



PRESS RELEASE | Torino, 20 October 2024

## ARTISSIMA SPECIAL PROJECTS AT THE FAIR

Artissima presents an exceptional program of special projects, in collaboration with partners and institutions

**31 October 2024** | Preview

**1-2-3 November 2024** | Open to the public

**Artissima**, the leading International Contemporary Art Fair in Turin, once again distinguishes itself by presenting a series of **special projects at the fair**, the result of collaborations with exceptional partners and prestigious cultural institutions, aimed at exploring and redefining the contemporary art scene.

From 1 to 3 November 2024, Artissima presents: a body of photographic work by **Olivo Barbieri at Intesa Sanpaolo's stand**, in dialogue with three paintings from the bank's art collections; the stand of the Directorate-General for Contemporary Creativity – **Ministry of Culture**; the project **WoW – Worlds of Words**, within the context of *IDENTITY 2024*; a new edition of **Artissima Junior** for children at the fair, led by artist **Sara Enrico**, including the screening of *Il tappeto verde*, the short film by **Yuri Ancarani**; **MADE IN**, presenting works produced during the second edition of artist residencies; and **AudioGuides**, accompanying visitors through the fair as part of **Artissima Digital**.

### The urban views of Olivo Barbieri in the Intesa Sanpaolo art collections

The collaboration between Intesa Sanpaolo and Artissima continues at the fair with an original exhibition project that confirms the value of this partnership. The Intesa Sanpaolo stand features a **series of photographic works by Olivo Barbieri**, offering a preview of his upcoming exhibition in February 2025 as part of the Great Italian Photography event at Gallerie d'Italia-Torino. The photos by Barbieri, from the Intesa Sanpaolo collections, are presented in dialogue with three paintings from the bank's art collection.

### Direzione Generale Creatività Contemporanea — Ministero della Cultura

From 31 October to 3 November 2024, the Direzione Generale Creatività Contemporanea – Ministero della Cultura (DGCC) will be at the fair with its own **institutional space, presenting the initiatives launched to support the Italian contemporary art scene and emerging artists, both in a national and international context**. Artissima, together with Fondazione Torino Musei, is proud to foster a dialogue that highlights research and internationalization—strategic themes shared by all three institutions—in a spirit of ongoing collaboration.

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## IDENTITY 2024 | WoW — Worlds of Words

IDENTITY is a project launched in 2023 in collaboration with **Fondazione Compagnia di San Paolo**, a long-standing partner of the fair focused on producing innovative projects and content. This is a **three-year program** that explores the **defining characteristics of the fair**, offering special projects at each edition based on in-depth research. The aim is to shed light on the strategic directions that, over the past 31 years, have shaped Artissima's position in the art world.

In 2023, the focus was on the *New Entries* section, which features emerging international galleries, reinforcing the fair's role in talent scouting.

In 2024, the project **WoW— Worlds of Words** focuses on **Italian and international magazines and publishing projects**, which Artissima has always spotlighted as fundamental voices in shaping the narrative of contemporary art. These publications not only reflect ongoing transformations but also influence the cultural landscape. The initiative underscores one of the key factors that sets the fair apart as a hub for exploring new cultural territories and perspectives.

**WoW** explores the present world of publishing, which is increasingly characterized by hybridization, interdisciplinary studies, and collaboration. At the same time, it celebrates the creative power of words, demonstrating how they not only describe but also generate entirely new scenarios.

**WoW** brings a diverse selection of international magazines and published projects to the fair, enriching the debate and opening new perspectives for reflection, thereby engaging the fair's entire audience—from gallerists and collectors to professionals in related worlds and art lovers alike.

The project **WoW — Worlds of Words** is powered by **Fondazione Compagnia di San Paolo**.

**WoW** takes shape in three spaces:

- **TALKING MAGAZINES** by **Jaguar**. *Daydreaming with words*

TALKING MAGAZINES is a space for talks organized by **Jaguar** and **Reading Room**, to welcome a wide range of **voices from the world of contemporary magazines**. It highlights vibrant new communities and explores various cultural and artistic dimensions. From November 1 to 3, the founders of the magazines, along with artists, authors, curators and educators, will engage in original debates at the fair, weaving together fashion, design, and art.

Participating magazines include **ARCHIVIO, As a Journal, C41 Magazine, Cactus Magazine, Cap74024, Chiaromonte, Cose Journal, CURA., Epoch Review, Flash Art, King Kong, Magazine II, MOUSSE, Middle Plane, Tank magazine** and **Urbano**.

The discussions and insights generated during these sessions will reflect the theme of Artissima 2024: "daydreaming," which aligns with Jaguar's new vision, which invites its

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audience to take inspiration, driving into an imaginary future that continues a path of evolution, exploration and research.

- **EDICOLA:** a true newsstand, curated by Francesca Spiller, featuring an exclusive selection of important titles in Italian and international publishing. This space offers the opportunity to become acquainted with visionary initiatives that redefine the landscape of periodicals and the meaning of the printed page.
- **EDITORIAL AREA:** a dedicated section with individual booths and displays designed to give maximum visibility to participating magazines and publishers. Featured publications include **Arte - Cairo Editore, ARTFORUM, Artribune, Canvas, CURA., ESPOARTE, exibart, Flash Art, MOUSSE** and **segno**.

The publishing space has been transformed and enhanced thanks to the precious contribution of **Dott.Gallina** and the innovation of the company's polycarbonate panels.

#### *sognare di lato, di qua, di là — Artissima Junior*

**Artissima Junior**, launched in 2018 in collaboration with Juventus, engages younger visitors (ages 6 to 11) in the creation of a collective choral artwork under the guidance of an artist-tutor. This year, artist **Sara Enrico** (Biella, 1979), represented by the gallery **Vistamare**, Milano-Pescara, will lead the workshop. The project encourages children to explore empathy and collaboration, helping them to expand their personal boundaries and “look beyond,” venturing into a collective dream by letting their minds wander. In this dream space, words, images and videos based on children's personal memories and imagination come together to awaken an emotional world, made collective through the group's choral interaction. Across past, present and future, the dream stimulates a chain of associations, promoting growth, imagination, and innovative thinking as tools for navigating an increasingly complex and stratified reality.

**sognare di lato, di qua, di là** invites children into a chain of dreams that transform into a collaborative choral artwork, growing day by day with the contributions of all participants.

The Artissima Junior space will also present **Il tappeto verde**, a short film by the artist and director **Yuri Ancarani** (Ravenna, 1972), represented by the galleries **Isabella Bortolozzi**, Berlin, and **ZERO...**, Milano. Filmed at Allianz Stadium, the film explores childhood dreams and was premiered at the **Giffoni Film Festival** and at the **81<sup>st</sup> Venice Film Festival**.

Additionally, at the stand inside the fair, visitors can watch a special episode of the animated series *Team Jay*, which features dreams drawn and narrated by children at the Giffoni Film Festival.

#### **MADE IN**

**MADE IN** is a residency program created by Artissima with the support of **Camera di commercio di Torino**, aimed at fostering a dialogue between contemporary art and Turin's vibrant entrepreneurial landscape.

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For Artissima 2024, the third edition of the project will introduce four exceptional new partners: **Azimut Yachts**, **Manifattura Tessile DINOLE®**, **Sabelt** and **Xerjoff**. Starting in early 2025, these companies will host four new artists for the residency.

At the fair, a dedicated stand will showcase the works created by the artists from the second edition of the initiative: **Lorena Bucur** for **Kristina Ti** with the gallery **Franco Noero**, **Christian Offman** for **Guido Gobino** with **Luce Gallery**, **Jacopo Naccarato** for **Dott.Gallina** with **Simóndi Gallery**, and **Giulia Poppi** for **Pininfarina Architecture** with the **Mazzoleni** gallery.

Based on the idea that corporate expertise and specialized production processes can serve as valuable resources for artistic creation, **MADE IN** functions like an academy. It allows four young artists to immerse themselves in four local companies, integrating the technological and operational knowledge they encounter into their own creative practices. During the residency, the artists are supported by four prestigious Torino-based galleries from the Artissima circuit, which oversee the progress of their work and facilitate interaction with entrepreneurial figures from the art world. The objective is to enhance the local context in which the fair was born and has thrived, continuously fostering synergic relationships to highlight the region's unique qualities and boost Torino's visibility on the global stage.

Launched in 2022, the project first collaborated with partner companies Carioca, Mattioli, Pattern Group, and Prima Industrie, followed by Dott.Gallina, Guido Gobino, Kistina Ti and Pininfarina Architecture for its second edition.

For the 2025 edition of **MADE IN**, the coordinating galleries —**Luce Gallery**, **Mazzoleni**, **Franco Noero** and **Simóndi Gallery**—will continue their participation.

Curated by **Sonia Belfiore**, founder of Ultravioletto Arte + Impresa.

### Artissima Digital — the AudioGuides

In keeping with its dynamic and experimental identity, Artissima has embraced digital resources as a fundamental factor in its evolution. Since 2017, with the support of **Fondazione Compagnia di San Paolo**, the fair has implemented a series of strategic actions to combine technological innovation with cultural production and experience. Among these initiatives, Artissima has enhanced the digital engagement of visitors through the platforms **artissima.art** and **Artissima Voice Over**, offering valuable content that sparks curiosity, fosters critical perspectives, and promotes creativity, all while educating the public about the beauty of contemporary art.

From the end of October, Artissima's audience can explore the fair and customize their visit by using the **virtual catalogue** on the website, which allows for interactive exploration of galleries, artists and works. The **online agenda** provides a quick overview of scheduled events, enabling visitors to save their preferences in their own personal areas. This is also the context for the development of the digital **AudioGuides**. As part of its expanding digital offerings, Artissima has identified audio and podcasts as key areas of growth, marking the third consecutive year of AudioGuides, which guide visitors on independent, personalized tours of the fair. This is an important educational tool, designed to enhance the art experience

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for a wide audience of art lovers and professionals. The AudioGuides are an updated version of Artissima's previous guided tours.

Available from 1 November to 3 November, the AudioGuides can be accessed by all visitors at any time during the event. By logging into the [artissima.art](https://artissima.art) platform with their smartphone, visitors can select guided tours, following narrated paths through the fair with live commentary from professional mediators at **Arteco**. Five pathways are available in Italian, with one in English, accompanied by a transcription and translation.

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



## ARTISSIMA - Internazionale d'Arte Contemporanea

[www.artissima.art](https://www.artissima.art) | [info@artissima.it](mailto:info@artissima.it)

Facebook | X | Instagram | Youtube: Artissima Fair

#artissima #artissima2024 #artissimaVoiceOver

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

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**MEDIA COVERAGE:** Sky Arte

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**Artissima** is the leading contemporary art fair in Italy.

Since its founding in 1994, it combines presence on the international market with a strong focus on experimentation and research. The organization of Artissima is conducted by Artissima srl, a company of **Fondazione Torino Musei** formed in 2008 to oversee the fair's artistic and commercial relations.

The Artissima trademark belongs to **Città di Torino, Regione Piemonte** and **Città Metropolitana di Torino**. Artissima is produced thanks to the support of the three principal owners of the brand, as a joint activity of **Fondazione per l'Arte Moderna e Contemporanea CRT, Fondazione Compagnia di San Paolo** and **Camera di commercio di Torino**.

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