

Artissima 25 Edition 2018

The EDIT Dinner Prize and EDIT Dinner Party. Artissima with EDIT for a new prize and a special project for the fair's 25th anniversary.

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

Artissima announces its first collaboration with **EDIT**, the innovative concept that combines the taste of gastronomic experimentation with sharing, opened in Torino at the end of 2017. The partnership gives rise to a new prize at the fair, **The EDIT Dinner Prize**, and a special project to celebrate the 25th anniversary of Artissima, **The EDIT Dinner Party**.

The prize, assigned to one artist among all those taking part in the fair, covers all eight sections without limitations of age or expressive medium, and becomes an opportunity to initiate an original kind of interaction between art and food in keeping with new experimental dynamics. The artist will be selected by a jury of professionals with expertise in the fields of art and food innovation, composed of **Massimo Bartolini**, artist, **Marco Brignone**, founder of EDIT, Torino, **Roberta Ceretto**, in charge of communication and marketing for Ceretto Aziende Vitivinicole, Alba, and **Giorgio de Mitri**, creative director and founder of Sartoria Comunicazione (Modena).

The winner receives a cash award and will be able to create a dinner held in the spaces of EDIT during the 2019 edition of Artissima. The artist can thus transform a dinner – open to a limited number of selected guests – into a performative and personal experience: a true interplay between of disciplines that makes human relations its central focus, offering stimuli for reflection on the present and demonstrating that food, its preparation and consumption can be a fertile metaphor of social interaction.

To celebrate the first edition of the prize and the 25th anniversary of the fair, Artissima and EDIT have created a special project that will take place during the fair: **The EDIT Dinner Party**, a programme of exclusive dinners coordinated by the artist **Massimo Bartolini** in collaboration with **Costardi Bros**, two of the youngest and most promising award-winning Italian chefs, in residence at the EDIT Restaurant.

The evening events of 2 and 3 November, at 20.30, will take place at Edit Kitchens and will be organised as sequential chapters of a single narrative, with the participation of 60 guests who will discover the substance of the happening only through direct experience.

Bartolini, in a setting created for the occasion, will focus on habits, the possibility of reversing them and the relationship with other traditions, inviting guests to consider the meaning of socializing,

inclusion and sharing. The dinner thus becomes an experience in which the guests, going beyond the boundaries of the space, open their minds to an increasingly wide vision and new interpretations of crucial themes for contemporary society.

For information on costs, details and reservations, please contact: kitchens@edit-to.com.

With the organisation of The EDIT Dinner Prize and the special project The EDIT Dinner Party, Artissima continues its dialogue with EDIT, constructing a new synergy to create innovative prospects and projects.

Special thanks to Sambonet Rosental.

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Oval, Lingotto Fiere Torino**

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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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EDIT – Eat Drink Innovate Together – is a cutting-edge multifunctional space in Torino, in the heart of a zone that is a symbol of urban revitalisation. Invented by Marco Brignone and designed by the Torino-based architecture and design firm Lamatilde, EDIT combines a taste for experimentation with a spirit of sharing, and contains various options for visitors (Bakery Cafe, Brewery, Pub, Cocktail Bar, Restaurant and Kitchens), all coordinated by the same management: a format that offers a 360-degree interactive experience, in a space on two levels for an overall area of 2400 square meters.

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