

# TORINO SOCIAL IMPACT ART AWARD



*“I am what time, circumstance,  
history have made of me,  
certainly, but I am also  
so much more than that.  
So are we all.”*

James Arthur Baldwin (1924-1987)

## Torino Social Impact Art Award Art and social innovation

The **Torino Social Impact Art Award** is the result of the desire to create a dialogue between art and social innovation, with the aim of initiating **actions that can have an impact on the present, in the contemporary society**. Starting with the conviction that art is capable of providing tools and physical spaces in which to question urgent social issues, the project fosters experimentation in the field of the arts as a catalyst for the development of new responses or structured solutions.

A potential ally and driver of social innovation, art can offer unexpected visions, in fact, capable of breaking down social definitions of dominant gender or religions, also granting a voice to those who run the risk of exclusion from contemporary systems of production.

The “Torino Social Impact Art Award” is supported by Torino Social Impact<sup>1</sup>, created and coordinated by Artissima<sup>2</sup>, in order to offer two young artists residing in Italy the opportunity to take part in a residency in Torino for the creation of a new work. The award is aimed at young people with **training in the world of contemporary art, of a multicultural and migratory background**.

The objective is to offer a possibility of access to an art career for young people hailing from other contexts, to hypothesize forms of social insertion in the world of Italian culture.

The facilitation of professional insertion in the art world of people with a multicultural and migratory background opens up diversification of the Italian social fabric and transforms the perception of otherness, providing a type of narrative “agency”.

The creation of unexpected scenarios, new languages and communications, can foster the spread of messages able to positively transform the perception of what may often seem distant, extraneous or diverse.

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<sup>1</sup> **Torino Social Impact** // The Torino Social Impact platform brings together 70 players in the metropolitan area (companies, financial institutes, service industries, public and private institutions) to reinforce the local ecosystem and revitalize it as one of the best places in the world for experimentation with new ways of doing business and finance, pursuing objectives of economic-financial sustainability and measurable goals of social impact.

Torino Social Impact operates to encourage forms of economically sustainable business aimed at tackling emerging social problems by exploiting new technological opportunities, and to position Torino on the global map of investments of social impact, attracting private investments that can make a concrete contribution to the development of the impact economy in the territory.

[www.torinosocialimpact.it](http://www.torinosocialimpact.it)

<sup>2</sup> **Artissima** // The leading international fair of contemporary art in Italy, ranking in the top ten art fairs in the world thanks to its identity and history, its focus on research, its curatorial dimension and talent scouting.

The artistic direction, the profound knowledge of the evolution of the art market, the organizational and strategic capacity as well as promotional force, have amplified the perception over the years of Artissima as a brand able to produce successful projects together with its partners. For a number of years now the fair has supported and guided sponsor companies in the creation of special projects oriented towards “storytelling” to expand media coverage and to sustain partners in their positioning.

The organization of Artissima is coordinated by Artissima srl, a company of Fondazione Torino Musei, founded in 2008 to manage the fair’s artistic and commercial relations. The Artissima brand belongs to Regione Piemonte, Città Metropolitana di Torino and Città di Torino. [www.artissima.it](http://www.artissima.it)

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## The project

The project covers a one-month art residency for two emerging talents whose vision and background enable them to narrate the contemporary society of Torino in a transverse way, as emblematic of a country in a phase of transformation.

Selected through a call issued to the main Academies of Fine Arts and Universities in Italy, they will have the possibility of living in and discovering the city of Torino, investigating it through a video work that will later be shown in institutional contexts and at Artissima.

The call in 2020, titled **HOW MANY ITALIES?**, is the result of observation of the context and stimuli of the city of Torino, to open up personal, creative viewpoints generated by **multifaceted and therefore less conventional cultural attributes** in both social and artistic terms. The first edition of the "Torino Social Impact Art Award" concentrates on video production, and invites the selected artists to use this medium of expression, offering a contribution to the transformation of social perception of particularly urgent themes or life stories considered "distant".\*

The artists can rely on a tutoring service: Artissima and Torino Social Impact will accompany them in the discovery of the city and its most significant cultural and social phenomena. The young talents will be guided through the production of the work and will be able to interact with the curators of the project and the network of Torino Social Impact active in the territory, exploring the world of entrepreneurial initiative and social innovation.

The videos produced by the selected artists during the residency will be presented at Artissima 2020, disrupting the usual mechanisms of the art market through which artists are only seen at the fair if they are represented by a selected contemporary art gallery.

*\*In 2019 many artists have narrated the multi-ethnic story of contemporary society and its transformations in major solo exhibitions, including Walid Raad (1967, Lebanon) at the Stedelijk Museum in Amsterdam, and the Iraqi artist now residing in the United States Michael Rakowitz (1973) at Castello di Rivoli.*

## The Residency

"Torino Social Impact Art Award" will host the selected artists for a one-month residency (half board) at the Combo<sup>3</sup> facility in Torino, a new, innovative hospitality concept at Porta Palazzo, a historic and multicultural district.

The selected artists will receive a contribution for the production of the work (materials, equipment and other costs involved in the production of the video, including extras, post-production, etc.) and for the stay in Torino (including meals not covered by the half board arrangement, and transportation), of 3000 euros (subject to tax withholding).

## Requirements and procedures of participation

The call, whose first edition is titled **HOW MANY ITALIES?**, is aimed at young artists:

- who live in Italy, with a multicultural and migratory background, acknowledging the importance of the phenomenon of migration in the shaping of the future society;
- who attend or have attended Academies of Fine Art or Universities in Italy and/or abroad, or have presented their research and work in festivals or exhibitions in Italian or foreign institutions or galleries, and intend to develop their career path in the world of contemporary art;
- who are from 21 to 35 years of age;
- who are able to take part in the entire one-month residency programme in Torino (in April 2020);
- who intend to create a work through moving images.

The artists will be selected by the Committee of "Torino Social Impact Art Award" composed of Ilaria Bonacossa, Director of Artissima, Mario Calderini, Politecnico di Milano and spokesperson of Torino Social Impact, Antonio Damasco, Director of Rete Italiana di Cultura Popolare, Danilo Correal, artist, and Anna Daneri, curator.

**To take part**, artists should send the following documentation to [info@artissima.it](mailto:info@artissima.it) by 11 March 2020:

- curriculum vitae;
- portfolio in PDF format, maximum 15 pages (max. 10 MB);
- a letter (max. 2 pages) explaining why the residency in Torino can be important for the development of their work and research;
- a short text on the theme (max. 2 pages).

## Evaluation criteria

Application dossiers that do not comply with the stipulations of the call regarding admissible candidates and projects, or are lacking in complete and appropriate documentation, will not be taken into consideration. These applications will thus be excluded from the evaluation phase.

In the evaluation of the projects, the following factors will be assessed:

- quality and originality of the research, methods and languages utilized;
- personal and critical vision of the artist in the presentation and development of reflections on the theme "How Many Italies?";
- reasons for participating in the residency based on the development of the artist's work.

## Results of the selection and procedure

After the conclusion of the evaluation and selection procedure, the chosen artists will be contacted by Artissima for confirmation of acceptance of the residency. The financial support of 3000 euros will be issued upon submission of receipt, in two instalments: on at the start of the residency, the other upon its completion.

**For more information please write to [info@artissima.it](mailto:info@artissima.it)**

<sup>3</sup> **Combo** // A hostel of the new generation for travellers and the people of Torino, with the aim of reinventing the rules of low-cost hospitality. A radically new idea of lodging, a place that contains a residence for travellers, a public space with cultural programming and a radio station, inside historic buildings in the liveliest major cities of Italy.

A versatile and contemporary incubator at the service of the arts and culture, to stimulate socializing and to foster contaminations. Combo is a new meeting point between those who visit the city and those who live there: a dynamic, fluid and open location.  
[www.thisiscombo.com](http://www.thisiscombo.com)