

PRESS RELEASE | Turin, 5 November 2022

ARTISSIMA 29
Edition 2022

**The winners of the
Tosetti Value Award for photography,
Matteo Viglietta Award and Carol Rama Award**

Turin, 5 November 2022 – **Artissima**, the International Fair of Contemporary Art in Turin, announces the winners of the **three prizes awarded today**: **Tosetti Value Award for photography**, **Matteo Viglietta Award by Collezione La Gaia** and **Carol Rama Award by Fondazione Sardi per l'Arte**.

TOSETTI VALUE AWARD FOR PHOTOGRAPHY

Oroma Elewa is the winner of the third edition

Oroma Elewa is the winner of the third edition of the **Tosetti Value Award for photography** supported by **Tosetti Value - The Family office**. The award, which stems from the desire to investigate the relationship between art and economics and expand the field of perspective on reality, is awarded to the artist whose photographic work is considered vital to our understanding of the historical-social and economic situation of our globalized world.

The artist is presented by **In situ – Fabienne Leclerc** gallery, Paris

The prize has been awarded to the artist by an international jury composed of **Fatma Bucak**, artist, **Antonio Carloni**, deputy director of the Gallerie d'Italia - Torino, and **Walter Guadagnini**, director of CAMERA Centro italiano per la fotografia di Torino, with this motivation:

The Tosetti Value per la Fotografia prize goes to Oroma Elewa, an artist whose photographic works ironically and acutely reflect on social, cultural, political and racial themes in African society, also seen in the light of the personal, direct experiences of the artist active in the Nigerian community. Themes of gender and identity dominate in Elewa's work, taking on a specific relevance to her national context, and a general meaning in relation to the global urgencies of the contemporary world.

The work of Oroma Elewa plays ironically with a series of stereotypes of representation of the female figure, with a particular accent on the world of fashion photography and glossy magazines. The topos of the seductive black woman is fully respected in the imagery placed on the left side of the work, but is challenged – and substantially parodied – in the right part, where a phrase reasserts the individuality of the choices of the protagonist of the shot. Through the practice of self-portraiture, Elewa plays a first-hand role, while at the same time – through disguises – referencing a by-now long tradition of photography, which from the years of the Pictures Generation and particularly the rise of the figure of Cindy Sherman

and the practice of slogan-like writing of artists like Barbara Kruger, extending to the present. Elewa's work confirms, on the other hand, the extraordinary vitality of photography from the African continent, capable of combining the immediacy of the image with reflections on the most pressing issues of the current world.

The Tosetti Value Award for photography establishes a dialogue with "Perspectives. The economy of images", a project on contemporary photography that began in 2014, curated by Tosetti Value per l'Arte with the objective of fostering debate and reflection on our globalized world through exhibitions and talks, in synergy with the economic research conducted by Family office. The winning artist, in addition to a cash prize, will have the opportunity to enter into dialogue with the project "Perspectives. The economy of images" in 2023.

The first edition of the Tosetti Value Award for photography was assigned to Raed Yassin, presented by the gallery Isabelle van den Eynde, Dubai. The second edition was awarded to Fatma Bucak, presented by the gallery Peola Simondi, Turin. Tosetti Value – Il Family office has acquired a work of both the winning artists for its corporate collection.

MATTEO VIGLIETTA AWARD by Collezione La Gaia

Vasilis Papageorgiou is the winner of the first edition

Vasilis Papageorgiou is the winner of the first edition of the **Matteo Viglietta Award**, promoted by **Collezione La Gaia** to remember Matteo Viglietta, a great and passionate collector who has had a strong bond with Artissima since its inception.

The artist is presented by **UNA** gallery, Piacenza.

The Matteo Viglietta Award has been awarded by an international jury composed of **Eva Brioschi**, curator of the Collezione La Gaia in Busca, **Alice Motard**, director of the CEAAC in Strasbourg and **Franco Noero**, founder of the Franco Noero gallery in Turin, with this motivation:

The reasons behind the selection of the work by Vasilis Papageorgiou have to do with factors connected with the nature of the activity of Viglietta Matteo spa, as described in the profile of the prize itself, although obviously the elements that convinced us are multiple. The bench has been conceived for use by just one person at a time, and our thoughts immediately went to the memory of the person we would like to honour today, and their absence which permeates our everyday existence.

The bench is also a place to rest, for relaxation and contemplation. A place for time stolen from productivity, like the time Matteo devoted to art, subtracting those moments from his beloved professional activity – time for the shared pleasure of countless long discussions about art, artists and their works.

Finally, the prize has been assigned to a young Greek artist and a young Italian gallery. And Matteo was young in spirit, until the very last day of his life. Yet this work also seemed to us to be paradoxically timeless, almost as if it could occupy a suspended time, a time with the rhythm of an inner life, rather than the frenzy of our everyday activities.

The **Matteo Viglietta Award** continues the support that the collector has always given to the fair, both on the level of acquisitions for its collection and on that of collateral events, in which the

exhibition space of the Collezione La Gaia in Busca (founded with his partner Bruna Girodengo, at the end of the 70s), always figure as one of the most visited places.

The fund organized by the Collection is now taken forward by the Viglietta family, to pay homage to the joyful, curious spirit that drove Viglietta's confident steps and voracious desire for art whenever he walked down the corridors of the fair. He was always interested in the discovery and rediscovery of radical practices, at times not rewarded with deserved levels of success in terms of audience and market. In this perspective, the honour is not restricted to demographically emerging artists, but is open to creators of all ages.

To some extent, the acquisition ratifies an established praxis of Viglietta, who every year would select a work having some degree of pertinence to the materials and utensils sold by his company – Viglietta Matteo SpA, a leader in the importation and wholesale distribution of hardware – for its catalogue, a book of 1200 pages full of various items.

Once again this year, the work purchased at Artissima, besides becoming part of Collezione La Gaia, can be utilized as the cover of the "catalogue-pricelist", and in this sense it will have a connection with one of the hundreds of products or materials, while paying homage to Matteo's ironic and irreverent spirit – that of a man with an open mind and a contagious smile.

CAROL RAMA AWARD by Fondazione Sardi per l'Arte **Anna Perach is the winner of the third edition**

Anna Perach is winner of the third edition of the **Carol Rama Award** promoted by **Fondazione Sardi per l'Arte**, awarded to the artist who embodies, through research and work, the ideal of unconventional female creativity and artistic freedom Carol enacted and transmitted with her works and personality.

The artist is presented by **ADA** gallery, Roma.

The prize has been awarded by an international jury composed of **Jacopo Crivelli Visconti**, curator and independent art critic in Sao Paulo, **Laura McLean-Ferris**, curator at large of the Swiss Institute in New York, and **Zoe Whitley**, director of the Chisenhale Gallery in London, with this motivation:

Ukrainian-born Anna Perach (b. 1985) has created a new body of work that is materially complex and narratively engrossing. These wearable prostheses are drawn equally from historical forms of metal corsetry and Eastern European tufted yarn carpet-weaving traditions. Individually and collectively as a jury, we found them to be arresting and original as pendulous, wall-based sculptures. We were captivated, too, by their pregnant possibility to be activated during artist performances.

The award takes its cue from the always vivid interest of Pinuccia Sardi in the work of Carol Rama, which in recent years has led to support for the creation of the catalogue raisonné of the artist's works, to be published in 2023, and the acquisition of the contents of the artist's home.

The apartment at Via Napione 15, where Carol Rama lived and worked from the 1940s until her death in 2015, welcoming many personalities and artists, was listed in 2016 as an important national cultural asset, protected as an artist's studio. In 2019 Fondazione Sardi per l'Arte acquired the complete

contents of the residence from the artist's heirs, and then ceded it on loan to Archivio Carol Rama, the current handler, to allow the home-studio to become a living, vital location for knowledge and study of the painter's work, open to the public and researchers, to discover the creative independence of this artist who always eluded classification and the stereotypes of the world of women. In 2021 the Carol Rama Award was assigned to Ivana Spinelli, presented by GALLERIAPIÙ, Bologna. In 2020 to Zehra Doğan, presented by the Prometeo Gallery Ida Pisani, Milan and Lucca.

ARTISSIMA – International Fair of Contemporary Art

T +39 011 19744106

www.artissima.art | info@artissima.it

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**

Official Partners:

illycaffè | Carioca | FPT Industrial | IRM Indagini Ricerche Mediche | Jaguar | Juventus
K-Way® | Lauretana | Mattioli | ORLANE PARIS | Pattern Group | PELIZZARI STUDIO
Piemonte Land of Wine | Prima Industrie | Principi di Piemonte | UNA Esperienze
Torino Social Impact | Tosetti Value - Il Family office | VANNI occhiali | Visit Piemonte | Art Defender

In-kind Partners: Bolzan | DEDAR | Eataly | Edra | Gebrüder Thonet Vienna | Iapalma | LOMBRELLO Nilufar | Pedrali | RESTART/MILANO | Torino Airport | Viabizzuno

Media Partners: Il Giornale dell'Arte | La Stampa | Rai Cultura | Rai Radio 1

Media Coverage: Sky Arte

4—6 NOV 2022

OVAL | TORINO



ARTISSIMA

PRESS CONTACTS

SUTTON

ph. +44 (0) 207 183 3577

Melissa Emery | melissa@suttoncomms.com

India Roche | India@suttoncomms.com

PCM STUDIO

press@paolamanfredi.com | t. +39 02 36769480

Paola C. Manfredi | paola.manfredi@paolamanfredi.com

Federica Farci | federica@paolamanfredi.com | m. 342 0515787

Francesca Ceriani | francesca@paolamanfredi.com – m. 340 9182004

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

https://bit.ly/Artissima2022_PressKit

4—6 NOV 2022

OVAL | TORINO