard size: width **3 m** | height **3 m** | 3 lengths





SP11012

standard size: width **3 m** | height **3 m** | 3 lengths



SP11013

standard size: width **3 m** | height **3 m** | 3 lengths





SP11014

standard size: width **3 m** | height **3 m** | 3 lengths



SP11015

standard size: width **3 m** | height **3 m** | 3 lengths

WATERPROOF

pannello con primer di finitura impermeabilizzante applicato
panel with waterproof finishing primer applied





SP11016

standard size: width **3 m** | height **3 m** | 3 lengths



SP11017

standard size: width **3 m** | height **3 m** | 3 lengths



PANNELLI DIGITALI MODULARI

Perrero aveva intrapreso diversi studi sulla carta da parati, creando una serie di moduli che potessero essere ripetibili in continuo.

Questo è il principio di base del design per la realizzazione di una carta da parati stampata in rotocalco, quindi con uno sviluppo tecnico limitato dalla dimensione del cilindro di stampa.

Le composizioni di questi moduli spaziano da geometrie sovrapposte ad effetti artistici alla ripresa di dettagli di pizzi mescolati a stucchi, a strutture di tratti realizzati a pennello su basi geometriche.

Dall'archivio di queste creazioni è nata questa serie di pannelli, dove i singoli moduli sono stati allargati in formati diversi da quelli convenzionali della carta da parati ma ripetuti con lo stesso principio, in modo da realizzare una formula unica ed esclusiva di rappresentazione dell'opera di Sergio Perrero.

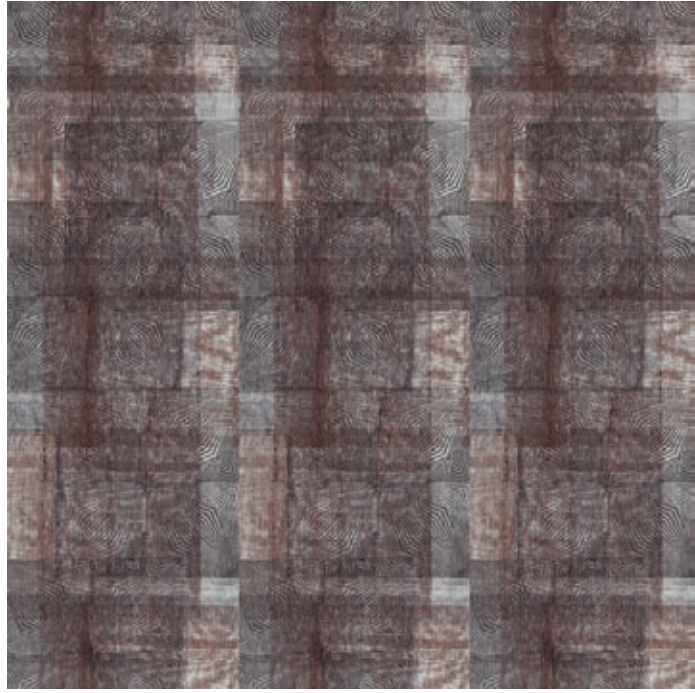
MODULAR DIGITAL PANELS

Perrero had undertaken several studies on wallpaper, creating a series of modules that could be continuously repeated.

This is the basic design principle for the creation of rotogravure printed wallpaper, therefore with technical development by the size of the printing cylinder.

The compositions of these modules range from overlapping geometries to artistic effects, to the resumption of lace details mixed with stucco, to structures of brush strokes on geometric bases.

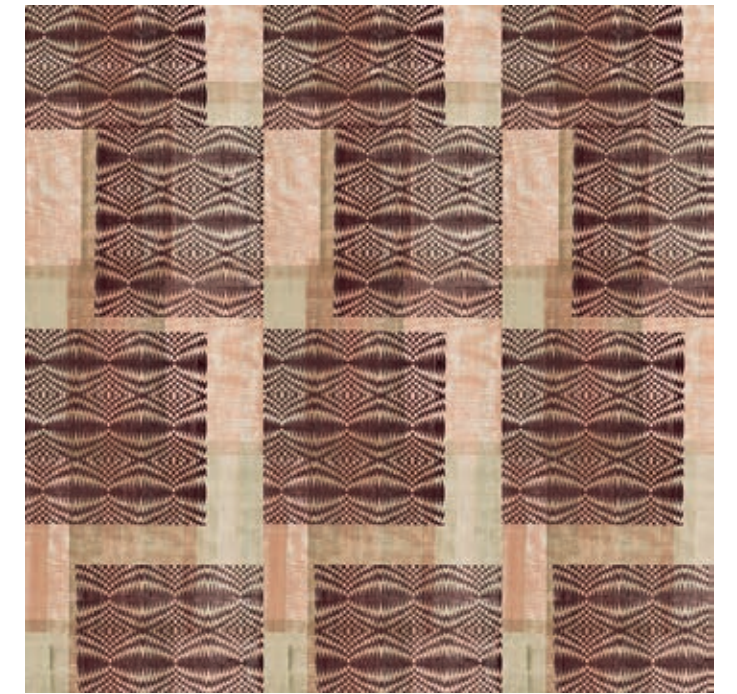
This series of panels was born from the archive of these creations where the individual modules were enlarged in different formats from the conventional ones of wallpaper, repeated with the same method in order to create a unique and exclusive “formula” of the representation of Sergio Perrero’s work.



SP11018

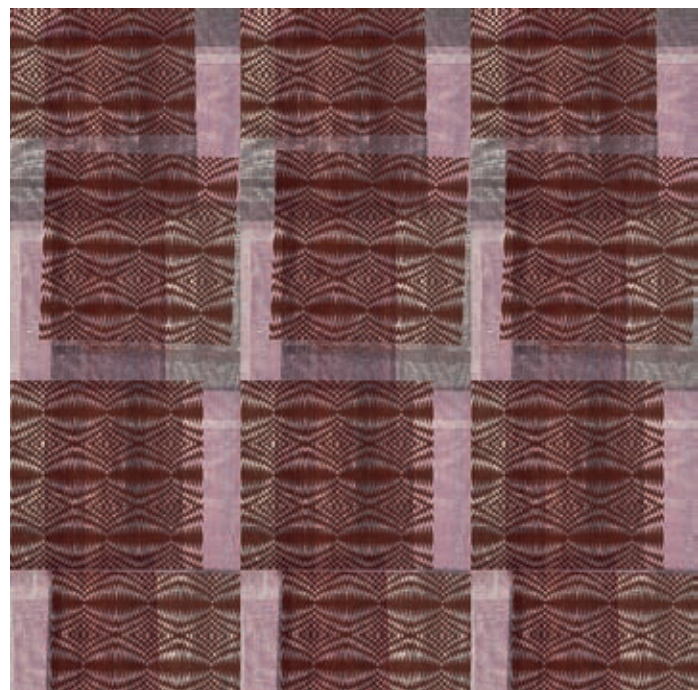
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SP11019

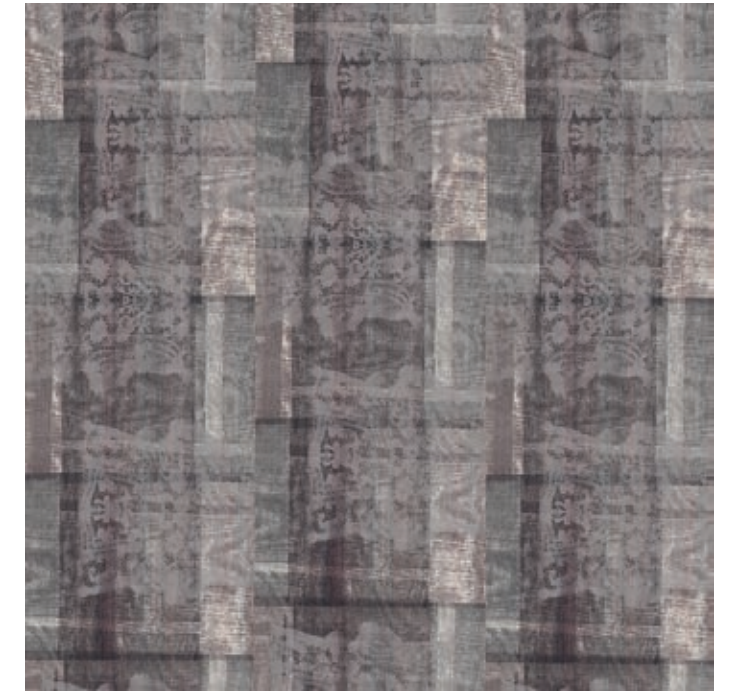
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SP11020

standard size: width **3 m** | height **3 m** | 3 lengths





SP11021

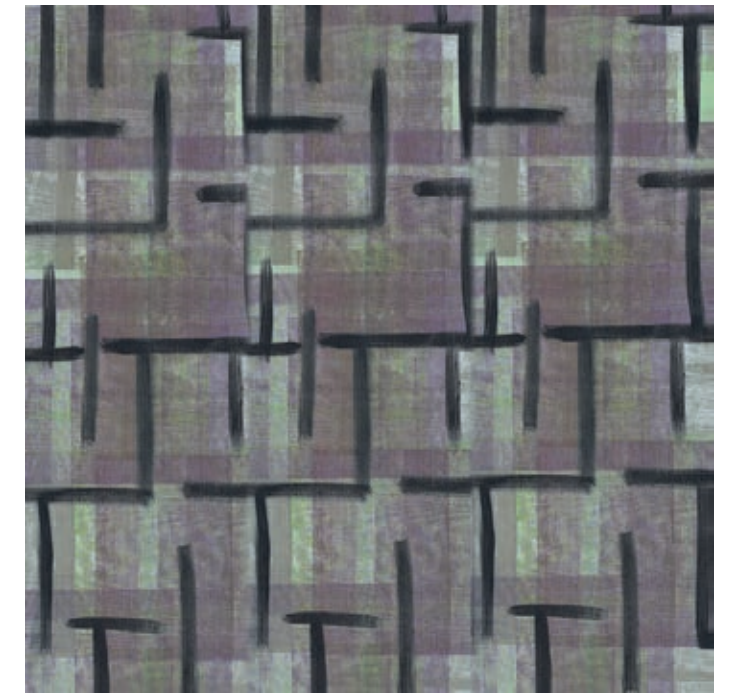
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SP11022

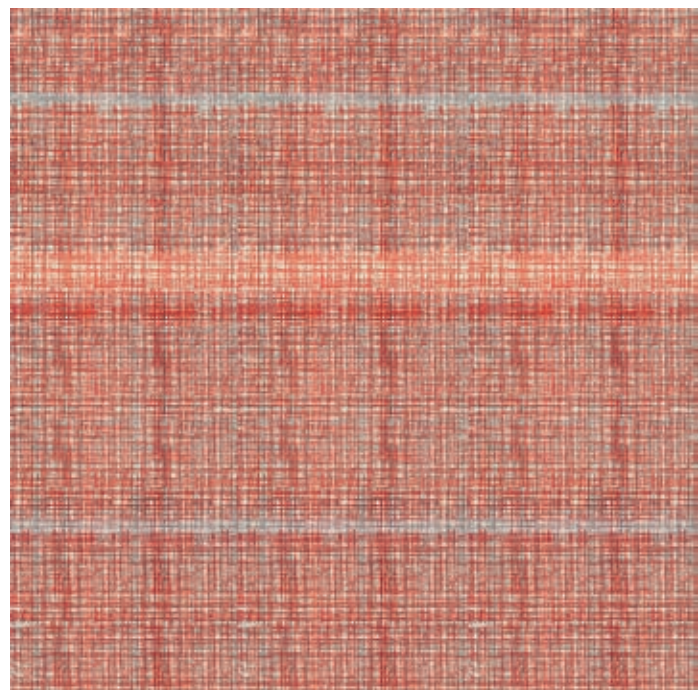
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SP11023

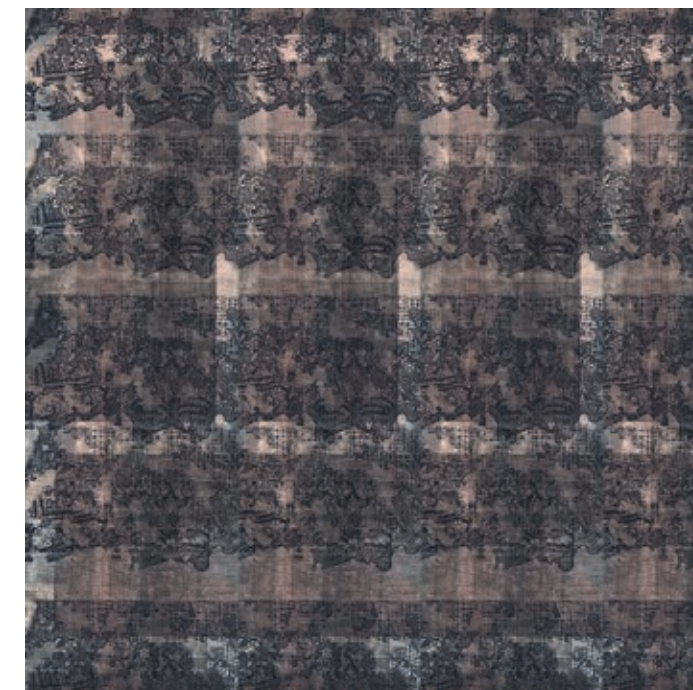
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SP11024

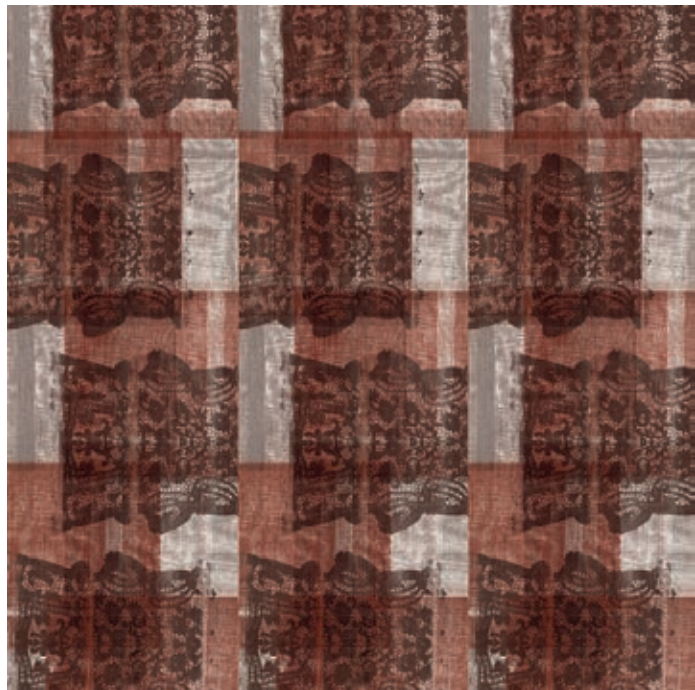
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SP11025

standard size: width **3 m** | height **3 m** | 3 lengths



SP11026

standard size: width **3 m** | height **3 m** | 3 lengths





BASI DI STAMPA

La creatività con la quale Perrero ha decorato con fantasie oniriche i tessuti destinati al mondo dell'alta moda e dell'arredo-design è l'elemento distintivo che ne ha decretato il suo successo.

La selezione presentata può essere stampata a scelta su basi in tessuto (viscosa e cotone), su base vinilica con trama canvans o su fibra di vetro.

Il supporto in viscosa al tatto risulta liscio e setoso e rende le nuance delle tinte stampate più delicate e morbide.

La base in cotone, invece, è un prodotto dall'aspetto estremamente naturale che conferisce un piacevole aspetto satinato ai colori e al design, creando un effetto simile ad un decoro ricamato grazie alle sottilissime fibre intrecciate nella base.

La base vinilica con supporto tessuto non tessuto genera un risultato finale di tipo artistico, con una enfattizzazione delle colorazioni e una resa realistica del design.

Il supporto in fibra di vetro è adatto alla posa in ambienti umidi, come bagni, cucine, piscine o centri wellness. L'alta resistenza all'usura, all'assorbimento di umidità e allo strofinamento vengono completati dall'applicazione di una resina impermeabilizzante. È un tipo di rivestimento che si presta molto bene anche alla posa in progetti di spazi di grande passaggio come sale d'attesa, aree espositive e centri sportivi.

PRINTING BASES

The creativity with which Perrero has decorated fabrics intended for the world of haute couture and interior design with dreamlike patterns is the distinctive element that has decreed his success.

Thus, the presented selection can be printed as desired on fabric bases (viscose, linen and cotton) or on a vinyl base with canvas texture.

The viscose base feels smooth and silky to the touch and makes the nuances of printed colours more delicate and softer.

The cotton base, on the other hand, is an extremely natural-looking product that gives a pleasant satin aspect to the colours and design, creating an effect similar to an embroidered decoration thanks to the very fine woven fibres into the base.

The vinyl base with non-woven backing generates a final artistic result, emphasising the colours and a realistic rendering of the design.

The glass fibre backing is suitable for installation in wet environments such as bathrooms, kitchens, swimming pools or wellness centres. The high resistance to wear, moisture absorption and rubbing are completed by the application of a waterproofing finish. It is a type of covering that is also very well suitable for laying in projects in high traffic areas such as waiting rooms, exhibition areas and sports centres.

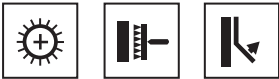


TESSUTO VISCOSA

Codice: **B**
Supporto: Viscosa con tessuto non tessuto
Larghezza: 100 cm
Peso: 245 gr/m² (+/- 10%)
Resistenza al fuoco: Classe B-s1, d0
Tipo di colla raccomandata: METYLAN - Henkel S.p.A. per TNT

VISCOSE FABRIC

Code: **B**
Support: Viscose fabric with non-woven backing
Width: 100 cm
Weight: 245 gr/m² (+/- 10%)
Fire resistance: Class B-s1, d0
Recommended type of adhesive: METYLAN - Henkel S.p.A. for non-woven backing

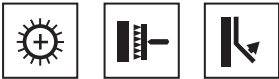


TESSUTO COTONE

Codice: **M**
Supporto: 100% Cotone con tessuto non tessuto
Larghezza: 100 cm
Peso: 410 gr/m² (+/- 10%)
Tipo di colla raccomandata: METYLAN - Henkel S.p.A. per TNT

COTTON FABRIC

Code: **M**
Support: 100% Cotton fabric with non-woven backing
Width: 100 cm
Weight: 410 gr/m² (+/- 10%)
Recommended type of adhesive: METYLAN - Henkel S.p.A. for non-woven backing



VINILICO CON TESSUTO NON TESSUTO

Codice: **A**
Supporto: Vinilico con tessuto non tessuto
Larghezza: 100 cm
Peso: 380 gr/m² (+/- 10%)
Resistenza al fuoco: Classe B-s2, d0
Tipo di colla raccomandata: METYLAN - Henkel S.p.A. per TNT

VINYL NON WOVEN BACKING

Code: **A**
Support: Vinyl with non-woven backing
Width: 100 cm
Weight: 380 gr/m² (+/- 10%)
Fire resistance: Class B-s2, d0
Recommended type of adhesive: METYLAN - Henkel S.p.A. for non-woven backing



FIBRA DI VETRO

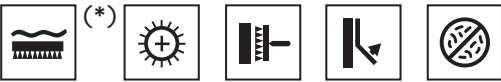
Codice: **0**
Supporto: Fibra di vetro
Larghezza: 95 cm
Peso: 195 gr/m² (+/- 15%)
Tipo di colla raccomandata: Mapei ADESILEX MT 32

Forniamo su richiesta kit completi di preparazione della base di applicazione e di protezione finale del pannello per applicazione in ambienti umidi. Ogni kit contiene Superprink® bicomponente e Kappa® opaca batteriostatica adatti a ricoprire una superficie di circa 6 m².
La colla non è compresa.
(*) simbologia valida solo con l'applicazione del primer finale.

GLASS FIBER

Code: **0**
Support: Glass fiber
Width: 95 cm
Weight: 195 gr/m² (+/- 15%)
Recommended type of adhesive: Mapei ADESILEX MT 32

On demand, we supply complete kits for the preparation of the application base and for the final protection of the digital mural panel, for installation in humid environments. Each kit contains two-component Superprink® and bacteriostatic matt Kappa® suitable for covering an area of approximately 6 square meters. Glue is not included.
(*) symbology valid only with the application of the final primer.



Stampa su supporto fibra di vetro **con primer di finitura (resina impermeabilizzante) già applicato**
Printed on fiberglass support **with finishing primer (waterproofing resin) already applied**

PANNELLI DIGITALI / DIGITAL PANELS

SP11001



standard size: width **3 m** | height **3 m** | 3 lengths

SP11002



standard size: width **3 m** | height **3 m** | 3 lengths

SP11003



standard size: width **3 m** | height **3 m** | 3 lengths

SP11004



standard size: width **4 m** | height **3 m** | 4 lengths

SP11005



standard size: width **4 m** | height **3 m** | 4 lengths

SP11006



standard size: width **4 m** | height **3 m** | 4 lengths

SP11007



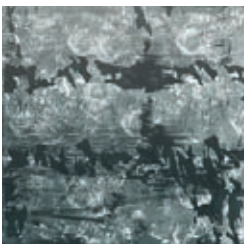
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SP11008



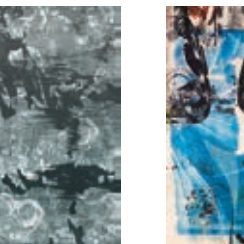
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SP11009



standard size: width **5 m** | height **3 m** | 5 lengths

SP11010



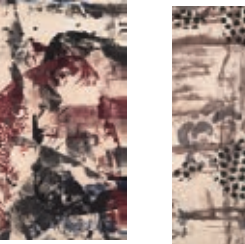
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SP11011



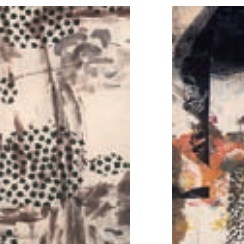
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SP11012



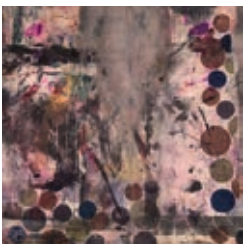
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SP11014



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SP11015



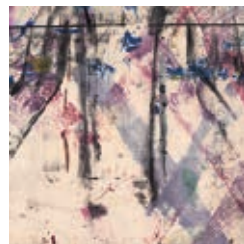
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SP11016



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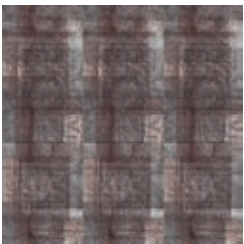
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standard size: width **3 m** | height **3 m** | 3 lengths

PANNELLI DIGITALI MODULARI / MODULAR DIGITAL PANELS

SP11018



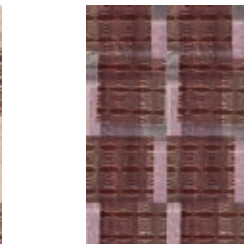
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SP11019



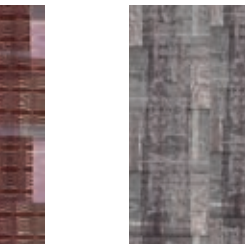
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SP11020



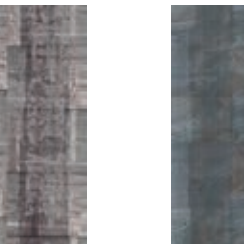
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SP11021



standard size: width **3 m** | height **3 m** | 3 lengths

SP11022



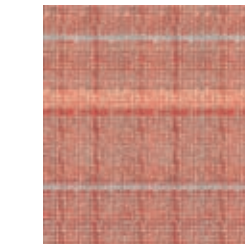
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SP11023



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SP11024



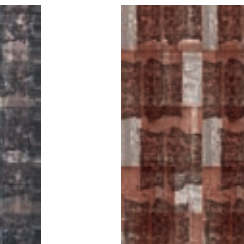
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SP11025



standard size: width **3 m** | height **3 m** | 3 lengths

SP11026



standard size: width **3 m** | height **3 m** | 3 lengths

Su richiesta è possibile stampare dimensioni diverse da quelle standard.

Different dimensions from standard sizes can be printed on request.

sergioperrero

Produced by: **INDUSTRIE EMILIANA PARATI S.p.A.**
via Case Sparse, 21 | 26041 Casalmaggiore (CR), Italy | ph. +39 0375 283011
www.emilianaparati.it | info@emilianaparati.it