

PRESS RELEASE | Torino, 15 February 2021

Artissima Unplugged

Artissima closes the “acoustic” version of the fair for 2020 with the exhibition *Frenetic Standstill* in the museum spaces of Fondazione Torino Musei and the digital projects of *Artissima XYZ* and the online catalogue.

New dates for the fair in 2021 announced.

Torino, 15 February 2021 – Friday 12 February marked the conclusion of the 27th edition of **Artissima International Fair of Contemporary Art**, directed for the fourth year by **Ilaria Bonacossa**. Due to exceptional circumstances, the fair was held in an **Unplugged** version: a new formula, extending in various times and spaces, which under the title *Frenetic Standstill* combined **physical exhibitions**, produced with **Fondazione Torino Musei**, and **digital projects** such as **Artissima XYZ** and the **online catalogue**, with a focus on the instrument (the works) and the voice (the galleries).

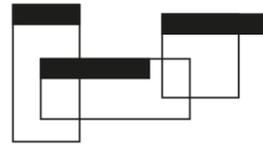
At the conclusion of this variegated experience, Ilaria Bonacossa comments: “*the cultural and institutional role of Artissima has prompted the fair to reinvent its approach, to continue to offer opportunities for **discovery, experimentation and immersion in contemporary art**, also during this year of worldwide healthcare emergency. We are proud of the work that has been accomplished, confirming Artissima’s role as a key appointment for the art system, also in terms of finding new responses to the times. A courageous initiative made possible by the support of Fondazione Torino Musei and all the Institutions that sustain us, together with the City of Torino and the Piedmont Region. Our heartfelt thanks go to the galleries, and our long-term and new partners, who have supported us in spite of the difficulties of the moment. Their affection for Artissima has been clearly tangible, and this cannot help but make us feel honoured. This dialogue and the desire to work together have made it possible not to give up on this appointment with contemporary art, even in a year of such great hardships*”.

FRENETIC STANDSTILL

Frenetic Standstill is the title that brought together three exhibitions held in the museum spaces of **Fondazione Torino Musei: GAM - Galleria Civica d’Arte Moderna e Contemporanea, Palazzo Madama - Museo Civico d’Arte Antica and MAO Museo d’Arte Orientale**. The three museums featured works provided by the galleries selected for this edition of Artissima, presenting an overview of highlights of what the audience would have seen in the booths of the fair. A choral approach to the theme *Frenetic Standstill*, curated by **Ilaria Bonacossa** in close dialogue with the gallerists involved.

The *Frenetic Standstill* exhibitions – set up and ready to be visited from 5 November 2020, but not actually opened until 3 February due to legislative measures – welcomed a total of over **3000 visitors during the six days** in which they were open for viewing.

The participants included **105 galleries**, of which 55 from Italy and 50 from abroad, **124 artists** with **158 works** in the three museums.



The modernist building of the **GAM**, on the ground floor and the exhibition space at level -1, hosted an exhibition of surprising visual polyphony with **118 works** from the galleries of the *Main Section* and *Dialogue/Monologue* of Artissima: 37 paintings, 17 works on paper, 9 mixed media works, 4 tapestries, 18 photographs, 22 sculptures, 10 installations and 1 video, by **93 artists**.

The Corte Medievale, the historic core of **Palazzo Madama**, brought together **28 works** selected together with the galleries of the 2020, 2019 and 2018 editions of *New Entries*, the youngest and most experimental, existing for five years at most: 7 paintings, 1 work on paper, 2 mixed media works, 1 tapestry, 1 photograph, 13 sculptures, 2 installations and 1 video, by **22 artists**.

The **MAO** generated a dialogue between the collections of the museum and a selection of **12 "orientalist" works**, inserted in the visit itinerary: 5 paintings, 1 work on paper, 2 tapestries, 2 photographs, 1 sculpture, 1 installation, by **9 artists**.

During lockdown, the *Frenetic Standstill* exhibitions have been the subject of intense digital viewing in recent months, from the 3D virtual tours made in collaboration with Artland to the **Digital Walkie Talkies** on YouTube and IGTV.

The exhibitions were organized with the support of **Camera di commercio di Torino** and **Fondazione per l'Arte Moderna e Contemporanea CRT** which confirmed – in spite of the difficulties involved and the constantly varying scenarios – the budget for **institutional acquisitions** that has always been set aside for the proposals of Artissima. For the occasion, the Foundation purchased two works for two museums in the city, one by Guglielmo Castelli titled *Giochi da adulti*, which will be shown at Castello di Rivoli; the other by the artist Francesco Vezzoli, titled *Homage to Josef Albers 'Homage to the Square' (Sympathy for the Devil)*, which will instead become part of the holdings of GAM.

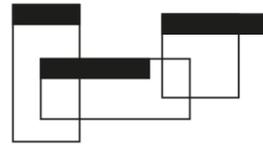
Parallel to *Frenetic Standstill*, at **GAM** the public was able to visit the two exhibition projects **FOLLE (Crowds)** and **JaguArt**.

The exhibition **FOLLE** – stemming from a new partnership between Artissima and **Intesa Sanpaolo** – presented a selection of striking photographs of “crowds” from the **Archivio Publifoto Intesa Sanpaolo**, taken from 1930 to 1980. The project, in an augmented version with in-depth writings on each image, could be explored on a **dedicated digital platform** on the Artissima website, starting on 4 November 2020, which received over 13,500 page views.

At **GAM**, **JaguArt**, the talent-scouting project based on collaboration between Artissima and **Jaguar Land Rover Italia**, presented a group show of works by the 10 artists who were winners of the Italian Talent Road Show, a true journey across Italy in search of young talents in the visual arts. The exhibition met with remarkable interest on the part of viewers, who appreciated the creations of the finalists, confirming the quality of the curatorial choices of the initiative. Visitors had a chance to vote for their favourite artist, and the winner was offered the opportunity to have a **solo show** at **Skyway**, the highest-altitude “gallery” in Europe, in 2021. In just six days open to the public, as many as 470 visitors expressed their preferences, contributing to the success of the project and the future visibility of the winner of the talent contest.

ARTISSIMA XYZ AND THE DIGITAL CATALOGUE

Artissima XYZ and the online catalogue have represented the digital section of Artissima Unplugged. **Artissima XYZ** is an original cross-media platform that transformed the curated sections of the fair into an immersive digital experience. This year, the sections **Present Future**, curated by Ilaria Gianni and Fernanda Brenner, **Back to the Future**, curated by Lorenzo Giusti and Mouna Mekouar, and



Disegni, curated by Letizia Ragaglia and Bettina Steinbrügge, were presented online from 3 November to 9 January 2021.

Artissima XYZ featured 30 galleries, 10 per each section. In Back to the Future 2 Italians and 8 foreign; in Disegni, 2 Italians and 8 foreign; in Present Future, all foreign.

In the fair's range of digital initiatives, produced thanks to the support of **Fondazione Compagnia di San Paolo**, artissima.art also – as usual – featured the **online catalogue**, kept available this year until 9 January 2021. The digital catalogue was designed to host galleries, artists and their works, presenting the pieces which the galleries selected for the 2020 of the fair would have shown at their booths, as well as the items on view in the exhibitions of *Frenetic Standstill*.

A programme of 20 appointments on **Zoom**, in Italian and English, made it possible to discover and explore the **Artissima XYZ** platform and the works of the **online catalogue** in Italian and English, through theme conversations in the company of exceptional guides and the director Ilaria Bonacossa. The encounters had very high levels of participation, with an average of **80 guests** per tour, including collectors, art professionals and Italian/international art lovers.

Some curious facts

The virtual audience that visited XYZ and the online catalogue at artissima.art (over 53,000 people) demonstrated a **new attitude**, paying closer attention to the artistic content, with a growing tendency to explore in greater depth: just consider the fact that in the week in which the physical fair would have taken place (1-8 November 2020), an average of 7 pages per session was reported, as opposed to the average of 3 in the same period of the previous year.

The viewers of **Artissima XYZ** in particular explored the **Present Future section** on emerging talents under 40, making it the most visited area.

Among the **projects** drawing the most attention, in any case, there were also those of masters from the past: Rose Finn-Kelcey (Kate MacGarry gallery), David Lamelas (Jan Mot gallery) and Ivens Machado (Fortes d'Aloia & Gabriel gallery) for Back to the Future, along with Simon Denny (Altman Siegel gallery) and Shadi Harouni (Galleria Tiziana Di Caro) for Present Future, Ellen Cantor (Isabella Bortolozzi gallery) and Ivana Spinelli (Galleriapiù) for Disegni.

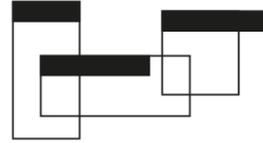
The playlist of the 5 most popular **XYZ** videos had the following ranking: David Lamelas in BTTF, Radamés “Juni” Figueroa (Proyectos Ultravioleta gallery) in PF, Manuel Solano (Peres Projects gallery) in PF, Simon Denny in PF and Julije Knifer (Frank Elbaz gallery) in BTTF.

As for the **online catalogue**, the **10 galleries most visited** were Massimo Minini, Continua, Cob Gallery, Lia Rumma, Vistamare/Vistamarestudio, Raffaella Cortese, Isabella Bortolozzi, Francesca Minini, Francesca Antonini Arte Contemporanea, Monitor; the **5 works with the most views** were *La negazione di Marte* by Nicola Samori (Monitor), *Vizi Compensativi* by Guglielmo Castelli (Francesca Antonini Arte Contemporanea), *Quaderno di un'isola* by Ilaria Abbiento (Podbielski Contemporary), *Homage to Josef Albers 'Homage to the Square' (Sympathy for the devil)* by Francesco Vezzoli (Franco Noero), *I consider it most difficult to live with you* by Nora Turato (LambdaLambdaLambda), while the **top 5 artists** included a mixture of young talents and renowned masters: Guglielmo Castelli, Richard Long, Renato Leotta, Giulio Paolini, Margherita Moscardini.

THE AWARDS OF ARTISSIMA 2020

Five awards were assigned for this edition of Artissima, confirming the fair's concrete commitment to support creative research.

- **illy Present Future Prize I 20th edition**: assigned to **Radamés “Juni” Figueroa**, presented by the gallery **Proyectos Ultravioleta** (Guatemala City).



The historic prize organized in collaboration with illycaffè is for the most interesting artist in the Present Future section, which features emerging talents, this year on the Artissima XYZ platform. The prize grants the artist the opportunity to create an exhibition for a museum institution in the Torino area, presented at the time of the 2021 edition of Artissima.

- **FPT for Sustainable Art Award:** assigned to **Renato Leotta**, presented by the gallery **Madragoa** (Lisbon).

The FPT for Sustainable Art Award, supported by FPT Industrial, is at its first edition, and was assigned to the artist whose research and works are the result of a virtuous, sustainable chain of conception and production. Along with a cash prize, Renato Leotta will have a chance to activate a dialogue with an innovative company, FPT Industrial.

- **Carol Rama by Fondazione Sardi per l'Arte Award:** assigned to **Zehra Doğan**, presented by **Prometeo Gallery Ida Pisani** (Milano and Lucca).

The award is at its first edition, supported by Fondazione Sardi per l'Arte, a partner of Artissima since 2014. It goes to the artist who best interprets an ideal of unconventional feminine creativity and artistic freedom, as embodied and transmitted with extraordinary force in the works and personality of Carol Rama. Besides a financial award, which has been donated by the artist for the construction of an arts centre in Mardin, the prize offers the winner an opportunity to collaborate with Fondazione Sardi per l'Arte and Archivio Carol Rama during the course of 2021.

- **Tosetti Value per la fotografia Award:** assigned to **Raed Yassin** presented by the gallery **Isabelle van den Eynde** (Dubai).

In its first edition, the award supported by Tosetti Value - Il Family Office, an Artissima partner since 2017, was assigned to the artist whose photographic research seems most effective for an understanding of the historical-social and economic situation of our globalized world. The winner receives a cash prize, and will have an opportunity to be the protagonist of "Prospettive. L'economia delle immagini" with an exhibition project presented at the Tosetti Value headquarters starting in 2021. On that occasion, Family Office will acquire a work by the artist for its corporate collection.

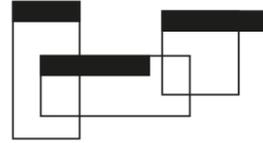
- **Ettore and Ines Fico Prize:** assigned to **Alessandro Scarabello**, presented by **The Gallery Apart** (Roma).

Now at its 10th iteration, the prize organized by MEF Museo Ettore Fico of Torino is assigned to a young artist among those appearing at Artissima, selected by the art direction of MEF for outstanding poetics in creative practice. The winner has a chance to present work in the spaces of MEF in 2021.

NEW DATES FOR ARTISSIMA 2021

The next edition of **Artissima** will be held from **Friday 5 to Sunday 7 November 2021**, with a preview on **Thursday 4 November 2021**.

ARTISSIMA



Artissima // Artissima is Italy's leading contemporary art fair. Since its founding in 1994, it has combined presence on the international market with a vivid focus on experimentation and research.

The fair is managed by Artissima srl, a company affiliated with Fondazione Torino Musei. The Artissima trademark belongs to Regione Piemonte, Città Metropolitana di Torino and Città di Torino. The 27th edition of Artissima was produced with the support of the three trademark holders, in collaboration with Fondazione CRT, Fondazione per l'Arte Moderna e Contemporanea CRT, Fondazione Compagnia di San Paolo and Camera di commercio di Torino.

ARTISSIMA – International Fair of Contemporary Art

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