



PRESS RELEASE | Torino, 22 July 2021

## ARTISSIMA 2021

**The 28<sup>th</sup> edition of the fair will feature once again Artissima XYZ with a new development: the three curated sections of Artissima will be visible online on the devoted platform alongside a physical presence in the fair pavilion**

**Artissima International Fair of Contemporary Art in Torino**, for the second consecutive year will host the three curated 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 Bettina Steinbrügge and Lilou Vidal) – on the cross-media platform **Artissima XYZ**, **online from 4 to 9 November 2021**. Furthermore, for the **28<sup>th</sup> edition** of the fair, **Artissima XYZ will also present three physical exhibitions at the Oval, one for each section**, with works selected from each of the participating galleries.

**Artissima XYZ**, with the support of **Fondazione Compagnia di San Paolo**, stems directly from Artissima Digital, the digital eco-system of the fair since 2017.

The **curated sections** will exist in a digital cross-media space capable of going beyond the classic structure of the viewing room and online catalogues, offering fresh experiential contents through which to explore the work of all the main players involved: galleries, artists, curators. **Three sections, thirty artists for thirty galleries, ten for each section**: each curatorial team – through constant, stimulating research and dialogue with the galleries – has selected for their section **ten original projects by ten artists** presented by their galleries of reference, in keeping with a precise thematic vision.

The layout of the platform will be immediate in its approach and easy to explore: after landing on a welcome page, visitors can enter the three sections in which each project has its own page, full of materials of different kinds for a 360° overview of the work and the artist, taking different paths of viewing and interpretation. Suggesting the axes of a Cartesian system, the name **XYZ** refers to the multi-dimensional and multi-media approach applied by the platform, designed to convey physical experience through virtual experience. Visitors can thus appreciate the value of a work of art not only by seeing it, but also by listening to its critical interpretation and discovering its creative genesis through **photographs, videos, interviews and podcasts** where artists, gallerists and curators are the protagonists. With the help of remote technologies, some of the contents will be produced directly by the galleries and artists, while others will be created by the editorial team **Ordet** – composed of **Edoardo Bonaspetti, Stefano Cernuschi and Anna Bergamasco**.

Already in 2020, **Artissima XYZ** presented itself as an authentic, creative and effective response to the limits imposed by the COVID-19 pandemic on fair events as well as an original and engaging experience for both collectors and those who want to learn more about contemporary art, accompanied by the voices of the personalities who customarily make the story of the fair, be it physical or virtual. Artissima XYZ embodies one more time the **concrete and experimental approach of Artissima**.

Besides Artissima XYZ, **from Friday 5 to Sunday 7 November 7 2021** the large, luminous spaces of the **Oval in Torino** will welcome the four historic sections of the fair – **Main Section, New Entries, Dialogue/Monologue** and **Art Spaces & Editions** – and the public, in line with the high standards of safety Artissima is capable of offering, in compliance with the current rules and recommendations at the moment of the opening. **The 28th edition of the fair is dedicated to the concept of Controtempo.** The idea of “countertime” comes from the world of music, and is applied here as a metaphor of art’s ability to shift rhythmical accents, transforming weak beats into strong points and creating a contrast between voices.

## THE CURATED SECTIONS ARTISSIMA XYZ

### Present Future

**Present Future**, the section on rising talents, preferably under 40 years of age, returns with the same curatorial team, composed of the independent curators and writers **Ilaria Gianni** and **Fernanda Brenner**.

In their words: *“Mystery stretches the limits of the visible and apprehensible through the discursive function of language. Modernity does not stand superstition and often ignores what falls out from palpable scientific proof. Drawing from the mystery and the mystical idea, the section aims to stage a counterargument for reducing the world to facts, descriptions, and projects.*

*Mystery sits beyond the inquiry space, being it unreachable, unsayable, unpredictable, and often fearful. It questions the same idea of knowledge or surpasses the notion of human knowledge as a tool for the dominance of different species and the planet and the human five senses as the sole mediators of the body and its surroundings.*

*How do we tell our story in an “I don’t know – I’m not sure – there is no truth” society? What is the art of uncertainty, of uncanniness?*

**Present Future 2021** *will look into the mystery underscoring our subjectivity and investigate what lays between the expressible and the inexpressible. Art provides another model for augmenting our senses, and the section will bring together artists that reinstate that the whole is always more than the sum of its parts”.*

An international jury will evaluate the proposals of the online Present Future section and will assign the **illy Present Future Prize**, the award supported by **illycaffè**, now at its 21<sup>st</sup> edition, to the most interesting submitted project. Thanks to the contemporary approach of **illycaffè**, the **illy Present Future Prize** makes an important contribution to the growth of emerging talents, confirming the innovative role of the fair in support to international artists.

### Back to the Future

The curatorial team of **Back to the Future** has also been confirmed, composed of the Director of the GAMeC – Galleria d’Arte Moderna e Contemporanea of Bergamo **Lorenzo Giusti** and the independent art critic and curator **Mouna Mekouar**. The section covers solo projects by outstanding pioneers of contemporary art, this year featuring works made during the last century, starting in 1960, in dialogue with recent production.

In their words: *“20/20: a year like a century. Perhaps the true end of the 1900s, twenty years late. A year like a loose leaf, marking a pause. A stopping point. In Torino as in New York, Berlin as in Johannesburg. An elastic time. A mutable time. A time that can be modified. A binding time. A time of freedom. In this context, the section **Back to the Future 2021** will explore the historic creations of various artists with different backgrounds, produced in the 20<sup>th</sup> century, juxtaposed with others made in recent years, until 2020. Artists who define a dilated dimension of the present with their personal approaches. A presumed present, predicated on a past world. A present that opens onto a new millennium”.*

## Disegni

The curatorial team of **Disegni** sees the entry this year of **Lilou Vidal**, an independent curator and editor based in Brussels and Torino, together with **Bettina Steinbrügge**, director of the Kunstverein of Hamburg and managing director of Kunstmeile Hamburg. Disegni is the section of Artissima that presents monographic projects on the most contemporary experimentation with the practice of drawing, originally associated with paper but now in a phase of transformation.

In their words: “*The Disegni 2021 section underlines the polymorphic aspects of drawing, through the sarcastic and poetic narratives and practices of ten artists from different generations and geographies. In the context of reflection on the contemporary world, the section will investigate how artists have made use of humorous or grotesque scenarios as an alternative and speculative form of empowerment to avoid the aberrations of reality (or the tragedy of existence)*”.

## ARTISSIMA XYZ GALLERIES:

### PRESENT FUTURE

GAËLLE CHOISNE, **AIR DE PARIS** Paris – ROBERTO FASSONE, **FANTA-MLN** Milano – JESSICA KAIRÉ, **PROYECTOS ULTRAVIOLETA** Guatemala City – VOJTĚCH KOVAŘÍK, **MENDES WOOD DM** Sao Paulo, Brussels, New York – DIANA POLICARPO, **LEHMANN + SILVA** Porto – PAOLO SALVADOR, **PERES PROJECTS** Berlin – GOKULA STOFFEL, **FORTES D’ALOIA & GABRIEL** Sao Paulo, Rio de Janeiro – TADÁSKÍA (MAX WÍLLÀ MORAIS), **SÉ GALERIA** Sao Paulo – FEDERICO TOSI, **MONICA DE CARDENAS** Milano, Zuoz, Lugano – YULI YAMAGATA, **MADRAGOA** Lisbon

### BACK TO THE FUTURE

REBECCA ALLEN, **ARCADE** London, Brussels – DOVE BRADSHAW, **THOMAS REHBEIN** Cologne – SYLVANO BUSSOTTI, **CLIVIO** Parma, Milano – WALTÉRCIO CALDAS, **ALMEIDA E DALE** Sao Paulo – RAFIK EL KAMEL, **SELMA FERIANI** Tunis, London – JOSEPH GRIGELY, **AIR DE PARIS** Paris – EMANUELA MARASSI, **GANDY** Bratislava – MARKUS OEHLER, **KARMA INTERNATIONAL** Zurich – JULIÃO SARMENTO, **GIORGIO PERSANO** Torino – ERNEST T., **SEMIOSE** Paris

### DISEGNI

ANNE BOURSE, **CRÈVECOEUR** Paris – BERTRAND DEZOTEUX, **BERNARD JORDAN** Paris, Zurich, Berlin – JUDITH HOPF, **DEBORAH SCHAMONI** Munich – ANA JOTTA, **PROJECTESD** Barcelona – JOSÉ LEONILSON, **ALMEIDA E DALE** Sao Paulo – DIEGO MARCON, **ERMES-ERMES** Vienna, Roma – KATJA MATER, **LAMBDA LAMBDA LAMBDA** Prishtina – OSWALD OBERHUBER, **KOW** Berlin – LORENZO SCOTTO DI LUZIO, **VISTAMARE/VISTAMARESTUDIO** Pescara, Milano – JOSÉ ANTONIO SUÁREZ LONDONO, **GALLERIA CONTINUA** San Gimignano, Beijing, Les Moulins, Havana, Roma, Sao Paulo, Paris

### Project Main Partner



### Section Partner (Present Future)



**Artissima** // Artissima is Italy's leading fair of contemporary art. 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 28th edition of Artissima is 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.

**illycaffè** // illycaffè is an Italian family-owned company, founded in Trieste in 1933. Its mission has always been to offer the best coffee to the world. Illycaffè produces a unique 100% Arabica blend, combining 9 of the best varieties in the world, selected by illycaffè: every day 8 million cups of illy coffee are served in over 140 countries around the globe, in the cafés, restaurants and hotels, in single-brand cafés and shops, at home. As a result of its innovations, illycaffè contributes to the coffee technology progress at global level. In 1991, the "*Premio Ernesto Illy de qualidade sustentavel do café para espresso*" was launched in Brazil for quality espresso coffee. Illycaffè has contributed to the sharing of the know-how, paying growers a premium price for the best quality selected by illycaffè. Since 2016, with the "*Ernesto Illy International Coffee Award*", the company has celebrated coffee growers all over the world that, according to illy, have produced the best sustainable coffee. Since 2013, the company has been in the list of the World Most Ethical Companies. In 2019, it enhanced its commitment to pursue a sustainable business model integrating the interest of people with the environment, adopting the status of Società Benefit (Benefit Company) and adding this commitment into its own bylaws. In 2021, illycaffè was the first Italian company in the coffee sector to obtain the international certification as B Corp as a result of its commitment to comply with the highest standards of social and environmental performance. The company also founded the University of Coffee, which has the objective of sharing culture at all levels, offering a comprehensive and practical training to growers, baristas and coffee lovers. Everything that is "made in illy" is about beauty and art, the founding principles of the brand, starting from its logo, designed by artist James Rosenquist, up to illy Art Collection cups, decorated by over 100 international artists. In 2019, the company had 1291 employees and a turnover of € 446,5 million. There are 261 illy single-brand shops in over 40 countries all over the world. In 2021, Rhone Capital became a minority shareholder of illycaffè with the aim of contributing to the company's international growth plans.

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

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Facebook | Twitter | Instagram | Youtube: ArtissimaFair

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

**4 November 2021** | preview

**5–7 November 2021** | open to public

### **Artissima XYZ**

**1–3 November 2021** | preview

**4–9 November 2021** | online

**Main Partner**   **SANPAOLO**

### **Official Partners:**

illycaffè | Jaguar Land Rover | Tosetti Value - Il Family office | FPT Industrial  
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