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THE OTHER FACE OF MADE IN ITALY

A New, Dynamic Image of Brand Italia

THE GLOBAL RECESSION

Should Florida be Worrying?

ITALIAN FARM MACHINERY

Conquers U.S. Market

INTERVIEW

Nerio Alessandri, Technogym

PORTFOLIO

An Italian Art Affair with Miami

BY RAFFAELE BIFULCO, ARTETEGA

In addition to their peninsular shape, Italy and Florida have another important factor in common: the sun...and lots of it. Perhaps this is one of the many reasons why so many Italian artists journey across the Atlantic to present their works, leaving behind their native *Bel Paese* where emerging artists tend to face greater obstacles. Perhaps one could define this movement, similar to its well-known cousin *brain-drain*, as *art-drain*. *Brain-drain*, however, is not a recent phenomenon. The annals of history will recall that European cultural and artistic traditions were diffused in part because of the activities of the *clerici vagantes* or "wandering clerics," veritable cultural receptacles who convened in important cultural centers to share knowledge.

Today, Florida is one of the most preferred back-drops for Italian and international artists alike. **Art Basel Miami Beach**, in particular, is a veritable constellation of micro art and design exhibits that gravitate around a central orbit located in the Design District, Wynwood, and Miami Beach. The presence of important collectors like Cisneros Fontanals, Margulies, and Rubell is yet another powerful reason why so many important art dealers decide to open galleries here. Prime examples include Paola Pivi, Roberto Cuoghi, and Cattelan, all artists represented by the Emmanuel Perrotin gallery, which in 2004 inaugurated a new exhibition space in Miami with a collection featuring Pivi and Giuseppe Gabellone among others. The growing number of Italian galleries at Art Basel Miami Beach - some ten during the 2008 edition - is an indication that Miami is increasingly taking a central role over New York (and its Armory Show) as a prominent artistic and cultural hub.

Although Art Basel Miami Beach is certainly the focal point, there are numerous events taking place this year that highlight Italian talent. Earlier this year an event entirely dedicated to young emerging Italian artists and Made



Artist Bruno Giansesi, courtesy of Art Fusion Gallery

in Italy was held at the Design District's De Mazieres showroom, selected works from Fabbrica Eos Milano and Ipe Cavalli Bologna. Eight Italian artists – including Fabio Giampietro, Alessandro Algardi, and Marco Veronese of the Cracking Art Group – gave life to a fusion between contemporary Italian art and design. Another notable event took place in May at the Arno Valere Art Gallery, with a distinguished photography exhibit displaying the works of David LaChapelle and famous fashion photographer **Tiziano Magni** among others. In addition, art enthusiasts can enjoy a collection entitled "**Illumination of the Soul**" at the Art Fusion Gallery until the end of June that features the works of **Francesco Mino** and **Bruno Giansesi**. Giansesi - who was a top assistant of Gianni Versace and director of theatrical projects for sixteen years - exhibits eleven works, a veritable mix of fabric and paint that he describes as "mix and match."

Finally, the Quiroz 108 gallery, in collaboration with the *Centro Italiano per le Arti e la Cultura* (Italian Center for the Arts and Culture), inaugurated **Matteo Ferretti's** exclusive exhibit

entitled "**Lights at the Edge**," which ran from May 9 – June 12. This exhibit followed on the heels of Marco Nereo Rotelli's "**Poetry's doors**" scheduled to travel to Denver, Chicago, and New York over the course of 2009 – 2010. Ferretti's exhibit featured twelve works that were the result of the artist's research on the relationship between renewable energy and form. Ferretti, who explored the theme of the power of the brain and its energy, shows how the brain becomes the icon of the mental and spiritual journey at the core of our vital energy, just as the sun is the foundation of nature's life cycle. His visual projects are the result of the union of varying artistic experiences ranging from painting to pixel technology, a truly unique encounter between painting and video art.



Artist Matteo Ferretti, courtesy of Quiroz 108 Gallery

Where to go:

Arno Valere Art Gallery
www.valerericartgallery.com
3900 NE 1st Avenue - Miami, FL 33137

Gallery Emmanuel Perrotin
www.galerieperrotin.com
194 NW 30th Street - Miami, FL 33127

Art Fusion Gallery
www.artfusiongallery.com
1 NE 40th Street, # 3 - Miami, FL 33137

Quiroz 108 Gallery
2294 NW 2nd Avenue - Miami, FL 33127