



FONDAZIONE
PASTIFICIO CERERE

in collaboration with A.P.A. - Agenzia Pubblicità Affissioni

presents

Postcard from... Claire Fontaine
Comunistico

Claire Fontaine
La chiave
solo show

curated by **Marcello Smarrelli**

Opening: Friday 16 March 2012, 6.30 pm
from 17 March to 16 May 2012

at the **Fondazione Pastificio Cerere, Rome**

The **second appointment of the 2012 edition of *Postcard from...***, whose protagonist is the artist **Claire Fontaine**, is opening on March 16th at the venue of Via degli Ausoni 7 in Rome and will be viewable until May 16th. The project by Marcello Smarrelli, artistic director of the Foundation, aims at **spreading contemporary art through urban context**. Realized in cooperation with A.P.A Agenzia Pubblicità Affissioni, it involves Italian and international artists in the creation of a 400x300 cm manifesto, the dimension adopted by poster designing, exposed both within Pastificio Cerere's yard and upon various fixtures offered by A.P.A throughout the city (updated list can be found at: www.pastificiocerere.it).

At the same time, the personal show by Claire Fontaine entitled *La Chiave*, will open. An ideal prosecution of the themes described within the manifesto.

The promotion of art projects which support cultural and social growth, as well as the propagation of contemporary art, is one of the main aims pursued by Fondazione Pastificio Cerere.

Claire Fontaine is a collective of artists born in Paris, in 2004, named after a famous French brand of notebooks and it defines itself as a "ready-made artist", using the third person feminine singular. On the same wave-length of Marcel Duchamp's lesson –the first who raised ordinary objects to the dignity of art- the collective uses different media, straying from the land of art to contemporary visual culture and moving through a pseudo anonymous area, which denies or contradicts principles such as personal ability, authority and originality. Claire Fontaine's research is based upon the constant engagement employed to monitor contemporary culture and politics. It uses Art as a device sensitive to the detection and analysis of sociopolitical subjects which get herself worried, among which the study of the communization of private spaces stand out: an element binding the poetics of the artist to Pastificio Cerere's history: an ex-factory working since the beginning of the twentieth century and unused since 1960, which came back to life thanks to a group of artists called "Scuola di San Lorenzo" who, occupying and turning its spaces into ateliers, contributed to the transformation of this place, converting it into a reference point for the circulation and teaching of contemporary art.

Comunistico is realized by reproducing two pages of the last edition of the **Zingarelli dictionary**, in which words having the same roots of 'common', each one listed and explained, can be found. "The project changes the dimension of the page of the dictionary, decontextualizing it, allowing the audience to understand the inner sense of these words which in most cases deal with the problem of participating, living together, sharing places" –the artist says- "however, the artwork is not hermetically closed: the presence of words like 'computer' and 'compulsive' stimulates free association of ideas within the readers".

In parallel with the intervention of the artist for *Postcard from...*, a personal exhibition within Fondazione Pastificio Cerere is planned, successfully representing the idea of common good and shared places through the use of various devices. **Bump Key** is a neon work of art, reproducing a key which, inserted into any lock and gently hit with a hammer, can open any door without forcing.

Many Claire Fontaine's works deal with private property through the metaphor of closed doors. The "bump key" is a legally sold object, which renders the employment of traditional locks useless, obviously poorly advertised to avoid panic among citizens and interest among delinquents. The piece of art, which faithfully reproduces the indented part of the key and provides the instructions to assemble it, aims at being a warning about **the precariousness of our sense of safety and our idea of private property**.

The movie *Counterpoison* is the transcription of a journey through a derelict building. Within a housing estate of Glasgow, an abandoned theatre is waiting to be destroyed by the excavators, while dark images are filmed. In the meantime, street children wreck, day by day, its stage left without audience and burn its empty seats. At night, stray animals use it as a shelter and a fox and a pigeon, allegories of clandestine life within urban areas, can be glimpsed. Duty of the observer is to guess what could be the antidote against this blind and silent fall. At present time, the building has been razed to the ground and only the images of the movie remain, accompanied by the cameraman's breath. This place, which has undergone many uses through the years, inspires another work of the exhibition, the *object trouvé* representing the *light box Mecca*, named after the homonymous chain of the bingo hall mounted into the theatre.

The project is presented simultaneously with the exhibition at the T293 gallery, at Via dei Leutari 32 in Rome, open to the public from March 17th, day of the inauguration, until May 15th 2012.

Claire Fontaine conceives art as a device able to place itself within sociopolitical events, rooting in the works by contemporary thinkers like Giorgio Agamben, Walter Benjamin, Jacques Rancière e Gilles Deleuze. Her investigation can be described as a reflection in progress upon the political impotence and the crisis of uniqueness which seem to characterize art nowadays. According to her, making art is the only way to face the questions of present times –such as individuality and collectivity- which concern her.

Among her recent, personal and collective, exhibitions: *M-A-C-C-H-I-N-A-Z-I-O-N-I*, Museion in Bolzano; *Working Together*, Metro Pictures, New York; *P.I.G.S.*, MUSAC Castilla y León, Spain; *Re-writing Worlds (Art and Agency) IV* Biennial of Moscow; *Untitled XII* Biennial of Istanbul; *Economy*, Museum of Contemporary Art, North Miami; *The Traveling Show*, Fundación Jumex, Mexico City; *Future Tense*, Museo Tamayo Arte Contemporáneo, México, D.F.; *After Marx April*, *After Mao June*, Aspen Art Museum, Aspen; *The exhibition formally known as Passengers: Claire Fontaine*, CCA Wattis, San Francisco.

Exhibition information:

Artist: Claire Fontaine

Titles of the projects: *La chiave* and *Postcard from... Claire Fontaine Comunistico*

Curator: Marcello Smarrelli

Opening: **Friday 16 March 2012, 6.30 pm**

Duration: from 17 March to 16 May 2012

Opening hours: Monday - Friday, 3:00 to 7:00 p.m. Free entry.

Address: Fondazione Pastificio Cerere, Via degli Ausoni 7, Rome + ten facilities in the city of Rome

How to reach us: by metro: Termini (line A), Tiburtina (line B); by bus: line 71

Hoarding technical features

400x300 cm; inner frame light 380X280 cm; digital print on Blue Back paper 120gr/mq.

Poster technical features

95x70 cm; high resolution off-set print on mat heavy paper (200/300gr/mq); limited edition work in 300 copies.

Contact information

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Thanks to: Caterina Tognon, Venezia; galleria T293, Roma

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The project *Postcard from...* is produced in collaboration with

