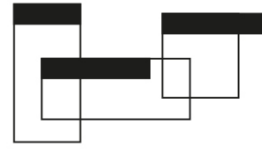


ARTISSIMA



Artissima presents

***/ge·ne·a·lo·gì·a/
Italian art never stops***

Artissima responds to the call issued by MiBACT, the Ministry of Cultural Heritage and Activities and Tourism, with the aim of sharing content for virtual viewing, expanding the digital narration of the fair and its protagonists already launched with the projects of Artissima Digital, such as #ArtissimaRewind and #ArtissimaStories.

In this period of great complexity for Italy and the world of culture, Artissima presents **/ge·ne·a·lo·gì·a/**, a virtual initiative organised to spread the message that art never stops, not even in this situation, and is capable of crossing physical barriers to continue to tell its stories, providing new, positive content thanks to digital media.

/ge·ne·a·lo·gì·a/ is a project that will exist on the fair's **Instagram** profile, a day-by-day construction of an intimate, personal "**family tree**" of Italian contemporary art. Starting from 18 March, each day one artist selected from those who contributed works to the Deposito d'Arte Italiana Presente of Artissima 2017 (curated by Vittoria Martini and Ilaria Bonacossa) will be asked to indicate two other artists on the Italian scene with which they feel they have a particular connection, choosing one as an ideal reference point and the other as their own descendent.

A story built on direct relationships and distant perspectives, inspirations and tributes, **/ge·ne·a·lo·gì·a/** will offer an intriguing behind-the-scenes look at Italian contemporary art.

During this period of lockdown in which artists have continued to create, starting with the experience of a physical "deposit" a digital database will take form, accessible to all, bearing witness to a moment in which we have to reset our paradigms in order to envision a sustainable future.

Stay tuned: **/ge·ne·a·lo·gì·a/** is coming!

#artissima

#laculturanonsiferma

Artissima // Artissima is Italy's leading fair of contemporary art. Since its founding in 1994, it has combined presence on the international market with a vivid focus on experimentation and research. Artissima 2020 has seven sections: alongside the fair areas (Main Section, Dialogue/Monologue, New Entries, Art Spaces & Editions), Artissima presents three sections directed by boards of curators and directors of international museums, concentrating on solo shows by emerging artists (Present Future), drawing (Disegni), and the rediscovery of great pioneers of contemporary art (Back to the Future).

The fair is coordinated by Artissima srl, a company under the aegis of Fondazione Torino Musei. The Artissima trademark belongs to Regione Piemonte, Città Metropolitana di Torino and Città di Torino. The 27th edition of Artissima is produced with the support of the three trademark holders, in collaboration with Fondazione CRT, Fondazione per l'Arte Moderna e Contemporanea CRT, Compagnia di San Paolo and Camera di Commercio di Torino.

**ARTISSIMA – International Fair of Contemporary Art
Oval, Lingotto Fiere Torino**

5 November 2020 | Press presentation, preview, opening

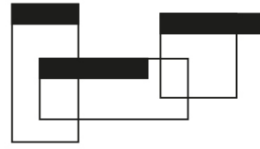
6-7-8 November 2020 | Open to the public

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ARTISSIMA



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