

## Artissima 25 Edition 2018

### Artissima Junior.

Artissima and Juventus join forces for a new project designed  
for children with the artist Alek O.  
In collaboration with ZonArte

#### 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

*“To conserve the spirit of childhood within yourself for a lifetime means conserving the curiosity to know, the pleasure of understanding, the desire to communicate.”*

Bruno Munari

**Artissima** and **Juventus** announce their collaboration with the launch of **Artissima Junior**, the new project for young visitors to the fair who will be involved in an immersive, participatory artistic experience. The initiative is curated by **ZonArte**, the network that brings together the Education Departments of the leading contemporary art institutions of Piedmont, supported by the Fondazione per l'Arte Moderna e Contemporanea CRT of Torino.

Artissima Junior is the first special initiative of the fair entirely dedicated to children between **6 and 11 years of age**, who become the protagonists of a creative transformation. The project is designed and guided by the Argentinian artist **Alek O.** (Buenos Aires, 1981), who will involve the young people in the creation of a group work, *The Garden*, an inhabitable work of architecture that continues to grow and change, is a metaphor of a living place in a constant state of becoming. Various species coexist to create a variegated, vital and stimulating environment, where the energy and fantasy of all participants can transform and reinvent the space.

The artist Alek O. has been invited for her ability to transform everyday materials through assembly and rearrangement, embodying a symbolic value. She will guide the children in the assignment of a new role and a new life to advertising posters for the matches of Juventus, making them become part of a large environmental installation. Concentrating on the value of interpersonal relations as an essential factor, the participants will be stimulated to action and expression of their own viewpoints, revealing the wonder that can be derived from ordinary everyday things.

The space will also feature *Luisito Monti* (2018), an original work by Alek O. created specifically for Artissima Junior starting with reflections on the iconic materials of the world of football.

The artist, as in her well-known works made with used jumpers, has painstakingly unravelled and reassembled, through embroidery, a series of scarves worn by Juventus supporters. Reduced to a series of yarns of different colours, the scarves have been sewn onto a canvas to create a modern geometric tapestry. The artist thus takes possession of the intrinsic emotional impact of these

objects, with their magical propitiatory power, transforming them into a work of contemporary art that takes its cue from the embroidery of Anni Albers and the tapestries of Alighiero Boetti.

The title *Luisito Monti* is a tribute to the Argentine football star born in Buenos Aires on 15 May 1901, who played for Juventus, and to his incredible story that speaks of determination. The work reflects on the role of football fans and their impact on players, in which the 'wool' becomes the protagonist of a metamorphosis<sup>1</sup>.

Artissima and Juventus, in the conviction that artistic creation can reinforce the emotional sensitivity and relational awareness of children, will invite young visitors to take part in a process of teamwork and sharing. Artissima Junior will offer kids the chance to take part in the creative process of a work of art, helping them to understand how contemporary art can transform everyday life and the world in which we live.

For Ilaria Bonacossa, director of the fair, "Artissima Junior is a project of great importance for us, because contemporary art, if it is explored prior to adolescence, can represent an effective formative tool. I also believe the experience offered to the children can make an impression on their parents, helping them to open their minds to the contemporary. Artissima Junior is an opportunity to launch a new educational dimension of the fair, making it increasingly open and accessible for all".

Luca Adornato, marketing director of Juventus, explains the logic of the football club's participation in this event: "The collaboration with Artissima represents a new phase in the path of consolidation of the identity of Juventus, and of our club's innovative thrust, always in search of new forms of interaction with various cultural realities. The commitment of Juventus in the creation of Artissima Junior is a new opportunity to convey the values and principles behind our brand to a world that is equally full of passion like that of art, giving rise to a unique experience for children".

ZonArte is the network supported by the **Fondazione per l'Arte Moderna e Contemporanea CRT** of Torino, which since 2010 has gathered together the Education Departments of: **Castello di Rivoli Museum of Contemporary Art, GAM - Galleria Civica d'Arte Moderna e Contemporanea, Fondazione Merz, PAV Parco Arte Vivente, the experimental centre for contemporary art**. The project has been produced in collaboration with Fondazione Sandretto Re Rebaudengo and Cittadellarte Fondazione Pistoletto, and has organised programmes, conferences, workshops and public activities on territorial, national and international levels, for the promotion of access to and active participation in contemporary art.

**Artissima Junior looks forward to seeing you at Artissima on the following schedule:  
Friday 2, Saturday 3 and Sunday 4 November, 2–6pm**

---

<sup>1</sup> Luisito Monti, who after his great performance at the Olympics in Amsterdam in 1928 retired to make pasta, was persuaded by Juventus to return to football, as the team's centre-half. But on 1 August 1931, when he arrived in Genova on a cruise ship, Luisito was tormented by the journalists who called him "el gordo" (the fat one), because after eating lots of pasta without constant workouts his weight had risen to 92 kg, for a man standing only 167 cm tall. Spurred on by the disappointment of the fans and the Juventus management, Luisito promised to get back in shape in a hurry.

For the whole month of August, training alone under the hot sun, he worked out with a 4-kilo medicine ball, wearing three wool jumpers and consuming as few calories as possible, in a daily weight-loss regimen. In September he was in excellent form for his 32 years of age, and amazed the team with his miraculous comeback and extraordinary efficacy on the pitch.

Luisito Monti was undoubtedly the finest "metodo system" midfielder to ever play in Italy. He won the 1934 World Cup final with the Italian national side, beating Czechoslovakia. He continued his outstanding career until 1939, when he retired at the age of 37.

## **ARTISSIMA – International Fair of Contemporary Art**

### **Oval, Lingotto Fiere Torino**

**1 November 2018** | Press presentation, preview, opening

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

T +39 011 19744106

[www.artissima.it](http://www.artissima.it) | [info@artissima.it](mailto:info@artissima.it)

Facebook: Artissima Fair

Twitter: @ArtissimaFair

Instagram: ARTISSIMAFair

Pinterest: Artissima

Youtube: Artissima Fair

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.

### **Main Partner** UniCredit

**Partners** Campari Group, Combo, EDIT, Fondazione Sardi per l'Arte, illycaffè, Irinox, Juventus, K-way, Lancia, Lauretana, Moleskine, Montblanc, Piemonte Land of Perfection, Professional Trust Company, Tosetti Value | Il Family office, Treccani

**In-kind partners** Artek, Arthur Arbesser, Black Mamba, Cappellini, Cargo, Carioca, Driade, F/Art, Gebrüder Thonet Vienna, Goethe-Institut Turin, Golran, Guido Gobino, Lago Design, Magis, Marrone, Marrone + Mesubim, Moroso, Nemo Lighting, Arti Grafiche Parini, Pastiglie Leone, Pedrali, Sambonet Rosenthal, Torino Airport | Sagat, Trenitalia, Vitra, XO Next Office

**Official Carrier** Equal Yard

**Official Insurance** Art Defender Insurance

**Media Partners** La Stampa, Artsy, Domus

**Media Coverage** Sky Arte

### **PRESS CONTACTS**

#### **SUTTON PR**

Somerset House, South Wing | London WC2R 1LA

ph. +44 (0)207 183 3577

Melissa Emery | [melissa@suttonpr.com](mailto:melissa@suttonpr.com)

Francesca Meale | [cesca@suttonpr.com](mailto:cesca@suttonpr.com)

#### **PCM Studio**

Via Farini, 70 | 20159 Milano

[press@paolamanfredi.com](mailto:press@paolamanfredi.com) | ph. 02 36769480

Paola C. Manfredi | [paola.manfredi@paolamanfredi.com](mailto:paola.manfredi@paolamanfredi.com) – m. +39 335 5455539

Federica Farci | [federica@paolamanfredi.com](mailto:federica@paolamanfredi.com) – m. +39 342 0515787

Clara Cervia | [clara@paolamanfredi.com](mailto:clara@paolamanfredi.com) – m. +39 393 4695107

#### **JUVENTUS**

[pressoffice@juventus.com](mailto:pressoffice@juventus.com) | t. +39 011 6563436