

PRESS RELEASE

Milan, 6 August 2020

Una boccata d'arte
20 artists 20 villages 20 regions
12.9 - 11.10.2020

A Fondazione Elpis project
in collaboration with Galleria Continua

Una boccata d'arte is a contemporary, widespread and unanimous art project, created by the Fondazione Elpis in collaboration with Galleria Continua. It is intended to be an injection of optimism, a spark of cultural, touristic and economic recovery based on the encounter between contemporary art and the historical and artistic beauty of twenty of the most beautiful and evocative villages in Italy. With *Una boccata d'arte*, the Fondazione Elpis also wishes to make a significant contribution to the support for contemporary art and the enhancement of Italian historical and landscape heritage, in light of the resumption of cultural activities in our country.

In September, the twenty picturesque and characteristic chosen villages which enthusiastically joined the initiative will be enhanced by twenty site-specific contemporary art interventions carried out, for the most part, outdoors by emerging and established Italian artists invited by the Fondazione Elpis and Galleria Continua. Twenty artists for twenty villages, in all twenty regions of Italy.

Over the past few weeks, the artists involved have conducted, in the company of representatives of the local municipalities, a first inspection in the selected village. In addition to a general visit of the village and a meeting with the inhabitants, the artists identified the site that will host their interventions, for which the conception and design phase is underway.

For its first edition, *Una boccata d'arte* will inaugurate the artist's works on the weekend of 12 and 13 September, at the same time in all the selected locations. The works will then remain on display for a month, allowing enough visiting time for all those who wish to view the works in the villages involved. *Una boccata d'arte* wants to inspire safe outdoor encounters for art lovers, collectors and operators in the sector, thus encouraging local tourism and the curiosity of those who love to live their local area and the initiatives it proposes.

unaboccatadarte.it website is now online and it describes the project with a section dedicated to each artist and village involved in the event as well as being enriched with images and in-depth texts. *Una boccata d'arte* will also document its journey through these twenty Italian villages from its Instagram account. On the Facebook page in the coming weeks, the opening day appointments will also be announced.

Una boccata d'arte will see a collaboration with the local communities of IgersItalia who will participate in the inaugurations by sharing on Instagram, to their audience of enthusiastic followers, a different kind of tourism experience that allows the discovery of these Italian communities, promoting these splendid territories, the works and the talent of the artists involved.

This social collaboration comes from the strategic-creative consultancy of MSL, a Publicis Groupe agency specializing in public relations and integrated communication with a consolidated experience in influencer marketing, which has identified IgersItalia as the ideal partner for *Una boccata d'arte*.

VMLYR Italy, an integrated communication agency, was also involved in the communication of the *Una boccata d'arte* initiative. With its creative and digital skills, it has conceived the brand identity of the project and created the logo of the event. The values represented are those of art that manages to

unite the beauty of our country by creating a new type of dialect: that of rebirth, made explicit through an acronym of the initiative with minimal features that is easy to interpret.

VMLY&R has developed all the communication in synergy; it will be shared on multiple media channels, such as TV, radio, website, banners, social networks, posters, posters and brochures, both local and national.

The artists and villages

- **Santo Stefano di Sessanio**, Abruzzo, province of L'Aquila, the artists **Antonello Ghezzi** (Nadia Antonello, Cittadella, 1985 and Paolo Ghezzi, Bologna, 1980).
- **Pisticci**, Basilicata, province of Matera, the artist **Sabrina Mezzaqui** (Bologna, 1964).
- **Soverato Vecchia**, Calabria, province of Catanzaro, the artist **Matteo Nasini** (Rome, 1976).
- **Sant'Agata de' Goti**, Campania, province of Benevento, the artists **Ornaghi & Prestinari** (Valentina Ornaghi, Milan, 1986 and Claudio Prestinari, Milan, 1984).
- **Grizzana Morandi**, Emilia-Romagna, province of Bologna, the artist **Massimo Uberti** (Brescia, 1966).
- **Sutrio**, Friuli-Venezia Giulia, province of Udine, the artist **Sabrina Melis** (Milan, 1986).
- **Ronciglione**, Lazio, province of Viterbo, the artist **Marta Spagnoli** (Verona, 1994).
- **Cervo**, Liguria, province of Imperia, the artist **Elena Mazzi** (Reggio Emilia, 1984).
- **Castellaro Lagusello**, Lombardy, province of Mantua, the artist **Clarissa Baldassarri** (Civitanova Marche, 1994).
- **Acquaviva Picena**, Marche, province of Ascoli Piceno, the artist **Matteo Fato** (Pescara, 1979).
- **Sepino**, Molise, province of Campobasso, the artist **Francesco Pozzato** (Vicenza, 1992).
- **Orta San Giulio**, Piedmont, province of Novara, the artist **Paolo Brambilla** (Lecco, 1990).
- **Presicce – Acquarica**, Puglia, province of Lecce, the artist **Claudia Losi** (Piacenza, 1971).
- **San Pantaleo**, Sardinia, province of Sassari, the artist **Giovanni Ozzola** (Florence, 1982).
- **Ferla**, Sicily, province of Syracuse, the artists **Marta De Pascalis** (Rome, 1987) and **Filippo Vogliazzo** (Milan, 1987).
- **Volterra**, Tuscany, province of Pisa, the artist **Marinella Senatore** (Cava de 'Tirreni, 1977).
- **Mezzano**, Trentino-Alto Adige, province of Trento, the artist **Luca Pozzi** (Milan, 1983).
- **Massa Martana**, Umbria, province of Perugia, the artist **Arcangelo Sassolino** (Vicenza, 1967).
- **Avise**, Aosta Valley, province of Aosta, the artist **Alice Visentin** (Ciriè, 1993).
- **Borgo Valbelluna**, Veneto, province of Belluno, the artist **Bekhbaatar Enkhtur** (Ulaanbaatar, Mongolia, 1994).

The promoters of the initiative:

Fondazione Elpis

Fondazione Elpis was established in 2020 by the entrepreneur Marina Nissim, a collector of contemporary art and enthusiastic creator of exhibitions, whose exhibition projects reflect the desire to share her travel and knowledge experiences with an audience of enthusiasts. The foundation has amongst its aims the protection, enhancement and promotion of expressive forms of contemporary arts and creativity, paying particular attention to educational impact and social utility. Its action focuses in particular on supporting young and emerging artists from different countries and cultures, whose talent deserves a greater opportunity for visibility and support. Fondazione Elpis is therefore open to internationality, multiculturalism and respect for creativity in the difference of artistic languages.

Galleria Continua

Galleria Continua is an Italian contemporary art gallery, founded in 1990 by Mario Cristiani, Lorenzo Fiaschi and Maurizio Rigillo, with the intention, already evident in the name, to give continuity to contemporary art in Italy amongst its long-established and abundant antique art landscape.

Occupying a former cinema, Galleria Continua started out from a completely unexpected city - San Gimignano - magnificent and rich in history. In 2004, Galleria Continua began a new adventure in Beijing, China, showing contemporary Western artists in an area where they were still little known. Three years later, in 2007, Galleria Continua inaugurated a distinctive new venue for large-scale creations - Les Moulins - in the Parisian countryside. In 2015, Galleria Continua embarked on a new path, opening a space in Havana, Cuba, dedicated to cultural projects designed to overcome all borders. In 2020, on the occasion of the thirtieth anniversary of Galleria Continua, a new exhibition venue opened in Rome, in the spaces of the Hotel St. Regis.

Partnerships:

VMLY&R Italy

VMLY&R Italy, a communication agency part of the global VMLY&R network, is focused on brand experience, it creates and implements integrated projects, combining digital and creative skills, for both local and multinational companies. It uses creativity, technology and culture to create connected brands that have a strong impact on the market and consumers. It creates and implements award-winning campaigns, thanks to the results obtained by connecting people to brands across different platforms, experiences and cultures, using data and insights to reinvent the entire consumer experience, now always connected. It is present in over 60 countries with 6,000 people, and is able to manage - from the Milan hub - integrated communication projects around the world.

IgersItalia

IgersItalia is the Association that represents enthusiasts and professionals specializing in the production of digital content. Today it constitutes the largest Italian community linked to the promotion of local territories, art and culture through visual communication, with particular reference to digital photography, mobile photography and the production of multimedia content. The reference platform is Instagram and from here the content and projects of the Community reverberate through all web and social channels, reaching millions of people in Italy and around the world. Through visual storytelling, photographic challenges and meetings, IgersItalia involves an increasing number of enthusiasts and professionals interested in sharing their photos, videos and stories with the world to promote the historical, artistic, cultural and environmental heritage of our country.

Una boccata d'arte

20 artists, 20 villages, 20 regions

**Opening 12 – 13 September 2020 in all the regions of Italy
Until 11 October 2020**

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