

PRESS RELEASE

BIOMEGA

Multiverso

Cosimo Veneziano

curated by Ilaria Bonacossa

opening Thursday 18 July 2019, 18.30

Tenuta Cucco
Chiesa di San Sebastiano in Borgo
Piazza Umberto I Serralunga d'Alba (Cuneo)

Free of charge, by reservation
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Novi Ligure, July 2019. **Fondazione La Raia – arte cultura territorio** is pleased to present **BIOMEGA Multiverso**, a site-specific exhibition by **Cosimo Veneziano**, curated by **Ilaria Bonacossa**, at Tenuta Cucco, the organic farm owned by the Rossi Cairo family, which created Fondazione La Raia in 2013.

The exhibition is part of the **BIOMEGA** project that began in 2018 with the support of Compagnia di San Paolo, in the context of the program “ORA! Produzioni di Cultura Contemporanea.” The artist, in collaboration with the Department of Neurosciences of IULM University in Milan, has conducted transdisciplinary research over the last year on the use of biotechnologies in agriculture, reflecting on the purchasing practices of consumers examined in terms of neuromarketing.

Starting with these investigations, Cosimo Veneziano has produced **BIOMEGA Multiverso**, an installation composed of screen prints and embroidery on fabric, in dialogue with an original marble pyralid, a moth of the *Ostrinia nubilalis* species whose caterpillar is a parasite that devastates corn crops (corn borer). One of the aims of the project is to prompt visitors to ask themselves how aesthetics, and the application of the studies of the neurosciences, can influence their choices as consumers.

In **BIOMEGA Multiverso** traditional artistic techniques like screen printing and embroidery are combined with new technologies. Through the use of “eye tracking”, a tool of neuromarketing research that traces automatic and continuous movements of the gaze, Veneziano leads viewers towards new interpretations of the visible. The tracing of automatic eye movements, known as saccades, is reproduced in the installation by means of embroidery on fabric. Each embroidery represents a map of the observation points of the eyes of people asked by the artist to take part in tests while they are observing stock photos. These images are generally used by

advertising agencies to create publicity for food products, portraying fruit and vegetables that are visually perfect to convey an idea of quality. After a process of stylization, Veneziano has reproduced these images in his screen prints.

“In a condition of global spread of imagery, photography and its history are inserted in a wider visual and perceptive regimen in which production, circulation and distribution of photographs constitute an iconic representation that reveals how knowledge is channeled by images,” say the artist **Cosimo Veneziano** and the curators of the project. “The focus on technology and neuroscience leads the observer to investigate the image in terms of its grammar, in an intriguing attempt to understand what is hidden behind the visible and the representable, through the representation of the invisible.”

The project analyzes the cultural expression of photography, studying its codes. Photography reveals the emotional and biological forms that guide, orient and at times influence knowledge.

“Above the installation, behind the screen printed and embroidered fabrics, appears the memorandum – and warning – of a disk of black marble engraved with the image of the *Ostrinia nubilalis* moth. Aesthetically perfect, healthy, delicate and innocuous, it conceals a threat to agriculture: it is the metamorphosis of a caterpillar, a parasite responsible for the destruction of cereal crops, and especially of corn,” says **Ilaria Bonacossa**, curator of the exhibition.

“Through the exhibition **BIOMEGA Multiverso**, Fondazione La Raia continues in its mission suggesting critical reflections on the landscape, on its transformation, and the ability of the arts, the most diverse, to capture its peculiarities inducing us - also as consumers - to make choices always in favor of future generations” declares Giorgio Rossi Cairo, President of Fondazione La Raia.

The BIOMEGA project is the result of the encounter, during the artist’s residency at Guilmi Art Project (2016), between Cosimo Veneziano and Filippo Racciatti, “farmer by choice,” who for some years has been gathering and selecting seeds to create an archive of plants free of genetic modification. Linking up with timely themes and practices such as collective farming, urban vegetable gardens and community reorganization of agricultural production, *Biomega* interconnects contemporary art, neurosciences, anthropology and earth sciences in a detailed itinerary that touches on cultural, sociological and political-economic aspects of our society.

Besides the exhibition **BIOMEGA Multiverso** curated by Ilaria Bonacossa, coordinated by **Fondazione La Raia at Tenuta Cucco in Serralunga d’Alba**, the work of Cosimo Veneziano will be shown in October in the context of **Matera European Capital of Culture 2019**, inside the group exhibition *Ka art. Per una cartografia corale della Basilicata*, curated by Katia Anguelova, a project co-produced by Associazione ArtePollino and Fondazione Matera-Basilicata 2019. Furthermore, from 16 January 2020 to 16 February 2020, the work will be presented by Walter Guadagnini and curated by Beatrice Zanelli (Arteco) and Vincenzo Estremo in the Project Room of

CAMERA - Centro Italiano per la Fotografia, Turin. In November 2019 NERO will publish the artist's book edited by Arteco on the entire project.

BIOMEGA

from an idea of Cosimo Veneziano

a project of Centro Studi Argo

curated by ARTECO (Beatrice Zanelli) in collaboration with Vincenzo Estremo in collaboration with Parco Arte Vivente. Centro Sperimentale di Arte Contemporanea, CAMERA - Centro Italiano per la Fotografia, Fondazione La Raia – Arte cultura territorio, GuilmiArtProject, Brain Lab of Neuromarketing of IULM University and CHAN Contemporary Art Association. With the support of Compagnia di San Paolo in the context of the program "ORA! Produzioni di Cultura Contemporanea."

Cosimo Veneziano (Moncalieri, 1983) lives and works in Turin, where he co-founded the international residency Progetto Diogene in 2007. His practice involves a wide range of research activities and workshops on the interpretation of archives, and focuses on the development of sculpture and drawing in close relation to the places that inspired them. Solo shows include: Rompi la finestra e ruba i frammenti!, AlbumArte, Rome, 2018; Petrolio, MEF - Museo Ettore Fico, Turin, 2016; Verso occidente l'impero dirige il suo corso, Galleria Alberto Peola, Turin, 2014; Monochrome, Villa Straüli, Winterthur, 2015; Los contrabandistas copiaron una escultura de mucho valor, Lugar a Dudas, Cali (Colombia), 2013; Cattedrale, Careof DOCVA, Milan, 2013; L'epoca delle passioni tristi, Tirana Institute for Contemporary Art, Tirana, 2011. Besides taking part in many group shows, his production has developed through the creation of works in public space, including the monument to Pinot Gallizio and Constant at Alba (2016), the projects for Nuovi Committenti in Rovigo (2017), and Dencity in Milan (2015).

Ilaria Bonacossa, curator and critic, worked for eight years at Fondazione Sandretto Re Rebaudengo in Turin, and was then the director of Museo di Villa Croce in Genoa from 2012 to 2017, a municipal institution for contemporary art. Since December 2016 she is the artistic director of the International Fair of Contemporary Art of Turin, Artissima. In 2013 she co-curated the Iceland Pavilion at the Venice Biennale; in 2007 she was a member of the jury for the Leoni d'Oro of the 52nd Venice Art Biennale, and in 2013 she was on the jury of the Inamori Foundation Prize in Kyoto.

Fondazione La Raia - arte cultura territorio was founded in June 2013 with the aim of promoting critical reflections on the landscape in Italy and abroad, through contributions in a wide range of fields. The foundation develops artistic, cultural, educational and scientific activities and research, also with the objective of fostering specific knowledge of the Gavi area. Fondazione La Raia, directed by Ilaria Bonacossa, was created by Giorgio Rossi Cairo and Irene Crocco, who formulated the project "Nel Paesaggio" which set the course of research of the foundation with the implementation of an initial series of works and series of public encounters. To date, permanent works have been produced by Remo Salvadori, Koo Jeong A, Michael

Beutler and Adrien Missika (open to the public), as well as the exhibition by Francesco Jodice “Il Corsaro Nero e la vendetta del Gavi” at Forte di Gavi, a publication with Elio Franzini released by Corraini, and many public conferences on landscape, featuring (among others) personalities like Gilles Clément and the French group Coloco, Paolo D’Angelo, Adriana Veríssimo Serrão, Francesco Jodice and Francesco Zanot, Stefanie Hessler and Franco Farinelli. The steering committee of the foundation is composed of Flavio Albanese, Marco Galateri di Genola, Vicente Todolí, Stefano Baia Curioni and James Bradburne.

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On view

The exhibition will be open to the public, by reservation, from 19 July to 15 September 2019.

For reservations, please contact giovanni@tenutacucco.it

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