

INVERNO · WINTER · HIVER

· 2021 ·

2021 Winter Holiday Press Release #1

LOISON'S THEME FOR ITS 2021 WINTER CATALOG

“Sensitivity is a delicate form of intelligence that we should never be ashamed of: we must not be afraid to show our feelings and our inner self. A person's sensitivity allows one to live deeply and to see with new eyes. Through my work, I make other people aware of what I perceive around me, in my memories and in my dreams, day in day out. I do it with passion and, like all sensitive people, after I'm done creating, I move on”.

With these opening words, Sonia Pilla introduces Loison's 2021 Winter Catalog, entirely based on her ideas and emotions, with no outside interference.

LOISON'S THEME FOR 2021: CHRISTMAS TRADITIONS

Though the core value that lies behind such a simple theme is a little neglected these days, Sonia intentionally expanded it by showcasing the most traditional moments of last-century's Christmas celebration, when the expectation of the holidays to come was a pleasure unto itself. At the center of it all is everyday life rendered through **nostalgic images of a family gathered round the Christmas tree** or busy thinking and looking for the most suitable gift for loved ones. Perhaps a handmade object, depending on the circumstances. Small gestures of love - given and received - amidst a "normalcy" that is slowly disappearing, increasingly taken over by a society that is constantly on the go, by consumerism and by fast, instant communication that does not allow us to ponder over things, as we would like or ought to. It is to this ordinary life that Sonia chose to add her voice.

A NOBLE VENETIAN RESIDENCE AS THE BACKDROP

The location of this year's catalog photoshoot was a **noble Venetian residence** that Sonia personally picked out: *“When I entered it for the first time, I felt a sense of peace and I became fully aware of the effort that the dedicated skilled labor must have put into this incredible villa: sculptors, painters, decorators and craftsmen who expressed themselves through their work, thus creating a great and heartfelt piece of beauty”.* And it is indeed true that beauty rewards us with joy.

THE ARTISTIC JOURNEY OF LOISON'S CATALOGS

Year after year, Loison's product catalogs are a reflection of Sonia Design's emotions and feelings. It is Loison's way to be a witness of and to perpetuate the culture of beauty, good taste and work done with passion. The baking company's journey began a few years ago, with collections that paid tribute to artisans and to artists who dedicated their life to creating an artistic and cultural heritage that still speaks of their **sensitivity**.

If you wish to learn more about the artistic journey behind Loison's catalogs, go to **papers.loison.com**.

“Let's not lose the pleasure of expressing ourselves: let's stop and listen, let's pay heed to and nourish our soul with the beauty that surrounds us and let's treasure it”. (Sonia Pilla)