

TIMIDESSEN x BIBANESI: LIVE WORDPLAY AND COMPLIMENTARY ILLUSTRATED POSTCARDS

Bibanesi meets the artistic research of Timidessen in a project that transforms words, emotions and product identity into a live participatory experience.

May 12–13 – Milan | Stand G17, Hall 8

Da Re S.p.A., a leading company in Italy's traditional bakery heritage, returns to Tuttofood with a new artistic project that brings together the food world and contemporary language.

For the 2026 edition, Bibanesi presents a collaboration with **Timidessen**, an established contemporary artist and author known for his research on language and his ability to reinterpret reality by assigning new, emotionally charged meanings to everyday elements.

The project originates from a simple yet unconventional question: not how a product makes people feel, but what *Bibanesi themselves feel during their creation*. From this reversal emerges an ironic and playful narrative that explores emotions, names and brand identity through linguistic and visual transformations.

The collaboration unfolds as an ongoing artistic series, with new works released throughout 2026, reinterpreting the Bibanesi packaging universe into a constantly evolving visual and expressive language.

During Tuttofood 2026, **on Tuesday 12 and Wednesday 13 May, from 12:00 to 2:00 PM**, the project comes to life through a live activation with the public: Timidessen will interact directly with visitors, transforming words, names and emotions into immediate and ironic linguistic games, creating spontaneous reinterpretations of the Bibanesi universe.

An experience that goes beyond traditional product storytelling, becoming an encounter, an exchange and a shared narrative, where language turns into a creative and relational medium.

www.bibanesi.com

Press contact – Bibanesi | Da Re S.p.A.

Aurora Zamengo

Tel. +39 337 156 0350

E-mail: aurora.zamengo@bibanesi.com