

Artissima 25 Edition 2018

Alfabeto Treccani: 21 original editions.

The collaboration between Artissima and Treccani has produced an encyclopaedic survey of Italian creativity, in the form of original limited editions.

ARTISSIMA – the International Fair of Contemporary Art **Oval, Torino**

1 November 2018 | Press presentation, preview, opening

2-3-4 November 2018 | Open to the public

For the 25th anniversary of the fair, Artissima and Treccani have launched a special collaboration to produce the project *Alfabeto Treccani*, a series of 21 original limited editions created by 21 Italian artists curated by Ilaria Bonacossa. The first series of works will be presented as an exclusive at the Oval at a special booth.

Alfabeto Treccani is a project that makes an extensive survey of Italian contemporary art across the output of three different generations of artists, from recognised masters to emerging talents. The 21 artists are presented by playing with the mechanism of the alphabet, associating each letter with one artist having that initial. The 21 letters of the alphabet are not just graphic signs, but also an opportunity to provide an unprecedented overview of Italian contemporary art, through the creation of a new encyclopaedic universe that corresponds to the primary mission of the Enciclopedia Italiana Treccani: to gather knowledge in an organised way and make it available to the public.

Alfabeto Treccani is part of a project that stems from the encounter between two Italian cultural forces and reflects the engagement of Artissima with artistic experimentation, as well as the aim of cultural diffusion of Treccani. These orientations converge in the shared objective of promoting the universal spread of art, nurturing a younger generation of collectors while at the same time addressing established ones: the reproducibility of the works, in fact, permits wider circulation of the original pieces, establishing a dialogue with the rest of the output of the artists.

The project *Alfabeto Treccani* becomes part of *Treccani Arte*, the new branch of the Institute that in 2018 initiates a series of activities connected with the world of contemporary art, to accompany the audience in the interpretation of the complexity of the present.

Among these initiatives, the *Enciclopedia dell'Arte Contemporanea* will be the first work of its kind on an international level to be completely focused on contemporary art. Treccani is the

first institute to set the objective of surveying and classifying the consolidated experiences of artists, historians, critics, curators, gallerists and dealers on an international level. With this encyclopaedia on the art of our time, Treccani intends to provide a vision that embraces different perspectives, also extending the overview beyond the geographical areas of the western world.

With this partnership, Artissima and Treccani confirm their identity as laboratories active on the scene of contemporary art and culture, producing innovative and increasingly inclusive projects for an audience of enthusiasts and professionals.

The graphic image of *Alfabeto Treccani* is by the Torino-based studio FIONDA.

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Artissima is a brand of **Regione Piemonte, Città Metropolitana di Torino** and **Città di Torino**. On behalf of these three authorities, it is promoted by **Fondazione Torino Musei**. The 25th edition of Artissima is being held with the support of the three brand-owning authorities, jointly with **Fondazione per l'Arte Moderna e Contemporanea CRT, Compagnia di San Paolo** and **Camera di commercio di Torino**.

The organisation of Artissima is overseen by Artissima srl, a company formed in 2008 to manage the fair's artistic and commercial relations.

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