

PRESS RELEASE | Turin, 6 November 2022

ARTISSIMA 29 Edition 2022

**Conclusion of the 29th Artissima.
The first edition directed by Luigi Fassi reports positive results in an
atmosphere of great enthusiasm.
33,200 visitors in 4 days, 174 galleries from 28 countries,
10 awards assigned during the fair.**

Turin, 6 November 2022 – The 29th edition of **Artissima, the International Fair of Contemporary Art**, comes to an end today. This is the only Italian fair with an exclusive focus on contemporary art. In the first year with the director **Luigi Fassi**, the 2022 edition concentrated on an event of exceptional quality, with strong commercial and international impact.

This year Artissima returned to its full physical presence at the Oval Lingotto, including the four established sections – **Main Section, New Entries, Monologue/Dialogue e Art Spaces & Editions** – and the three curated sections – **Disegni, Present Future** and **Back to the Future, the core of the exhibition pavilion**, accompanied by extensive in-depth content on the digital platform, thanks to **Artissima Voice Over**, produced with the support of **Fondazione Compagnia di San Paolo**.

This year's iteration, the first with the patronage of the **Ministry of Culture**, also featured various new initiatives, confirming the fair's unique role in the European cultural panorama and its ability to attract the most interesting galleries, artists, collectors and curators on an international level, with the renewed promise of presenting an **experimental event with a focus on cutting-edge research**.

Across a span of four days, **from 3 to 6 November 2022**, Artissima welcomed **33,200 visitors**, reasserting its status as an unmissable event on the international art calendar, and continuing its focus on rising talents and experimental galleries.

The guiding theme of Artissima 2022 was **Transformative Experience**, a concept developed by the American philosopher L.A. Paul (professor of Philosophy and Cognitive Science at Yale University) in the essay of the same title published in 2014 by Oxford University Press. According to Paul, a transformative experience is able to radically modify the person who

lives it, challenging rationally preset expectations and opening up new perspectives on the unknown.

Director Luigi Fassi says:

This 29th edition has proven that Artissima is the fair that puts the Italian art system on the international art map, connecting it to the global scene. Artissima nurtures, grows and elevates a new generation of Italian and international gallerists, a fact reflected in the participation of 42 galleries taking part in the fair for the first time, seeing Turin as a lever of development for their entrepreneurial potential. This number of first engagements, together with observation of the audience that visited the fair, demonstrates the sector's faith in the Artissima model as a generator of cultural and economic growth. Artissima operates with a dual agenda: that of the market, and that of the curators and directors of cultural institutions, who come to Turin to find a platform of updating, exchange and interaction. The important results achieved in this edition that has just concluded demonstrate the credibility of the Italian art market in this very complex field: looking forward to the 30th anniversary of Artissima, we can proudly state that in Turin, for the art market Italy is a competitive country on the worldwide scene.

This edition marks the third year of participation of Intesa Sanpaolo as the main partner of the fair.

ARTISSIMA 2022 IN NUMBERS

33,200 visitors across 4 days.

28 countries and **4 continents** represented by **174 galleries**, of which **69 Italian** and **105 international**, **42 new exhibitors**.

The 7 sections of the fair, including the 3 curated sections, presented approximately **1,500** works of art.

The fair welcomed over **650 collectors** from **30 countries** (Australia / Austria / Belgium / Brazil / Canada / China / Croatia / Denmark / France / Germany / Greece / Hong Kong / Hungary / Italy / Liechtenstein / Netherlands / Norway / Monaco / Peru / Poland / Portugal / Romania / Saudi Arabia / South Africa / South Korea / Sweden / Switzerland / Spain / United Kingdom / United States of America) and almost **8,000 VIP** guests and **800 art professionals**, including museum directors and curators.

Starting from the first months of 2022, over **1,500 new collectors** were involved, 810 international and 700 Italians. About **25 delegations of museum patrons** of the most important institutions in the world were present for the four days of the fair, amongst these: Art Club Fondation Beyeler (Switzerland), KW Institute for Contemporary Art - Berlin (Germany), Club GAMeC (Italy), Members di Palazzo Grassi e Punta della Dogana (Italy), Contemporary Art Society (United Kingdom), Benefattori del MART (Italy), Amici del MAXXI (Italy); Amici del Madre (Italy), Amici di Palazzo Strozzi (Italy), Amis du CAPC Musée d'art

contemperai de Bordeaux (France), Amis du MAMAC (France), Friends of Zachęta (Poland), Kunstverein München (Germany), Mécènes du Sud (France), Museion Private Founders (Italy), Museu de Arte Moderna de São Paulo (Brasil), Phileas Members (Austria), Soci della Collezione Peggy Guggenheim (Italy), Society of Friends of the Museum of Modern Art in Warsaw (Poland), ADIAF Association for the international diffusion of French art (France).

HIGHLIGHTS

Inside the fair, the dialogue with Intesa Sanpaolo took concrete form with the exhibition of a **body of six original works** by the renowned American photographer **Gregory Crewdson** (Brooklyn, 1962), commissioned by the bank, in the context of the project *Eveningside* (at Gallerie d'Italia-Torino, from 12 October 2022 to 22 January 2023). The works will become part of the Intesa Sanpaolo collection.

Artissima and **Juventus** continued their collaboration for the fourth year, presenting a new version of **Artissima Junior**, the project for **children from 6 to 11 years of age**, who were the protagonists of an immersive creative operation. The artist **Giovanni Ozzola** (Florence, 1982), represented by Galleria Continua, invented and supervised **BRILLA. A Constellation**, generating a collective artwork centring on the concept of uniqueness, and an **art book** for kids in a voyage of self-discovery. Specifically for Artissima Junior, Giovanni Ozzola also created **Torino ventisei nove** (2022), a new work made inside the Allianz Stadium of Juventus. The colours for the making of the artwork were supplied by **Carioca**.

Lauretana, a long-term partner of Artissima, sponsored the **AudioGuides**, an innovative podcast project to accompany visitors on an independent, personal tour through the stands. This initiative is part of Artissima Digital powered by **Fondazione Compagnia di San Paolo**.

The video works by the winners of the third edition of the **Torino Social Impact Art Award**, a project through which the fair and **Torino Social Impact** continue to support young artists, in collaboration with **Fondazione Compagnia di San Paolo**, were shown inside the fair. The two winners of the third iteration of the competition – **Federico Pozuelo** (Madrid, 1992) and **Natália Trejbalová** (Košice, Slovakia, 1989) – were hosted in Turin by Combo, and worked with the guidance and support of **Treti Galaxie** – **Matteo Mottin** and **Ramona Ponzini**, for the creation of two video works inspired by the theme of the initiative for 2022, *Rebellions and Rebirths*. **Federico Pozuelo** presented **Burden of Proof** and **Natália Trejbalová** showed the work **Under the Never Ground**.

Jaguar, after having been the protagonist in previous years of an exceptional art talent scouting tour, presented the project **An Alchemic Experience**, featuring the alchemy of visual and sonic impressions to underscore the essence of Jaguar as a “luxury brand by

design”. Jaguar also sponsored the appearance of L.A. Paul in a talk about “transformative experience”, the central theme of this edition of the fair.

The new project **A Sud**, created out of Artissima’s intention to **emphasize the activities of galleries, foundations and art institutions operating in the southern areas and islands of Italy**, reinforced awareness of the Mediterranean basin as a place of artistic development and an incubator of new creative perspectives. *A Sud* was an invitation extended by Artissima to its audience, to examine the specificities of places through their art institutions. The protagonists of *A Sud* for the 2022 edition were: **Fondazione Merz/ZACentrale**, presenting the second edition of the prize “**ad occhi chiusi...**”; **Fondazione Oelle**, which launched the innovative project **ISOLA SICILIA 2022**; and **Fondazione Paul Thorel**, present at the fair with a booth on the figure of this artist and his collection of artworks – antique, modern and contemporary – announced the creation of an annual prize for artists working with the language of photography.

Artissima, with the support of **IRM Indagini Ricerche Mediche**, offered the **Walkie Talkies On Demand**, an innovative digital version of the previous format of guided visits to the fair, in conversations between international curators and collectors. This content will be released on the social network pages of the fair in 2023.

PRIZES AND ACQUISITIONS

Artissima has organized 10 prizes awarded at the fair: **four prizes** in collaboration with its partners, **two honours** commemorating outstanding figures in the art world and **four initiatives of support** for artists and galleries, implemented by foundations and institutions.

THE PRIZES

- **illy Present Future Prize**: assigned to **Peng Zuqiang**, presented by **Antenna Space**, Shanghai.
Supported by **illycaffè** since 2001, the prize is assigned to the most interesting project in *Present Future*, the section of Artissima devoted to emerging talents.
- **FPT for Sustainable Art Award**: assigned to **Nohemí Pérez**, presented by **mor charpentier**, Paris and Bogotá.
The award is promoted by **FPT Industrial** with the aim of generating a meeting between sustainability and art.
At its third edition, the prize is devoted to a work which is not only the result of a research on sustainable processes for the production of art, but that also possesses a strong attention for *Carbon Neutrality*, one of the priorities of FPT Industrial in terms of sustainability.

- **VANNI occhiali #artistroom Prize:** assigned to **Teresa Giannico**, presented by **Viasaterna**, Milan.

Launched by the Turin-based brand **VANNI**, the prize is awarded to the artist whose artistic research can offer an original look at reality, opening, as a lens would, an unexpected and surprising horizon.

- **Tosetti Value Award for photography:** assigned to **Oroma Elewa**, presented by **In Situ - Fabienne Lecler**, Paris.

Supported by **Tosetti Value - The Family office** for the third year, the award stems from the desire to investigate the relationship between art and economics. The prize is awarded to the artist whose photographic work is considered vital to our understanding of the historical-social and economic climate of our globalized world.

HONOURS

- **Matteo Viglietta Award by Collezione La Gaia:** assigned to **Vasilis Papageorgiou**, presented by **UNA**, Piacenza.

The first edition of the award is promoted by **Collezione La Gaia** to remember Matteo Viglietta, a great and passionate collector who has had a strong bond with Artissima since its inception.

To some extent, the acquisition ratifies an established praxis of Viglietta, who every year would select a work having some degree of pertinence to the materials and utensils sold by his company – the Viglietta Matteo SpA.

- **Carol Rama Award by Fondazione Sardi per l'Arte:** assigned to **Anna Perach**, presented by **ADA**, Rome.

Promoted by **Fondazione Sardi per l'Arte**, the third edition of the prize is awarded to the artist who embodies, through research and work, the ideal of unconventional female creativity and artistic freedom Carol enacted and transmitted with her works and personality.

INSTITUTIONAL SUPPORT BY ART FOUNDATIONS AND CULTURAL INSTITUTIONS

- **Ettore and Ines Fico Prize by MEF Museo Ettore Fico:** awarded to **Kate Newby**, presented by **Art : Concept**, Paris.

Promoted by **MEF Museo Ettore Fico** of Turin since 2009, the award is aimed at supporting and enhancing the work of young artists through an acquisition.

- **“ad occhi chiusi...” by Fondazione Merz:** assigned ex-aequo to **Alex Ayed**, presented by **ZERO...**, Milan, and **Nona Inescu**, presented by **SpazioA**, Pistoia.

The grant, created in 2021 thanks to the fair's collaboration with **Fondazione Merz**, one of the protagonist of this years' new project *A Sud*, selects international artists who correspond best to the foundation's research on young artists of the Mediterranean.

- **ISOLA SICILIA 2022 by Fondazione Oelle**: assigned to **Dala Nasser**, presented by **Deborah Schamoni**, Munich. The **Fondazione Oelle**, one of the protagonist of this years' new project *A Sud*, has awarded an artist who will have the opportunity to take part in a residency at Aci Castello, Catania, during which she will conduct research on the concept of Sicily, an island among islands
- **4 artists announced for METAmorphosis**, the second edition of the *Beyond Production* platform born from the collaboration of **Fondazione per l'Arte Moderna e Contemporanea CRT** and Artissima that in 2022 invites contemporary artists to explore the phenomenon of the **Metaverse**. After careful selection of artists taking part in the fair on the part of **Ilaria Bonacossa**, director of the National Museum of Digital Art in Milan, the four artists have been announced during a talk at the Meeting Point: **Marcos Lutyens** – Alberta Pane, Paris, Venice / **Eva & Franco Mattes** – Apalazzogallery, Brescia / **Rebeca Romero** – Copperfield, London / **R M** – Martina Simeti, Milan.

METAmorphosis, after offering the participants a formative journey in the Metaverse, its politics and visions, will ask the artists to present an idea that illustrates the digital transformation of one of their physical artworks within the Metaverse.

An international jury will choose the artist who has interpreted – in the most original, stimulating and critical way – the request to imagine how their research, and therefore their work, could be transformed if their life environment was deeply influenced by the logic of existence in the Metaverse. The winner will have the opportunity to digitalize a physical work in keeping with their own imagination. Both the physical and the virtual works will be acquired thanks to the **OGR Award** and will become part of the collection of Fondazione per l'Arte Moderna e Contemporanea CRT, on loan to OGR Torino.

Artissima continues to be an important occasion for significant **museum acquisitions**.

Fondazione per l'Arte Moderna e Contemporanea CRT acquired 10 works by seven artists that will be part of the historical collection of the Foundation. Important works by **Klaus Rinke**, **Rossella Biscotti** and **Pietro Moretti** have been acquired for **Castello di Rivoli Museo d'Arte Contemporanea**. Four works by **Claudia Losi**, **Francesco Gennari**, **Simone Forti** and **Nicolò Cecchella** will be part of the exhibition displays at the **GAM – Galleria Civica d'Arte Moderna di Torino**.

PROJECTS IN TOWN

Many projects have been activated with public and private institutions in the Torino area.

For Artissima 2022, the fair's collaboration with the museums of the **Fondazione Torino Musei** titled ***So will your voice vibrate*** presented **three sound interventions**, selected by Luigi Fassi in collaboration with the directors of the three museums. The works will continue to animate dedicated areas of the **GAM – Galleria Civica d'Arte Moderna e Contemporanea** with **Riccardo Benassi** (ZERO... gallery) until 8 January 2023 and of the **MAO Museo d'Arte Orientale** with **Charwei Tsai** (mor charpentier gallery) until 30 April 2023. **Palazzo Madama – Museo Civico d'Arte Antica** instead hosted a performance by **Darren Bader** (Franco Noero gallery).

Artissima, in collaboration with **Intesa Sanpaolo**, presented ***Collective Individuals***, an **artist's film and video project** conceived and produced in dialogue with **Gallerie d'Italia – Turin** and curated by **Leonardo Bigazzi** (curator of Fondazione In Between Art Film and Schermo dell'arte). The museum has hosted seven video works, many of which presented for the first time in Italy, by artists represented by the galleries participating in Artissima.

For the third time the Ballroom of the historic hotel **Principi di Piemonte** of **Gruppo UNA** hosted a contemporary art exhibition project entitled ***Tempo rizomatico*** (Rhizomatic Time), by the Italian artist **Diego Cibelli** represented by Alfonso Artiaco gallery.

At **Fondazione Sandretto Re Rebaudengo**, in collaboration with **illycaffè**, the new video installation ***Liquid Transfers*** by Diana Policarpo has been inaugurated. The work by the artist – winner of the illy Present Future Award 2021 – continues her long-term investigation exploring the relationships between the plant world and the social, political and economic spheres. The exhibition will be open until 8 January 2023.

Artissima would like to thank its **exhibitors** and **partners** for the support. The 30th anniversary edition of Artissima will take place in 2023.

The logo for ARTISSIMA, featuring the word "ARTISSIMA" in a bold, sans-serif font, arched over a stylized black line that forms a peak and descends on both sides.

ARTISSIMA – International Fair of Contemporary Art

T +39 011 19744106

www.artissima.art | info@artissima.it

Facebook | Twitter | Instagram | Youtube: Artissima Fair

#artissima #artissima2022 #artissimaVoiceOver

The organization of Artissima is overseen by Artissima srl, a company affiliated with **Fondazione Torino Musei**, and formed in 2008 to manage the fair's artistic and commercial relations. The Artissima trademark belongs to **Città di Torino, Regione Piemonte** and **Città Metropolitana di Torino**. The 29th edition of Artissima, for the first time under the patronage of **Ministero della cultura**, takes place with the support of the three brand-owning authorities, jointly with **Fondazione CRT, Fondazione per l'Arte Moderna e Contemporanea CRT, Fondazione Compagnia di San Paolo** and **Camera di Commercio di Torino**.

Main Partner

INTESA  **SANPAOLO**

Official Partners:

illycaffè | Carioca | FPT Industrial | IRM Indagini Ricerche Mediche | Jaguar | Juventus
K-Way® | Lauretana | Mattioli | ORLANE PARIS | Pattern Group | PELIZZARI STUDIO
Piemonte Land of Wine | Prima Industrie | Principi di Piemonte | UNA Esperienze
Torino Social Impact | Tosetti Value - Il Family office | VANNI occhiali | Visit Piemonte | Art
Defender

In-kind Partners: Bolzan | DEDAR | Eataly | Edra | Gebrüder Thonet Vienna | Iapalma |
LOMBRELLO Nilufar | Pedrali | RESTART/MILANO | Torino Airport | Viabizzuno

Media Partners: Il Giornale dell'Arte | La Stampa | Rai Cultura | Rai Radio 1

Media Coverage: Sky Arte

PRESS CONTACTS

SUTTON

ph. +44 (0) 207 183 3577

Melissa Emery | melissa@suttoncomms.com

India Roche | india@suttoncomms.com

PCM STUDIO

press@paolamanfredi.com | t. +39 02 36769480

Paola C. Manfredi | paola.manfredi@paolamanfredi.com

Federica Farci | federica@paolamanfredi.com | m. 342 0515787

Francesca Ceriani | francesca@paolamanfredi.com – m. 340 9182004

4—6 NOV 2022

OVAL | TORINO



ARTISSIMA

Press release and high-resolution images at the following link: https://bit.ly/Artissima2022_PressKit

4—6 NOV 2022

OVAL | TORINO