

PRESS RELEASE | Turin, 13 October 2022

## Artissima 2022

### SPECIAL PROJECTS IN THE FAIR

**In collaboration with partners and institutions, every year Artissima presents special projects of an artistic-cultural character**

**Artissima, the International Fair of Contemporary Art in Turin, has developed new special projects this year** in collaboration with its partners and important cultural institutions.

At the fair, from 4 to 6 November 2022, the projects include: a body of photographic works created by **Gregory Crewdson** for Gallerie d'Italia – Torino; the new edition of the project for the youngest visitors to the fair, **Artissima Junior**; a renovated dialogue with **Jaguar**; the **AudioGuides**, to accompany visitors on their pathway through the fair; the presentation of the works by the winners of the third edition of the **Torino Social Impact Art Award**; the project **A SUD**, focusing on the activities of galleries, foundations and art institutions based in southern Italy.

### Gregory Crewdson. Eveningside

**Intesa Sanpaolo**, the main partner of Artissima for the third year, presents a space set aside for a body of original photographic works by **Gregory Crewdson** (Brooklyn, 1962), commissioned by Intesa Sanpaolo, in the context of the exhibition *Eveningside* (at Gallerie d'Italia – Torino, from 12 October 2022 to 22 January 2023). The pieces become part of the collection of Intesa Sanpaolo.

### Artissima Junior

**Artissima** and **Juventus** continue their interaction for the fourth consecutive year, presenting a new version of **Artissima Junior**, the project for young visitors to the fair, involving them in an immersive experience of artistic teamwork. Artissima Junior is the fair's first special initiative entirely organized for children from **6 to 11 years of age** who become the protagonists of a creative operation.

The fourth edition of Artissima Junior features the artist **Giovanni Ozzola** (Florence, 1982) represented by Galleria Continua (San Gimignano, Beijing, Les Moulins, Havana, Rome, Sao Paulo, Paris, Dubai), to envision and guide the making of "**BRILLA. A Constellation**", a project that becomes a collective work of art centring on the concept of uniqueness.

The artist, accompanying the children in an analogy with stars, invites the participants to realize how unique they are, and to understand the fundamental importance of their identity and diversity for the future of our society and our world. At the end of the four-day workshop, the artist will leave his own creative gesture on the work, becoming part of the magical constellations based on the ties between the stars of all the young participants.

"**BRILLA. A Constellation**" is also an art book that prompts children to discover themselves through play, understanding that creativity can be a magical key of interpretation of reality.

Specifically for Artissima Junior, Giovanni Ozzola has also created *Torino ventisei nove* (2022), a new work made inside the Allianz Stadium of Juventus. The artist will provide each participant with a print of the photograph, so they too can become collectors of contemporary art.

Colored by Carioca

### An Alchemic Experience by Jaguar

**Jaguar**, after having been the protagonist of an exceptional tour to discover new art talents, continues its dialogue with Artissima. Inside the fair an immersive stand will engage the audience in a visual experience capable of narrating the transformation of the company, driven by the same pioneering spirit as in the past but already looking forward to 2025 and to a new identity as a totally electric luxury brand.

Jaguar will also sponsor the appearance of the American philosopher L.A. Paul, author of the essay “Transformative Experience” and the protagonist of a special talk at the fair’s Meeting Point, to delve into the concept of transformative experience in the world of art. As the key theme of this iteration of Artissima, the narrative of change through experience triggers connections with the process of transformation carried out by Jaguar.

### AudioGuides

In a perspective of expansion of the fair’s digital offerings, Artissima has selected several directions of growth and supplementation of its ecosystem for 2022, including the production of audio/podcasts, providing “**AudioGuides**” to accompany visitors on independent, personal tours of the fair.

The new approach calls for AudioGuides, posted on the platform of **artissima.art** and available to all visitors at any moment during the event, from 4 to 6 November. By logging into the Artissima website with a smartphone, visitors can select their own guided tour, beginning their path through the fair thanks to the narrative provided by the voice of the professional mediators from **Arteco**. The tours are in Italian, with transcribed translation.

The project sponsored by **Lauretana** is part of the developments of Artissima Digital powered by **Fondazione Compagnia di San Paolo**.

### Torino Social Impact Art Award

The project **Torino Social Impact Art Award** – conceived by **Artissima**, in collaboration with **Fondazione Compagnia di San Paolo** and promoted by **Torino Social Impact** – is aimed to support emerging talents with a multicultural and migratory background.

The two winners of the third edition – **Federico Pozuelo** (Madrid, 1992) and **Natália Trejbalová** (Košice, Slovakia, 1989) – guided and aided by **Tretie Galaxie** – **Matteo Mottin** and **Ramona Ponzini**, were hosted at **Combo** in Turin to create two video works reflecting in particular on the theme of the call **Rebellions and rebirths: the creative potential of confrontation**: a reflection on the theme of social conflict in its various manifestations and latent forms; a tangible, concrete phenomenon that has always relied on art as a peaceful means of expression with a strong potential for protest at the same time.

**The videos produced by the selected artists during the residency will be presented at Artissima 2022.**

**Federico Pozuelo** presents **Burden of Proof**, video work in which the artist builds a story on the possible ways in which cultural systems drive our actions, influencing and altering the way we interpret facts. In **Burden of Proof**, two characters are working on the construction of a crime scene. As they lay out evidence and retrace the trajectory of a bullet, their conversation and actions reveal a confrontation between rationality and magic, irrationality and science, modern thinking and political violence. **Under the Never Ground** is a voyage into the bowels of Turin in which **Natália Trejbalová** presents a new perspective and meaning for the underground dimension of the city. Shot in the tunnels of the Pastiss Underground Fortress, the video makes direct reference to the possibility of a double interpretation found in many works of science fiction: during **Under the Never Ground** tunnels

built in the 16<sup>th</sup> century under Turin gradually change into fantastic works of architecture, reflecting and condensing a change in the perspective and imagery that have always been embodied by underground sites.

## A SUD

The project **A SUD** is based on Artissima's intention to **highlight the activities of art foundations and institutions from the southern and island regions of Italy**, reinforcing the focus on the Mediterranean as a place of artistic growth and an incubator of new creative perspectives.

The project **A SUD** is thus an invitation extended by Artissima to its audience to re-examine the specificities of places through art institutions, in the sense of returning to acknowledge and observe them, reconsidering geographical mapping to grasp new connections, proximities and resources.

The protagonists of the 2022 edition of **A SUD** are:

### Fondazione Merz/ZACentrale

**Fondazione Merz**, named after Mario Merz, was founded as a centre of contemporary art in 2005 in Turin, with the aim of hosting exhibitions, events and educational activities, moving forward with research and exploration on art.

For Artissima 2022, **Fondazione Merz** returns with “**ad occhi chiusi...**”, the grant created in 2021 in collaboration with the fair, with the aim of selecting the international artist that corresponds best to the foundation's research on young artists of the Mediterranean.

### Fondazione Oelle

**Fondazione Oelle**—Mediterraneo Antico was founded in 2017 at Aci Castello Catania by Ornella Laneri, entrepreneur, and Carmelo Nicosia, photographer, with the aim of assigning value to the Sicilian cultural panorama, “Isola Sicilia”.

For Artissima 2022, Fondazione Oelle launches the innovative project ISOLA SICILIA 2022, an experiential format for the “artist-navigators” of the third millennium, to promote contemporary artistic research in the fields of visual arts, photography, video, sound art and more: actions seen as cultural crossings in Sicily.

### Fondazione Paul Thorel

**Fondazione Paul Thorel** was founded in Naples in 2014 through the initiative of the artist Paul Thorel (London 1956-Napoli 2020), with the aim of protecting, conserving and promoting his work, while at the same time supporting contemporary creativity, with a special focus on art, photography and new media. Nearly two years after the death of Paul Thorel, the foundation he created under his own name has decided to organize a series of initiatives to commemorate his work as an artist and his generous support for the practice of photography throughout his lifetime. In this context, the foundation will be on hand at Artissima with a **special stand** illustrating his personality and his collection of antique, modern and contemporary art, while presenting the launch of an annual prize for young photographers, **Premio Paul Thorel**, in collaboration with Intesa Sanpaolo and Gallerie d'Italia. One of the members of the jury for this award is Luigi Fassi, director of Artissima.

ARTISSIMA

INTESA  SANPAOLO

GALLERIA D'ITALIA  
TORINO



JAGUAR



Fondazione  
Compagnia  
di San Paolo

LAURETANA  
L'unique plus leppers d'Europe



fondazione merz

ACENTRALE

Fondazione OELLE  
MEDITERRANEO ARTISTICO

FONDAZIONE  
PAUL THOREL

## ARTISSIMA – International Fair of Contemporary Art

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Facebook | Twitter | Instagram | Youtube: Artissima Fair

#artissima #artissima2022 #artissimaVoiceOver

**OVAL Lingotto Fiere** | via Giacomo Mattè Trucco, 70 – Torino

### Preview

Thursday 3 November 2022 3–8pm (by invitation)

### Opening to the public:

4-5 November 2022 12–8pm

6 November 2022 11am–7pm

The organization of Artissima is overseen by Artissima srl, a company affiliated with **Fondazione Torino Musei**, and formed in 2008 to manage the fair's artistic and commercial relations. The Artissima trademark belongs to **Città di Torino**, **Regione Piemonte** and **Città Metropolitana di Torino**. The 29th edition of Artissima, for the first time under the patronage of **Ministero della cultura**, takes place with the support of the three brand-owning authorities, jointly with **Fondazione CRT**, **Fondazione per l'Arte Moderna e Contemporanea CRT**, **Fondazione Compagnia di San Paolo** and **Camera di Commercio di Torino**.

### Main Partner

INTESA  SANPAOLO

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**Media Coverage:** Sky Arte

4–6 NOV 2022

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**ARTISSIMA**

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Press release and high-resolution images at the following link:

[https://bit.ly/Artissima2022\\_PressKit](https://bit.ly/Artissima2022_PressKit)

4—6 NOV 2022

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