



FOR IMMEDIATE RELEASE:

**Premio Selezione - Italian Cultural Institute New York
2011 Edition Winners: *Nicola Pecoraro - Riccardo Previdi*
Exhibitions curated by Laura Barreca**

Dates: 4 - 28 November 2011

Press conference and opening night: 3 November 2011 - 5.30 pm
Italian Cultural Institute New York, 686 Park Avenue New York



New York, 10/11/2011

Nicola Pecoraro and Riccardo Previdi are the winners of the first edition of the “**Premio Selezione Italian Cultural Institute New York 2011**”. These artists have created two site-specific projects at the Italian Cultural Institute in New York. The exhibitions are curated by **Laura Barreca**.

The First edition of the “Premio Selezione Italian Cultural Institute New York 2011”

This award is a project by the Italian Institute of Culture New York, conceived as an opportunity to present the excellence of young Italian art in New York. The winners, artists selected by an international jury, will hold a personal exhibition at the headquarters of the Italian Cultural Institute in New York.

By establishing this award, the Italian Institute of Culture intends to highlight its commitment to the promotion of contemporary young Italian art, with a careful, rigorous selection process in the service of Italian artists. For its first edition, the Italian Institute of Culture New York has hired the nonprofit association *Artegiovanne* to manage the selection stage.



The two winners have successfully passed three different phases in the selection process, with three different juries led by internationally recognized curators, critics and contemporary art experts. The final jury was composed of Riccardo Viale - President of the Jury, Alvisè Chevallard, Laura Barreca, Paolo Colombo, Pepi Marchetti, Beatrice Merz, and Ruben Levi.

Starting from next year, the "Premio Selezione Italian Culture Institute di New York 2011" will be renamed "**Gotham Award**", to highlight the award's connection with the city of New York to an even greater extent. The jury for the 2012 edition will be composed of: Riccardo Viale, Francesco Bonami, Emily Braun, Dennis Elliott, David Freedberg, Massimiliano Gioni, and Laura Barreca.

On 3 November at 5.30 pm, a **conference** on the state of Italian art and of private contributions to the promotion of young Italian talents abroad will take place. Speakers will include, among others, **Riccardo Viale**, Director of the Italian Cultural Institute in New York; **Francesco Bonami**, Artistic Director, Foundation Sandretto Re Rebaudengo, Turin, **Massimiliano Gioni**, Associate Director, New Museum of Contemporary Art, New York, **Pepi Marchetti Franchi**, Director, Gagosian Gallery, Rome. Moderator: Laura Barreca

Nicola Pecoraro's and Riccardo Previdi's Projects

The first edition of the Premio will showcase projects by **Nicola Pecoraro** and **Riccardo Previdi**. The two artists, among the most promising talents in young Italian art, will exhibit a body of work created specifically for the Premio competition, using multiple languages (video, photography, installations).

Two artist books, published by Nero, complement the exhibition. Such books are collections of thoughts, projects, tests, drawings, and photographs – an image-based itinerary of sorts, which describes the intuitive, process-focused nature of both research projects, from their conception to their implementation. Both publications are meant to be a tool to disseminate the artist's project beyond the exhibition itself. In this exhibition, the relationship established with the work and ideas behind the work of Robert Smithson (for Pecoraro) and Buckminster Fuller (for Previdi) tell a story of "intellectual familiarity", which becomes the first true work of art in the exhibit itinerary conceived for the New York exhibition.

The work by **Nicola Pecoraro** (Roma, 1978) is based on the study and the development of new aesthetic strategies challenging strict genre divisions. Moving between painting, sculpture and installation, his work creates a strong sense of contamination in which the relationships with the audience and with the exhibition space become further opportunities for exchange. The project in this New York exhibit is inspired by the American artist Robert Smithson and hinges on the research and work methods he used. The project for Premio Selezione is a study based on the anti-monumental writings by Robert Smithson, such as *A Tour of the Monuments of Passaic, New Jersey*, *Some Void Thoughts on Museums, Entropy and the New Monuments*, *The Crystal Land*. Such works are the foundation and a fundamental reference point in Pecoraro's work. Nicola Pecoraro conceived a tour of the areas described by Smithson, which in the most part are located in the New York and New Jersey, with the idea of looking for the elements described by the artist, and documenting the state they are in at present. In *A Tour of the Monuments of Passaic, New Jersey* for example, Smithson points to the new monuments: a draining fountain, a bridge with wooden platforms, a floating pump, and so on. These elements in the landscape, which were already elements of industrial archeology at the time, should have disappeared already, or at least they should have been made unrecognizable by time and the elements or by any changes of shape caused by man. The artist visits the same places that Smithson visited, imagining them as they must have been at the time when the American artist visited them, to understand if and how their spirit has changed, trying to identify any similarities with some ruins in Lazio. All this work is based on a conjecture, a mental projection based on books and testimony from those places. It is a way of reflecting on entropy, on the narrative possibilities and the mental landscapes it generates. The sculpture *Triton* is the fountain realized by the artist that will be exhibited at the Italian Culture Institute in New York.

Riccardo Previdi (Milano, 1974) trained as an architect in his native Milan; he drew on that experience for his methodology, the connection to the building of an idea, the ability to reach a formal result with a process that is both intellectual and creative at the same time. At the beginning of the year 2000, he relocated to Berlin; since then, he has focused his research more and more on the relationship between art and architecture, on a reinterpretation of the



tradition of Italian design, via a pop language which tends to highlight the image-building process. The concept work performed by Riccardo Previdi is a reflection of the possibilities and the limitations of the technological and scientific progress of modernity, via the exhibition of the object and of its fictitious nature. The project *Gigantic Fly's Visual Memory*, conceived for the New York exhibition, is a reflection of Buckminster-Fuller's conceptual and architectonic experience, and it focuses on the architecture of *Fly's Eye Dome*, the geodesic dome exhibited in 2008 in New York at La Guardia Place, which is now at the Max Protetch Sculpture Park in Beacon. The project is developed over three stages: the making of the artist's book, a series of "tests", digitally processes prints, and the set up of an installation at the Italian Cultural Institute in New York. This series of *Tests*, which the artist has been working on for several of years, are actual print tests, i.e. diagrams that are used for the color calibration of printers, but also qualitative tests of consumer goods. The images, found on the Internet and then reprinted on A4 paper, are then crumpled up, photographed, and reproduced with a laser plotter on PVC. The image reveals the results of a technical procedure connected to image production, but it is also the demonstration of the failure generated by the fast pace of obsolescence of contemporary technologies.

The book project

The artists' project is accompanied by two artist's books, published by **Nero, Rome**.

The "Premio Selezione Italian Cultural Institute New York 2011" has received generous contributions by

Fondazione Depart, Ginevra Elkann Gaetani, Roberto Mambretti, Nomas Foundation, Fondazione Pastificio Cerere, Fondazione Sambuca, Francesca Minini Gallery, S.A.L.E.S. Gallery.

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Media Partners: **cura., Mousse, Nero**

Exhibit Information:

event: **"Premio Selezione Italian Cultural Institute New York 2011"**

artists: **Nicola Pecoraro - Riccardo Previdi**

exhibitions curated by: **Laura Barreca**

management and fund raising: **Ilaria Leoni**

location: **Italian Cultural Institute New York, 686 Park Avenue, New York, NY**

press conference and opening: **3 November 2011 at 5.30 pm**

duration: **4 - 28 November 2011**

opening hours: **from Monday to Friday, 10 am – 4 pm**

artist's books: **Edizioni Nero, Rome**

copy by: **Laura Barreca, Luca Lo Pinto, Thomas Thiel, Riccardo Viale**

About the artists:

Nicola Pecoraro

Mr. Pecoraro was born in Rome in 1978. He lives and works between Rome and London.

Personal exhibitions include: *The Wandering*, S.A.L.E.S. Gallery, Rome, 2010; *roommates*, MACRO, Rome, 2009; (*no vacancy*, Maze Gallery, Turin, 2008; *Bad Couples*, Fette's Gallery, Los Angeles, 2008.

Collective Exhibitions: *When in Rome*, IIC, Los Angeles, 2011; Biennale Giovani 2011, Villa Reale, Monza, 2011; *My Generation*, Pietro Canonica Museum, Rome, 2010; Lum Award for contemporary art, Jean Monnet University, Teatro Margherita, Bari, 2009; *Emerging Talents*, Palazzo Strozzi, Firenze, 2009; *Bellavita*, New Chinatown Barbershop Gallery,



Los Angeles, 2007; *9 or 10 Works I Used to Like*, Monitor, Rome, 2007; *Second Nature*, Fette's Gallery, Los Angeles, 2007; *The End of Civilization*, Port Eliot, Cornwall, UK, 2006; *Cattedrale*, Fondazione Adriano Olivetta Rome 2004.

Riccardo Previdi

Mr. Previdi was born in Milan in 1974. He lives and works in Berlin.

He studied painting at the Accademia di Brera and he holds a degree in architecture from the Milan Politecnico. After graduation he relocated to Berlin. He worked as an assistant in Olafur Eliasson's studio. He founded with Massimiliano Buvoli and Patrick Tuttofuoco, the artist collective Super!. Collective exhibitions include: 1st Moscow Biennale, 2005; *T1*, Torino Triennale, 2005; *Manifesta 7*, 2008; *ITaliens*, Italian Embassy in Berlin, 2010; *We are all Astronauts*, MARTA Herfort, 2011; *Beyond Gestaltung*, 2011, Bielefelder Kunstverein. Personal exhibitions include: Art Statements, Art/38 Basel, 2007; *Fraktur*, Vleeshal in Middelburg, 2009; *Black Hole Sun*, Fondazione Pastificio Cerere di Roma, 2010; *Chrome*, Kunstverein di Arnsberg, 2011. He currently collaborates with the Francesca Minini Gallery in Milan; Sommer & Kohl, Berlino; Kadel Wilborn; Karlsruhe. In 2011, he took part in the international artists' residence program of the Civitella Ranieri Foundation.

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The Italian Cultural Institute of New York

Founded in 1961, the Italian Cultural Institute of New York is an office of the Italian government, dedicated to the promotion of Italian language and culture in the United States through the organization of cultural events. Under the guidance of its trustees at the Ministry of Foreign Affairs, its advisory board, and its staff, the Italian Institute of Culture of New York conforms to this commitment by fostering the cultural exchange between Italy and the US in a variety of areas, from the arts to the humanities to science. Central to the Italian Cultural Institute's mission is a constant effort to encourage the understanding and enjoyment of Italian culture by organizing and promoting cultural events in collaboration with the most prominent academic and cultural institutions of the East Coast. The Italian Cultural Institute of New York focuses on the development of initiatives aimed at showcasing Italian excellence in various fields, such as science, technology, the arts and design. The development of academic exchanges, the organization and support of visual arts exhibitions, the grants for translation and publication of Italian books, the promotion of Italian studies, and the cooperation with local institutions in planning various events that focus on Italian music, dance, cinema, theater, architecture, literature, philosophy etc., are just a few examples of the Institute's initiatives. In conclusion, the Italian Cultural Institute of New York provides an "open window" on the cultural and social aspects of past and current Italy.

For more information please visit: www.iicnewyork@esteri.it

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