



Afolki by El Alami Mohamed

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Castione di Loria (TV)
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MESSNER MOUNTAIN MUSEUM
FIRMIANO CASTLE, BOLZANO

**A thread of art.
The Berber carpet, from the Atlas Mountains to the Alps.**

Afolki Berber Rugs is organising an event from 5 to 7 July in the Firmiano Castle dedicated to Berber art with a conference and an exhibition of Berber artisan carpets and Tuareg rugs in an ideal meeting between the Atlas Mountains and the Alps.

The Ritter Hall of the Castle will host an unreleased collection of Beni Ourain and Azilal carpets, result of the creative craftsmanship of the Moroccan mountain communities in the Middle and High Atlas regions, whose manufacture will be explored in all its materials and symbols including the Berber tradition, during the conference held by three experts of the art and culture of these populations.

In the conference, master craftsman Elio Armano, through his experiences in Morocco, professor Alberto Boralevi and architect Sarah Gasparotto will lead guests on a journey to discover the art and spirit that Berber women transmit in each of their creations and how ancient symbolism has come to contaminate the contemporary art of Matisse, Paul Klee, Kandinsky and the Bauhaus movement, revolutionizing the arts and culture of contemporary homes.

A collection of Tuareg mats from Mauritania completes the carpet exhibition; these carpets are manufactured using palm wood with the typical colours and shades of the earth and decorated according to the ancient symbolism of the nomadic populations, with geometric designs of incomparable charm.

PROGRAMME

Location: MMM Firmiano – Firmiano Castle, Bolzano

Entry timetable:

Friday 5 July 2019:

- 10:00 AM, free entry for all visitors of the exhibition in the Ritter Hall
- 7:00 PM, conference in the Ritter Hall
- 8:00 PM, Tea ceremony and Berber Buffet

Saturday and Sunday 6-7 July 2019:

- 10:00 AM, free entry for all visitors of the exhibition in the Ritter Hall.



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Afolki Berber Rugs is a company dedicated to the diffusion of Berber culture via the commercial proposal of selected collections of Berber carpets, Tuareg rugs, curtains and stylish furnishing accessories. Mohamed El Alami is the man who created and put together the collection of artefacts from the Upper and Middle Atlas areas in Morocco. He carries out his activity directly, without intermediation, picking out and importing numerous articles manufactured in different eras by the North African people.

In recent years, there have been collaborations and installations with numerous institutions and companies, including Indigo Film for the prized Sorrentino movie "The Great Beauty", Dainese, Moto Guzzi, Maliparmi, Christian Dior.

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