

*To create is divine,  
to reproduce is human.*

*Man Ray*

**Multipli d'artista**

**Opening: November 29, from 6 pm**

On Thursday November 29, Fondazione Marconi is pleased to house the exhibition *Multipli d'artista* by Studio Marconi '65.

Giorgio Marconi told that he took an interest in multiples since the beginning of his activity, in the mid Sixties. At that time, with Pop Art the idea of uniqueness relating to the work of art became outdated. This concept has already been called into question by Duchamp, Man Ray and the Dadaists. Artists created numerous editions, thanks to a growing interest towards this new way of making art: they tried to broaden the public, making multiple editions of their objects and reducing the price.

So editions became an important part of the artistic expression because they allow artists to test several materials and to think up new formal solutions, but above all they promoted a major circulation of ideas when the need to communicate was very strong.

The exhibition develops itself into two exhibition spaces, Fondazione Marconi and Studio Marconi '65. It documents the transformation of the status of the work of art from unique to various, through multiples by artists who worked with Studio Marconi '65.

On view *Cravatte* (1967) made in celluloid by Enrico Baj, where appears the artist handicraft interest towards material, then his plastic characters as the *Maternità* (1974) in meccano and *L'uovo di Saffo* (1999) a wooden box containing a modified ostrich-egg and five poetical passages by Saffo, freely written out by Alda Merini.

There are also various multiples by Mario Ceroli and by Joe Tilson, *Casellario* and *Boite à malice* (1980) by Lucio Del Pezzo, editions by Richard Hamilton as *Guggenheim* (1970), *Cage* (1970) by Bruno Di Bello, *Sistema* (1976) by Gianfranco Pardi, and bronze and steel multiples by Arnaldo Pomodoro. And lots more as Louise Nevelson, with regards to the american artists Giorgio Marconi tells that it was him who persuaded the artist to realize multiple editions, she was afraid of the low price but in 1973 they made *Night Blossom* and two years later *Winter Chord*, both in edition of 100.

There are also *Rosa impacchetata* (1968) by Christo, multiples by Alik Cavaliere, by Hsiao Chin, *Papaveri* (1988) by Gilardi, some screen printings by Pistoletto, the bronze multiple *Passaggi segreti* by Giuseppe Maraniello and the poem written by Mimmo Paladino and Nanni Balestrini hold in a suitcase.

To Man Ray "a unique work originates from a desire and all the duplications by a need". It was the market demand and the difficult availability of his works that pushed the artist to make editions of his unique objects. On display there are *Indestructible Object* and *Indicateur*, objects that to the artist were "designed to amuse, bewilder, annoy or to inspire reflection, but not to arouse admiration".

Giorgio Marconi says: "multiples promote collecting without spending too much during these hard times. So high quality and affordable art".

**Fondazione Marconi Arte Moderna e Contemporanea**

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**Opening:** November 29, from 6 pm

From November 30, 2012 until January 5, 2013

**From Tuesday to Saturday 10-13 and 15-19**

**Free entrance**

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