

Title: Verodalla: Combining Art and business
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“Reveal the artistic fiber hidden in the head of the CEO: somewhere between his laptop, his quarterly results and his sales goals. As is the goal of Véronique Dalla Favera. This young woman has opened her gallery in Beaune 2 months ago, and she was present for the first time in Entreprissimo. A gallery in a show dedicated to the world of business, necessarily it is noticeable.

Because the very personal creations and of respectable sizes, this artist, are simply seductive. Because behind them, we discover a unique approach: combining art and business.

If Véronique Dalla Favera has a clientele of individuals, it also wants to target business leaders eager to give a stamp of creativity to their places of business.

Art, she explains, is a powerful factor of image for the company in addition, attitudes are changing. “I would like art to play a part in companies, leaving a place for artistic creation”. This also shows that they possess an open mind. She has experimented with wood, plaster, and clay. At times, there was doubt but doubt and technical difficulties are obstacles that she has become accustomed to. “This hardly controllable dimension of art, I am sure that it can have its place in the company”. Verodalla’s clientele includes architects and interior designers. Her work, at the boundaries of sculpture, painting and modeling, deserves more than a detour. Véronique Dalla Favera has led a hotel and restaurant in the past. “Doubts, it is missing not on the new voice that she has chosen, but for someone who, as she says” was unable to do anything with her ten fingers”, we applauded with both hands... »