

VERONAFIERE

14-16 OCTOBER 2022

ARTVERONA

#ITALIANSYSTEM

17th edition

**The most innovative modern and contemporary art show is back
to promote the Italian art system.**

Innovations in the program include the first edition of *Visiting Curator*, the multi-year project involving directors and curators of international institutions, the two *Habitat* and *Curated by* sections, the *CAMERA* exhibition for Italian and international video collections, and the *ArteMuseo Award*

Stefano Arienti, an artist invited to *Red Carpet*, has created a 500 sq.m. carpet that will welcome visitors at the entrance to the Show.

Art Director: Stefano Raimondi

Inauguration by invitation: Thursday 13 October 2022 | 6 pm – 9 pm

ArtVerona returns to Veronafiere 14-16 October 2022.

Now at its 17th edition, **ArtVerona #ITALIANSYSTEM** – the identity defining the three-year period 2020-2022 – strengthens dialogue between national operators and welcomes international guests to promote and support the Italian art system and offer a collectors and visitors a rewarding experience. The event is dedicated to all generations and audiences by taking the path of innovation, sustainability and accessibility. This first three-year management approach is a distinct path of evolution for ArtVerona, with a different vision of the event towards long-term planning of events and formats.

ArtVerona is organized by VeronaFiere. Art Director **Stefano Raimondi** is assisted by a consolidated team of art critics and historians - Jessica Bianchera, Ginevra Bria, Giacinto Di Pietrantonio, Marta Ferretti, Giulia Floris, Elena Forin, Maria Marzia Minelli, Claudia Santeroni, Maria Chiara Valacchi and Saverio Verini - now joined by Domenico Quaranta, known for his investigation into new media art and the impact of digital media on artistic activity, as the new curator of the *Evolution* section.

"Through ArtVerona, Veronafiere aims to support and promote the Italian art system - field industry that generates direct and indirect turnover of €4 billion/year," said the **President of Veronafiere, Federico Bricolo**. "Internationality and sustainability, combined with the concept of an event distributed throughout the local area, are aspects that qualify the promotion and support that Veronafiere specifically ensures for ArtVerona and, in general, the reference sectors covered by its proprietary brands."

ArtVerona 2022: innovations

ArtVerona 2022 will welcome many innovations, starting with the two new sections: **Habitat** and **Curated by**.

Habitat is a cultural project that presents important environments of great Italian artists in history, such as **Ugo La Pietra, Marina Apollonio, Nanda Vigo and Luciano Fabro** conceived as full-immersion spaces capable of creating engaging models of fruition while offering visitors an unprecedented viewing experience.

Curated by presents proposals by galleries collaborating with curators to implement stands and thereby emphasise some of the ways in which the relationship between gallery, curator and artist can develop.

The show strengthens its international network thanks to the new multi-year **Visiting Curator** project, curated by Maria Chiara Valacchi: directors and curators of museum institutions all over the world are invited to discover the research and artists of galleries at ArtVerona and take part as members of the award juries.

In 2022, Verona will welcome **Chrissie Iles**, curator of the Whitney Museum of American Art in New York, **Nadim Samman**, curator at the KW Institute for Contemporary Art in Berlin, **Michal Novotný**, director of the Collection of Modern and Contemporary Art at the National Gallery in Prague, and **Christian Malycha**, director of the Friedrichs Foundation, Bonn/Weidingen.

Other innovations include **CAMERA - Video Collections**, curated by Jessica Bianchera and Marta Ferretti in collaboration with the Verona Academy of Fine Arts, Careof, University of Verona and Urbs Picta. Collecting videos, and collecting in general, can take on multiple meanings capable of defining broad and articulated fields, methods, realities, individual and collective art in private and public terms alike. Over a three-day loop following a carefully defined curated schedule, **CAMERA - Video Collections** is a systematic sampling of works from several Italian and international video collections. This first edition within the scope of ArtVerona intends to prompt food for thought in the broad and complex field of video collecting between private and corporate acquisitions, production support,

awards and other forms of patronage, with daily focus meetings analysing the work of 3 collections invited to attend and present themselves with a selection of emblematic works. The University of Verona also contributed to this project with a panel event coordinated by Luca Bochicchio held in the spaces of the former Austrian Santa Marta General Stores on behalf of the Culture and Civilization Department and the Contemporary Commission - University of Verona and the Verona Academy of Fine Arts. The debate and contributions seek to expand research and experiment with production, acquisition, conservation and exhibition methods of artist videos together with institutions, critics, curators, artists and sector operators. CAMERA - Video Collections also intercepts and concludes the programme of appointments conceived by Careof to celebrate 35 years of work by the association with a focus on the Video Archive and inter-connected projects.

Mention can also be made of **the first edition of the *ArteMuseo Award***, curated by Elena Forin, a three-year project that directly continues the positive experience of *LEVEL 0*, the format dedicated to the collaboration between the various players in the art system.

ArteMuseo comes into being as a long-term initiative to create and develop dialogue and effective opportunities between 5 Italian museums and foundations and 5 artists presented at ArtVerona. For at least three years, the Show will select on rotation 5 museums and foundations in Italy that intend to dedicate an exhibition project to an artist chosen from among those presented by exhibiting galleries.

Even the ***Pages*** section, curated by Ginevra Bria, comes forward with a new international look by inviting important trade magazines to tell their stories, the role of criticism and information and proposing dialogue between six European publishing houses and six Italian artists.

Backbonebooks, Berlin, collaborates with the Italian duo **Aula (Laura Fusaro, 1996, and Edoardo Ferrari, 1995)**, **Blood Becomes Sofia's Water** with **Jacopo Benassi (La Spezia, 1970)**, **It's Freezing in LA, London**, with **Shana Pagano, Onomatopoeia Eindhoven** with **Ginevra Petrozzi (Rome, 1997)**, **Sorry Press, Munich**, with **Elisa Giardino Papa (Medicina, Bologna, 1979)**, and **Sub-Zero, Paris**, with **Simone Trabucchi (Piacenza, 1982)**.

Interior designer Andrea Castrignano achieves a creative look for the hall and shared areas of ArtVerona 2022 by emphasising the concept of "hospitality" that characterizes the spirit of the fair. The objective is to develop functional design spaces as regards the work hosted by the show that are also enjoyable for visitors. The use of colour and the choice of fabrics, textures and materials will be harmonized with the context, leaving the leading role to art.

Established events at ArtVerona

The ***Main section*** is the heart of the event. It is now further enhanced by the involvement of new quality proposals in the modern and contemporary art scene. It hosts a number of galleries that share qualified research into Italian and international artists, from those with well-established reputations to emerging figures.

The **Introduction** sections return, curated by Giacinto Di Pietrantonio, where established galleries are invited to present the exhibition spaces they have helped bring into being and supported their growth, highlighting the transmission of knowledge across generations that distinguishes the art system; **Next is the section** dedicated to galleries that promote up to three talented new artists as promoters of innovative artistic languages; **Evolution**, curated by Domenico Quaranta, emphasises the importance that ArtVerona focuses on the most experimental languages and brings together galleries that work with artists capable of developing their own research and drawing inspiration from different technologies and areas such as video games, artificial intelligence, social networks, apps, 3D animations, Coding, Big Data and nano-technologies; **Solo**: galleries are invited to promote the work of a single Italian artist of the 1990s generation through a monographic stand; The second edition of **LAB**, curated by Giulia Floris, focuses on non-profit experimental realities active in Italy to promote contemporary art and their interaction with the rest of the art system. Spaces and groups will be welcomed at the Show with the intention of drawing attention to their role as centres for experimentation and creative freedom boasting impressive flexibility and adaptation within the Italian artistic context.

The **Red Carpet** experiences continues as a way of making the event an engaging experience, where visitors becomes an integral part of the cultural proposal.

The protagonist of this edition is **Stefano Arienti** (Asola, Mantova, 1961), one of the most highly-regarded Italian artists on an international scale. On this occasion, he will create an entirely modular carpet measuring about 500 square meters, in ECONYL®, a nylon thread produced 100% from recycled plastic waste (fishing nets, carpets, fabrics, industrial waste, etc.) thanks to partnership with **Aquafil S.p.A.**, one of the world's leading exponents in the production of synthetic fibres from recycled materials.

Standchat, curated by Saverio Verini in collaboration with Ashtart, is the **quick** (strictly within half an hour) and **informal** chat programme (standing and without microphones) organised directly on stands at the Show where artists talk with critics starting from the works displayed in the gallery spaces. **Standchat** aims to be a tool to narrow the gap between visitors and artists and create an opportunity for reciprocal comparisons. As of this year, the formula will also involve gallery owners, thereby extending dialogue to another key figure in the art system.

Talknow!, the official radio of ArtVerona, will see Maria Chiara Valacchi interview artists, curators and collectors live to talk about projects, exhibitions and the future.

ArtVerona and the local area

Art & The City by ArtVerona expands and dialogues with the city and the local area by organizing and promoting an agenda of events involving various public and private institutions and some of the most significant locations in the city of Verona. They will take part in a coordinated program of exhibitions and activities taking in performances, videos, design, interplay with music, public installations and visits to collections. This programme will also include **Performance & The City**, curated by Claudia Santeroni and Maria Marzia Minelli, focusing on the work of two leading international artists:

Annamaria Ajmone and Claudia Pagès Rabal, while ***Sculpture & The City***, curated by Elena Forin, offers a focus on sculptural and installation languages.

The VIP Program this year is characterized by the promotion of three private collections - and their three different models of private collecting - whose fame extends well beyond Verona and its local area: **Palazzo Maffei Casa Museo** with the amazing journey between ancient and contemporary created by Luigi Carlon in the heart of Verona; the works of young and established artists on the Italian and international scene of **AGIVERONA** exhibited at the Santa Marta University Centre, and the patronage model promoted by the **De Iorio Collection**, housed in the ZAI Tecnomed Diagnostic Centre and the adjacent exhibition area.

Following the *Common places: Historic and industrial construction and monumental sites exhibition in Verona* by Gabriele Basilico and Alessandra Chemollo open until 4 September in Castel San Pietro, Palazzo del Capitanio and Palazzo Pellegrini, the head offices of the Cariverona Foundation, founded in the context of the "Visual Art Collection Management and Curating" training course developed in collaboration with the University of Verona, ABAV Verona Academy of Fine Arts and IUSVE,, the **Cariverona Foundation** continues along the path of restitution and dialogue with the city through the languages of contemporary art through a project that enhances the calendar of events in the city itself during ArtVerona.

Verona: 7 July 2022

ARTVERONA 2022

Verona, Veronafiere | Halls 11 and 12 (Re Teodorico Gate, Viale dell'Industria)

14-16 October 2022

Inauguration (by invitation): Thursday 13 October 2022 | 18.00 - 21.00

Sections

Main section; Introduction (curated by Giacinto Di Pietrantonio); **Next ; Evolution** (curated by Domenico Quaranta); **Solo; LAB** (curated by Giulia Floris); **Pages** (curated by Ginevra Bria); **Habitat; Curated by**

Timetable

Friday 14 October 11 am-7 pm

Saturday 15 October 11 am-7 pm

Sunday 16 October 11 am-7 pm

Tickets

€20 (at the Veronafiere ticket office)

€16.00 (in advance online through the website www.artverona.it; starting 1 September)

Information

www.artverona.it

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