



MAXXI and Bulgari together to support young art talent

THE MAXXI BVLGARI PRIZE PRESENTED IN LONDON

**The three finalists selected by the international jury are:
TALIA CHETRIT, INVERNOMUTO, DIEGO MARCON**

An exhibition of the site specific works at MAXXI in May 2018

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London, 3 October 2017. **Talia Chetrit** (1982, lives and works in New York), **Invernomuto** (Simone Bertuzzi, 1983 and Simone Trabucchi, 1982, live and work between Vernasca in the province of Piacenza and Milan) and **Diego Marcon** (1985, lives and works in Milan) are the three finalists of the **MAXXI BVLGARI Prize**, the museum's project dedicated to supporting and promoting young artists. The Prize, thanks to the partnership with **Bulgari**, has gained strength and has extended its scope to the international arena.

Today, at the Bulgari Hotel in London, the partnership, the prize and the three finalists, were presented by **Giovanna Melandri**, President of the Fondazione MAXXI and **Nicola Bulgari**, Vice President of the Bulgari Group, a great supporter of the MAXXI BVLGARI Prize, as well as a passionate art collector and patron.

The jury members **Bartolomeo Pietromarchi**, Director of MAXXI Arte, **David Elliott**, independent curator, **Yuko Hasegawa**, Artistic Director at MOT in Tokyo and **Hans Ulrich Obrist**, Artistic Director at the Serpentine Galleries in London, along with **Lucia Boscaini**, Bulgari Brand and Heritage Curator, introduced the Prize in a conversation with journalist **Suzanne Trocme**.

Two of the three finalists, **Invernomuto** and **Diego Marcon**, were in attendance.

Hou Hanru, Artistic Director of MAXXI, and member of the jury, was in New York for institutional commitments.

MAXXI AND BULGARI TOGETHER FOR YOUNG ART

Conversations between MAXXI, the first Italian national museum dedicated to contemporary creativity, and Bulgari, for over 130 years an emblem of creativity and excellence, were first established in 2014, on the occasion of the exhibition *Bellissima. The Italy of high fashion 1945-1968*, of which the *maison* was the main partner. With the **MAXXI BVLGARI Prize** this partnership – based on shared values such as memory, innovation, passion, creativity and experimentation and on an awareness of the importance of support for culture and the strategic role of the public-private alliance – is being consolidated. As **Giovanna Melandri** and **Jean Christophe Babin** Bulgari CEO, jointly agree, “supporting young talents means investing in the creativity of our time and our future”.

Bulgari's involvement with the Premio MAXXI represents a continuation of the firm's tradition of prestigious partnerships with contemporary artists of the calibre of Zaha Hadid and Anish Kapoor who revisited with their unmistakable style one of the *maison's* most admired icons, the *B.zero1* ring. Zaha Hadid was also responsible for a virtuoso reinterpretation of Bulgari's celebrated *Serpenti* motif with an evocative artistic installation that debuted in 2011 in the Bulgari pavilion at the Abu Dhabi Art Fair.

“It is a very special day for MAXXI”, says **Giovanna Melandri**. “We are presenting a crucial partnership, which will nurture our national prize and grant it an ever-more international dimension. Today we are announcing the names of the three short-listed artists, all of whom are extremely talented and chosen by a jury of great prestige. I am particularly proud and wish to thank Bulgari, a symbol of Italian creativity and quality, with whom we shall be working for the next six years. This agreement is the tangible proof of the strategic value of the non-ephemeral alliance between public and private within the cultural arena. I would like to acknowledge the jury and congratulate Talia Chetrit, Invernomuto and Diego Marcon. Our particularly complex times are analysed and interpreted through their art, with a language that knows no boundaries. I have no doubt that the exhibition at MAXXI will leave a strong mark.”

MAXXI BVLGARI PRIZE

Jean Christophe Babin, CEO of the Bulgari Group, has commented: “We are very proud of this partnership with MAXXI, the Italian museum of excellence that with its constant attention to experimentation has so much in common with the Bulgari brand. The MAXXI BVLGARI Prize is the perfect expression of this synergy: it valorises the young protagonists of contemporary art while at the same time recognising Italy as a source of inspiration.”

MAXXI BVLGARI PRIZE 2018: THE FINALISTS

The **MAXXI BVLGARI Prize** is a major project supporting and promoting young artists. It represents a continuation as well as the evolution of the Premio MAXXI, responsible for the founding nucleus of the museum collection and a springboard for young art talent. Thanks to the extraordinary partnership with Bulgari, the prize now enjoys renewed vigour and has expanded its horizons with the objective of promoting and valorising not just Italian artists but also those foreign artists who over the last two years have produced a new project in Italy within the ambit of public institutions and private situations.

As **Bartolomeo Pietromarchi** says, “Thanks to the network of the ‘art system’ in Italy composed of galleries, foundations, associations and private collections open to the public, every year artists of extremely high quality are discovered. Starting this year, the Prize also aims at valorising this ‘art system.’ I would like to point out that the finalists have been chosen from a list of names proposed by some of the most attentive and widely recognised young Italian critics, curators and an Italian artist. I would like to thank them all.”

Lucia Boscaini adds: “All three finalists in this edition have shown a distinct propension for reinventing genres and giving life to an extremely personal and highly original language. I am certain that this prize will in future years continue to be crucible for highly innovative artistic practices within an constant rereading of the reality that surrounds us.”

The jury was unanimous in selecting as the finalists in the 2018 edition **Talia Chetrit**, **Invernomuto** and **Diego Marcon**, as they “have all demonstrated a clear understanding of the historical moment in which we are living and a capacity for expanding the confines of the artistic idiom.”

Talia Chetrit (Washington DC 1982, lives and works in New York), was chosen “for her ability to reinvent the use of photography mixing past and present languages in her interpretation of relationships between the body, the gaze and identity”. She was proposed by Luca Lo Pinto, a curator at the Kunsthalle Wien and founder of the magazine and publishing company *Nero*, who writes: “Chetrit’s visual style alludes both to art history and commercial photography with references to the history of still lifes and the objectified representation of women within the first avant-garde movements. In her latest work, she has realized series in which she uses her body to undermine the conventions of self-portraiture and its mechanisms of control”. **Invernomuto** was born in 2003 out of the collaboration between **Simone Bertuzzi** (1983) and **Simone Trabucchi** (1982). The duo lives and works between Vernasca (PC) and Milan and was chosen by the jury “for its ongoing interrogations of global social and political issues filtered through a local imagery influenced by both pop and sub-cultures which makes their work personal and sincere”. As Luca Lo Pinto who proposed the duo writes: “They developed an approach which avoids the use of a single language or medium. Their practice suggests an expanded notion of art which can embrace sculptures, artefacts, music, performances, films where the boundaries are constantly renegotiated”.

Diego Marcon (Busto Arsizio, Varese, 1985, lives and works in Paris) was chosen “for taking an original, poetic approach to experimentation with audiovisual technology and cinematic genres and critical review of historical sites”. He was proposed by Edoardo Bonaspetti, director and founder of the magazine, publishing house and agency *Mousse*, who writes: “The work of Diego Marcon focuses on the moving image, exploring the evocative potential of what is not immediately visible. Themes that recur within this creative framework include sleep, boredom, and time conceived as circular, stretching toward infinity”.

The site-specific works by the short-listed artists will be exhibited at MAXXI from May 2018 in an exhibition curated by **Giulia Ferracci**. In October 2018, the jury will designate the winner whose work will be acquired by the museum.

HISTORY OF THE PRIZE

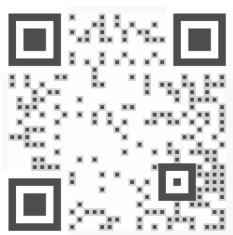
Created in 2000 as the *Premio per la Giovane Arte*, the prize represents the point of departure and the birth of MAXXI Arte collection. Over the years it has been an important springboard for many artists.

MAXXI BVLGARI PRIZE

Between 2000 and 2016 no less than **39** have taken part in the eight editions and include **Mario Airò, Yuri Ancarani, Stefano Arienti, Rosa Barba, Massimo Bartolini, Vanessa Beecroft, Rossella Biscotti, Bruna Esposito, Lara Favaretto, Piero Golia, Avish Khebrehzadeh, Liliana Moro, Marinella Senatore, Nico Vascellari, Vedovamazzei** and **Francesco Vezzoli** among many others.

In 2017, two of the three artists selected by Cecilia Alemani for the Italian Pavilion at the Venice Biennale were **Giorgio Andreotta Calò**, winner of the Premio MAXXI 2012, and **Adelita Husni-Bey**, one of the four finalists for the Premio MAXXI 2016.

The press kit and images of the exhibition can be downloaded from the Reserved Area of the Fondazione MAXXI's website at <http://www.maxxi.art/area-stampa/> by typing in the password **areariservatamaxxi** or by **QRcode**:



MAXXI – National Museum of XXI Century Arts

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opening hours: 11.00 AM – 7.00 PM (Tues, Weds, Thurs, Fri, Sun) | 11.00 AM - 10.00 PM (Saturday) | closed Mondays

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