

Fondamenta a collective project between Artissima, its galleries and curators

Artissima presents **Fondamenta**, a curated online project that will run from 5 June – 5 July 2020. Conceived as part of the 2020 fair's work in progress, **Fondamenta** considers the factors that are transforming our globalised art world. It is an invitation to experiment and respond creatively to the frenetic standstill in which we find ourselves in this challenging present.

Fondamenta - the Italian for 'Foundations', a nod to galleries as wholly fundamental to the existence of art fairs and the art market, will offer an insight into Artissima's research process, exactly five months ahead of the 2020 edition of the fair in Turin (6 – 8 November, preview 5 November).

Presented on artissima.art, a simple and intuitive interface, **Fondamenta** offers a virtual selection of approximately 200 art works, presented by Italian and international exhibitors from Artissima 2019. Each gallery will show works by one selected artist which will be displayed in virtual versions of the five sections of the physical fair: *Present Future*, curated by Ilaria Gianni and Fernanda Brenner; *Back to the Future*, curated by Lorenzo Giusti and Mouna Mekouar; *Disegni*, curated by Letizia Ragaglia and Bettina Steinbrügge; *New Entries*, curated by Valerio Del Baglivo; and the *Main Section*, on this occasion selected by Artissima's Director Ilaria Bonacossa.

Works on display will be priced up to 15,000 Euros and rotated if sold. Free of charge for both participants and visitors to the site, galleries will receive 100% of the profits.

Fondamenta is not a viewing-room, exhibition or a digital replacement for the fair, but rather a shared perspective on contemporary artistic practices, with a focus on experimental curation. A collaborative project with our galleries, and for our galleries, **Fondamenta** is an opportunity for them to connect and exchange ideas with their peers and the public.

In Ilaria Bonacossa's words:

Looking at art and discovering trends, or singular visions, is a passion I share with gallerists, who I admire for their ability to single out unknown talents. This project is all thanks to the research of Artissima's amazing 2020 curatorial team, who present their work 'in progress', offering galleries the opportunity to generate dialogue in a difficult and complex moment for the contemporary art world. Fondamenta is a select and focused curated platform that can be viewed and experienced in people's own time, supporting the discovery of the most current artistic developments, as well as facilitating our galleries' relationship to new art lovers and collectors from different generations.

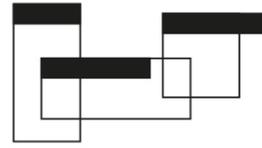
Comments from the 2020 curators:

Ilaria Gianni and Fernanda Brenner, curators of *Present Future*

We focused our selection criteria on individual artists' practices of contemporary significance, grounded in our time while also reflecting on historical genealogies. These artists draft a visionary landscape of the future, all which have an impact on critical thinking.

Lorenzo Giusti and Mouna Mekouar, curators of *Back to the Future*

Selected within the group that have participated in the past 10 editions of "Back to the Future", these artists dealt with the same problems picturing different answers. Together, they offer a reading of a world that is gone and still present at the same time. Their works provide us a "useful sensibility", participating in the elaboration of our story in the present.



Letizia Ragaglia and Bettina Steinbrügge, curators of *Disegni*

The Disegni 2020 presentation of Artissima will be entirely dedicated to women artists. We wanted to take a deeper look at the place occupied by women in drawing and to explore multiple facets of this medium: abstract, primitive, functional, urban, mixed media, surreal, amazon-like, objective... drawings as microcosms who allow an intimate insight in the artists' world.

Valerio del Baglivo, curator of *New Entries*

In times of social distancing, I have invited artists whose practices concentrate on a constant search for the definition of identity, with the aim of proposing a different anatomy of bodies that accommodate the power of the senses. Navigating the politics of (self) representation these artists adopt inherently interdisciplinary forms, and produce work that ranges from live performance, film, installations, paintings, to texts.

Project Main Partner: Art Defender

Section Partners: Tosetti Value - Il Family office (Main Section), illycaffè (Present Future), Irinox (Disegni), Professional Trust Company (New Entries), Fondazione Sardi per l'arte (Back to the Future)

About Artissima

Artissima is Italy's leading contemporary art fair. Since its establishment in 1994, it has combined the presence of an international market with a focus on experimentation and research. Nearly two hundred galleries from around the world participate every year. In addition to the Main Section of the fair, Artissima is also composed of four curated sections, headed by a board of international curators and museum directors, devoted to emerging artists, drawing and rediscovering the great pioneers of contemporary art.

It is curated by Artissima Srl, a company connected with the Fondazione Torino Musei.

About Ilaria Bonacossa

The Director of Artissima International Fair of Contemporary Art since 2017, recently reappointed until 2021, Ilaria Bonacossa is an art critic and curator. With a degree in Contemporary Art History from the State University of Milan, after taking a master in curatorial studies at Bard College (USA) she worked in New York at the Whitney Museum. After seven years as curator of Fondazione Sandretto Re Rebaudengo in Turin, Ilaria became the Artistic Director of Museo Villa Croce, Genova. She has been a member of the Technical Committee for acquisitions of FRAC Provence-Alpes Côte d'Azur in Marseilles; the Steering Committee of PAC in Milan, and director for Italy of the Artist Pension Trust international programme. In 2007 she was a member of the Jury for the Leone d'Oro of the 52nd Venice Art Biennale. Since 2016 she has been the Artistic Director of Fondazione La Raia. In 2017 Ilaria was appointed a member of the selection committee of the Prince Pierre Prize, Monaco.

About Art Defender

Art Defender has been a partner of Artissima since 2017. It is the only Italian company that specialise in offering art collection management services. With vaults in Milan, Turin, Bologna, Florence and Rome – Art Defender is comprised of a team of professionals, storage spaces over 12,000 square meters, and a network of excellent partners. Art Defender work with collectors, galleries and museums to preserve, manage and enhance works and collections of art.

ARTISSIMA – International Fair of Contemporary Art

Oval, Lingotto Fiere Torino

5 November 2020 | Press presentation, preview, opening

6-7-8 November 2020 | Open to the public

T +39 011 19744106

www.artissima.it | info@artissima.it

Facebook | Twitter | Instagram | Youtube: Artissima Fair

PRESS CONTACT

Sutton

Francesca Meale | cesca@suttoncomms.com