



FONDAZIONE
PASTIFICIO CERERE

Ettore Favini

Verdecuratoda...voi.

Solo show
and

Postcard from...Ettore Favini.
Le farfalle volano sulla città pulita

curated by Marcello Smarrelli

Opening

Tuesday 26th February, 2013 7pm

project, website and vending machines concept by laN+ presentation

from 26th February to 5th April 2013

**Fondazione Pastificio Cerere
Rome, via degli Ausoni 7**

PRESS RELEASE

Rome, February 2013

From Tuesday 26th February until Friday 5th April 2013, the Pastificio Cerere Foundation in Rome will present two exhibition projects by **Ettore Favini**: the solo show ***Verdecuratoda...voi.*** and the first event in the third edition of *Postcard from...*, titled ***Le farfalle volano sulla città pulita***. The two events are curated by Marcello Smarrelli, artistic director of the Foundation.

Favini's research explores man's relationship to nature and time, reading the social context in all of its complexity. The works themselves – made using diverse techniques and materials – become fused with the process of their creation. The single interventions remain open, each one constituting an evolution, a growth and a questioning of the one that precedes it.

For his projects at the Pastificio Cerere Foundation, the artist rereads the subject of ecology from a contemporary perspective, involving spectators in a "game" that binds them to an act of responsibility toward themselves and the environment. An individual action can produce

substantial changes only if it is repeated countless times, while countless micro-changes on a local scale can, if united, give life to large-scale transformation.

THE SHOW Verdecoratoda...voi.

Verdecoratoda...voi, which forms part of the vaster project *Verdecoratoda* begun in 2005, presents an opportunity to trigger a real environmental metamorphosis. In addition to prompting the urban forestation of green species, this phase of the project aims to bring butterflies back into the city, thus restoring an important marker of air quality to urban areas. This intervention is intended as the first in a series of similar events that will be organized across a number of different countries.

The show is structured around several intercommunicating devices. The space will contain a **vending-sculpture** from which attendees will be able to withdraw, using a €1 coin, spheres containing the seeds of plants, bushes and flowers useful to the sustenance and reproduction of butterflies. In addition to their economic support, users will have the opportunity to become actively involved in the artistic process by following the instructions contained inside the spheres, and planting the seeds. **The aim is to build the world's largest vegetable sculpture.**

In the courtyard, the artist will build a **display using the various plant species** whose seeds are contained in the vending-sculpture spheres.

The ex-silos space of the Pastificio will feature a projection of *La Verde Utopia*, a conversation between Ettore Favini, Alessandra Sandrolini and **Gilles Clément** – gardener, landscapist, theorist of the *Third Landscape* and the *Plantary Garden*, and supporter of biodiversity. This video addresses the main issues at the heart of Clément's research: from the analysis of diversity in economic, ecological and social terms, to his project for a "realizable" utopia.

The project further anticipates the launch of a website (www.verdecoratoda.com) where participants will be able to point out the exact location of the seeds they have planted, and upload the photos of the budding plants, thus contributing to the mapping of the vegetable sculpture. The site will also keep track of the locations of new seed distributors, as they are gradually made available.

In addition to purchasing seeds, participants will also be able to contribute to the development of the project by making a donation to the **Banca Etica**, in return for which they will receive a limited edition object created by the artist in collaboration with Canedicoda.

On the occasion of the opening, a project developed in collaboration with the **Roman architecture studio laN+**, invited by Emilia Giorgi, will be presented. laN+ has designed the concept for the vending machines that will be located in the spaces of the institutions, foundations and museums interested in joining the *Verdecoratoda* initiative. More than a simple object, the vending machine here becomes a micro architectural environment that defines a functional space, giving value to its primary function as a collective work of art.

THE PROJECT Postcard from...Ettore Favini. Le farfalle volano sulla città pulita

The solo show finds an ideal continuation in the poster created by Ettore Favini for **Postcard from...** – a project for the diffusion of contemporary art in urban contexts – titled **Le farfalle volano sulla città pulita** (*Butterflies fly over the pristine city*).

The *Postcard from...* project consists in inviting Italian and international artists to create an image for a large-scale poster (400x300 cm), which is installed in the courtyard of the Pastificio Cerere Foundation, as well as in various advertising spaces across Rome, made available by the A.P.A. – Agenzia Pubblicitaria Affissioni

The poster created by Ettore Favini features images of **butterflies no longer present in Italian cities**, with the intention of "repopulating" the spaces where the posters will appear for the duration of the show.

The preceding editions of *Postcard from...* have included the participation of: Lara Alamarcegui, Massimo Gimaldi, Reto Pulfer, and Raphaël Zarka in 2011; Berger&Berger, Claire Fontaine, Alistair Frost, Damien Hirst, and Allison Katz in 2012.

THE ARTIST

Ettore Favini was born in 1974 in Cremona, where he continues to live and work. He has been the recipient of numerous prizes and awards, including the Artegirovane Prize "Torino e Milano incontrano l'Arte," in 2006, and the New York Prize at Columbia University, in 2007. In 2009 he was a finalist for the Premio per gli Amici del Castello di Rivoli, and in 2012 he held a residency at the Civitella Ranieri Foundation. His work has been exhibited in many national and international institutions, including: Italian Academy, NY; ISCP, NY; French Academy in Rome – Villa Medici; Fondazione Sandretto Re Rebaudengo, Turin; CCCS Strozzi, Florence; MAR, Ravenna.

laN+

Carmelo Baglivo, Luca Galofaro, Stefania Manna set up laN+ in the 1997 in Rome.

laN+ multi-disciplinary agency aims at being a place where theory and practice of architecture and design overlap and meet.

During these years, they have collected several awards: the **Medaglia D'Oro all'Architettura Italiana**; the **Prix Spécial – Catégorie Enseignants** of the **École Spéciale d'Architecture** in Paris, the honorable mention for **Zumtobel Award 2012**. They won national and international competition.

La casa di Goethe, Fundació Mies van der Rohe New Headquarter and *Microutopias* projects belong to the permanent collection of the **FRAC Centre** in Orléans.

Since 2012, the project templates *Cheongna City Tower* and *Emptiness* joined the collection of the MAXXI Museum in Rome.

EXHIBITION DETAILS:

Artist: Ettore Favini

Titles of the planned exhibits:

Verdecuratoda...voi.

Postcard from... Ettore Favini. Le farfalle volano sulla città pulita

Curated by: Marcello Smarrelli

Opening event: Tuesday 26th February from 7 pm to 9 pm

project, website and vending machines concept by laN+ presentation

Exhibition period: 26th February – 5th April 2013

Opening hours: Mon - Fri from 3 pm to 7 pm

Entrance: free

Where: Fondazione Pastificio Cerere, Via degli Ausoni 7, Rome

How to reach us: Metro from Termini (line A), Metro from Tiburtina (line B), bus line 71

Hoarding technical features

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

Information:

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Supported by



The project *Postcard from...* takes place in collaboration with



The exhibition *Verdecuratoda...voi* takes place in collaboration with



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