

MADDALENA MORA

Maddalena Mora, known artistically as Mad, is an artist renowned for her deeply rooted appreciation of nature and a pioneering approach to material innovation. Her early passion for the botanical world led her to study botany and floral art, seamlessly intertwining with her artistic pursuits. This foundation, enriched through studies at the Know How Academy of Design in Zurich and later at the prestigious Brera Academy of Fine Arts in Milan, shaped her distinctive approach to sculpture and material exploration.

In her work, Mad explores the transformative possibilities of materials like bronze, marble, clay, wax, resins, and glass, shaping creations that radiate emotion and unexpected beauty. Travels across Asia and South America have further enriched her vision, infusing her work with cultural narratives and a deep appreciation for the natural world.

One of Mad's most compelling projects, ETRA, redefines luxury and sustainability by transforming discarded hotel materials into profound artistic statements. Complementing this are works like Still Life, crafted from recycled menus, and Immutable Changes, composed of 9,000 PET bottles, all emphasizing her commitment to environmental consciousness. These projects encourage viewers to reflect on humanity's relationship with consumption and the planet.

Beyond her creations, Maddalena exhibits her work internationally in Switzerland, Italy, and Greece, and she has participated in residencies such as the Cité Internationale des Arts in Paris. Her projects have been featured in publications like La Esplora and WFB Magazine, further establishing her as an artist who bridges ecology and artistic innovation. Through her evocative creations, Mad invites audiences to rethink their connection to the planet, inspiring a deeper commitment to sustainability and mindful living.



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