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Artissima 2020 ART MAPPING PIEMONTE

Two new site-specific installations of the Art Mapping Piemonte project will open on November 1: Olivier Mosset at the water tower of Novello and Roberto Coda Zabetta at the Wine Experience museum at Priocca.

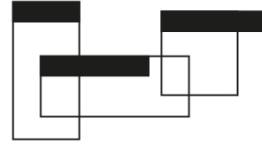
Art Mapping Piemonte is a project launched in 2019 and organised in collaboration with the **Piedmont Region**, with the support of **Fondazione Compagnia di San Paolo** to help people discover contemporary art away from traditional exhibition models. The initiative, produced by **Fondazione Torino Musei** and curated by **Ilaria Bonacossa for Artissima**, calls for the creation of **site-specific installations** by international contemporary artists and the production of a **map that highlights the most outstanding works of public contemporary art** in the Piedmont territory. The results of the mapping carried out in 2019 converged in a **guide**, edited for Artissima by **Vittoria Martini**, produced and distributed thanks to the cooperation of **Artribune**, and featuring food and wine recommendations provided by **Gambero Rosso**.

Following the opening in 2019 of the first installation by **Mario Airò** (1961, Pavia, Italy) at the **deconsecrated church of San Remigio**, founded in 1033 as a monastery complex at Parodi (AL), in 2020 Artissima curates the second installation of the Art Mapping Piemonte project, *Griglie d'oro*. At the **water tower of Novello**, a structure in reinforced concrete still in use in the hills of Barolo, a heritage zone listed by UNESCO, the artist **Olivier Mosset** (Berne, Switzerland, 1944)—one of the most radical representatives of a contemporary way of painting that undermines the ideal of artistic originality through objectivity and serial production—decided to not disguise the architectural structure, but to enhance it by painting the grilles, the iron gate and the roof in gold. The gold enhances the function of the tower—that of storing water, a precious resource that permits the vineyards to produce their fruit—while making the structure glow in the distance without adding anything to it and transforming it into an example of site-responsive Land Art. A minimal yet poetic intervention, aimed at underlining the importance of these structures for this region where the Barolo is produced.

Furthermore, in 2020, the guide includes a **new public art project** by the artist **Roberto Coda Zabetta** (1975, Biella, Italy) at **Wine Experience**, an interactive space on wine culture opened by **Mondodelvino group** in the headquarters at Priocca. The installation presented by Roberto Coda Zabetta and Mondodelvino represents an ulterior evolution of the public art project *Cantiere 1* on the terrace of the historic complex of SS. Trinità delle Monache—the former Military Hospital of Napoli—supported by the City of Napoli and Museo Madre/Fondazione Donnaregina per le arti contemporanee. Removed from its installed location and taken back to the studio, the gigantic canvas that covered the panoramic terrace has been the focus of reflections over the last two years, and has found new locations, including, in 2018, the space of the Oval during Artissima.

At Priocca the work becomes an installation with a length of fifty meters, composed of thousands of vertical planks, each different from the others, on which the coloured strips of the cut canvas are attached only at the top, and left free at the bottom. The lightness makes them into an almost natural feature that interacts with the surrounding space: a banner that is a symbol of rebirth, force and continuity.

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With the new title *CNTR* (2020), the journey of Coda Zabetta's work ends thus becoming part of the Art Mapping Piemonte project.

Mondodelvino also becomes the Wine Partner of the entire project, with the **Cuvage Asti DOCG "Acquesi"**, voted number one in the world at the **Champagne & Sparkling Wine World Championships**, in the category of aromatic sparkling wines.

Thanks to the institutional importance of Fondazione Torino Musei and the international expertise of Artissima, both already active on a regional scale, **Art Mapping Piemonte reinforces and underlines the role of contemporary art in Piedmont as a driver of tourism as well as cultural and economic growth.**

The updated edition of the **guide** is available for download on the Artissima [website](#).

ARTISTS BIOGRAPHIES

Roberto Coda Zabetta (1975, Biella, Italy) lives and works in Milano. He was the studio assistant to Aldo Mondino from 1995 to 2005. His work has been presented in international museums and galleries: Montenegro Film Summary, Montenegro (2018); KURA. Fonderia Artistica Battaglia, Milano (2018); Cantiere2/Harbour. Saint-Pierre Quiberon, France (2018); Cantiere1/Terrazzo. Ex Ospedale Militare and Museo Madre, Napoli (2017); Museo d'Arte Contemporanea Villa Croce, Genova (2016); Fondazione Mudima, Milano (2015); Palazzo Barbarigo Minotto, Venezia (2015); The Shit Museum, Piacenza (2015); MAC-Museum of Contemporary Art, Brazil (2012); Museo di Palazzo Reale, Milano (2010); Museo della Certosa, Capri (2011); Indonesian National Gallery, Jakarta (2009); The David Roberts Foundation, London (2008). He collaborated for external projects with Museo Madre, Napoli, Teatro India, Roma, MAXXI – Museo Nazionale delle arti del XXI secolo, Roma, and La Triennale, Milano.

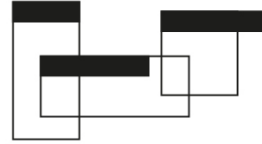
Coda Zabetta has been selected for multiple awards promoted by: Fondazione Michelangelo Pistoletto, Biella; Dena Foundation, Paris; BP Portrait Award National Portrait Gallery, London; XIV Quadriennale, Roma; P.S.I. Italian Bureau, New York; American Academy, Roma; The Blank Contemporary – Premio Matteo Oliviero. He is represented by Annet Gelink Gallery, Amsterdam.

Olivier Mosset (1944, Berne, Switzerland) lives and works in Tucson, Arizona. He was a member of the BMPT art collective in the 1960s, a Parisian group that questioned ideas about creative authorship. Associated with conceptual abstraction, Mosset's works represent pure colour and shape, triggering open-ended physical experiences of surface, scale and pattern. The artist has shown work in solo and group exhibitions in institutions such as: Plan B, The Power Station, Dallas; Opéra National de Paris, Paris; Kunsthalle Zürich, Zurich; Musée d'Art Contemporain, Lyon; Palais de Tokyo, Paris; Whitney Museum of Contemporary Art, New York; Musée d'Art Moderne et Contemporain, Geneva; PS1, New York; Foundation Beyeler, Basel; the Venice Biennale; Lyon Biennale, Lyon; Kunsthalle Zürich, Zurich.

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. The fair is managed by Artissima srl, a company affiliated with 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, Fondazione Compagnia di San Paolo and Camera di commercio di Torino.

Mondodelvino SpA // Mondodelvino SpA was founded in 2013 as a holding company of a group of wineries, but its history begins in 1991 in Forlì, with the creation of MGM Mondo del Vino Srl. In 2002 MGM arrived in Priocca (CN), thus including the production of classic Piedmont wines, joined over time by the sparkling wines of the Cuvage winery founded at Acqui Terme, and the products of the Ricossa winery in the heart of Langhe, Roero and Monferrato. The range of wineries was then expanded with the Romagna-based Poderi dal Nespole, which makes high-quality Sangiovese and innovative white wines, produced by the Ravaioli family since 1929, and the Sicilian Barone Montalto, located at Santa Ninfa (TP), one of the leading exporters of fine Sicilian wines. The wineries of the group stand out for excellent high-quality vintages, for a focus on the host territory and for having created avant-garde production facilities, demonstrating a commitment to

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innovation and sustainability. In May 2019 Mondodelvino SpA, at the headquarters in Priocca (CN), opened Wine Experience, a futuristic interactive and experiential space on wine culture, open to all. A pathway that leads visitors through the history, territories, vineyards and methods, but also through sensory experience and wine-food combinations, thanks to interactive screens and educational games to discover that wine is not just nature but also culture, experience, tradition and innovation.

Mondodelvino is experience, passion, taste and culture.

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