# FARNESINA Digital Art Experience

## Collective exhibition curated by Stefano Fake and Savina Tarsitano in the occasion of Loop City Screen

**Grand Opening:** 10.11.2022 from 19.30h to 21:30h
**Exhibition Dates:** from 11.11.2022 to the 25.11.2022
**Opening Hours:** Tuesday–Saturday, 16:00–20:00



FARNESINA
DIGITAL ART EXPERIENCE

Curated by Stefano Fake and Savina Tarsitano

Carrer D'Espronceda 326, Nave 5, Barcelona 08027, Opening hours: 16:00-20:00

10-25.11.2022

Antica Proietteria
Antaless Visual Design
Apparati Effimeri
Delumen
FLxER
Full Frames
High Files Visuals
Kanaka Studio
Karmachina
Leandro Summo
Luca Agnani Studio
mammasONica
Michele Pusceddu
MONOGRID
Mou Factory
OLO Creative Farm
OOOPStudio
Plasmedia
Pixel Shapes
Proforma Video Design
THE FAKE FACTORY
WOA Creative Company

Opening: 10 November at 19:30h

**Espronceda – Institute of Art & Culture** is pleased and honored as part of Loop City Screen to present the Farnesina Digital Art Experience Exhibition. A new collaboration was born thanks to the director Lucio Izzo, of the Italian Cultural Institute of Barcelona, who introduced us to this beautiful project, the Farnesina Digital Experience, and to the artistic director Stefano Fake. We are pleased to present it for the first time in Barcelona with the prestigious Loop City Screen. Espronceda looks forward to showcasing this exhibition in Barcelona, as Savina Tarsitano, Artistic Director explains: "Presenting this prestigious project as part of the Loop City Screen gives us the opportunity to make the Italian experience known to the Catalan world, with an intercultural exchange on the international scene."

From the birth of video art, to video mapping, to the digital world, history teaches us that the evolution of the artistic world is the mirror of history, and contemporary society uses new means of expression to respond to the changes taking place in the contemporary world. This exhibition takes us into the Italian world through the work of 26 artists and studios selected for this project. Espronceda believes in the importance of cultural exchanges, of dialogue between cultures, and this project responds perfectly to this philosophy.The project for Loop City Screen will be curated by Stefano Fake and Savina Tarsitano for November 2022.

**FARNESINA Digital Art Experience** enhances and promotes Italian excellence within the digital art sector, through the organization of exhibitions, shows, performances and participation in international events. The project is promoted by the **Ministry of Foreign Affairs and International Cooperation.** The exhibition was promoted by the **Italian Ministry of Foreign Affairs and International Cooperation,** and its title is inspired by the iconic Palazzo della Farnesina in Rome where the Ministry is based and which houses the world's largest public art collection and where its first edition took place. Through the network of **Italian Cultural Institutes, Embassies and Consulates General, MAECI** brings Farnesina Digital Art Experience to the most significant places in every corner of the planet. The exhibition in Barcelona is organized thanks to the **Italian Institute of Culture in Barcelona, the Italian Embassy in Madrid, the Consulate General and Espronceda Institute of Art and Culture.** The organization and promotion are curated by **Bright Festival** and **ImmersiveExperience.Art** with the artistic direction of Stefano Fake.

**Creativity Made in Italy:** Italy has always been the cradle of creativity, innovation and research in the artistic and cultural fields. Over the past two decades, we have seen a generation born and grown of artists, creatives and designers who have realized pioneering projects and have become a point of international reference in the field of video mapping, immersive art experiences, of light art and audio-visual performances. **FARNESINA Digital Art Experience** exhibits for the first time the work of 26 studios that are prestigious in these new forms of art.
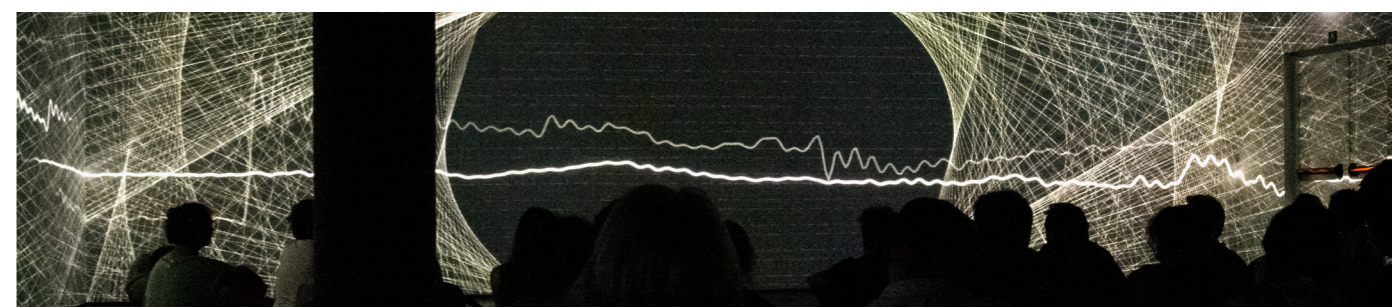
# FARNESINA – IMMERSIVE ART EXPERIENCE

Immersive Art is an art form that aims to immerse the viewer inside the work of art itself. The visitor is stimulated and involved through light, sound, images and animated graphics. The artist's goal is to create a space that is a "container of emotions", a place that generates a seamless sensorial flow.

Andy Warhol often liked to repeat that, from his point of view, pop art was above all "loving things' '. Paraphrasing his words, we could say that immersive art is above all "loving people" since in these installations there is an important and fundamental relational aspect between artist and visitor. The only fact of defining them as "experiences' ' (Immersive Art Experience) makes us understand the change of paradigm put in place by the artists who dedicate themselves to this discipline. The quality of the creation of the audiovisual product or the purely technological, then can also take a second place. First of all is the visitor's experience, his being enveloped in the light, inside the rooms augmented by the sensorially thanks to the poetic use of technologies. It is not a question of surrounding the viewer with large images, but of bringing him into an audiovisual flow, shaping the form of sensory perceptions.

Being an artist who works in the field of Immersive Art is not simply a matter of making videos or multimedia installations but above all the perceptions of the visitors and the relationships created within the immersive space. Stefano Fake, Artistic Director of Farnesina Digital Art Experience and Claudio Caciolli, Creative Director of the Bright Festival expands on this:
"In recent years, Digital Art revealed itself to be one of the forms of creative expression most appreciated globally: an extraordinary success that overwhelmed the sectors of culture, fashion, design, communication and entertainment, paving the way for new authors and creatives who use new technologies for installations, works, and shows of great emotional impact."

Digital creativity now makes it possible to create innovative and dynamic contents, through increasingly engaging storytelling languages and techniques, such as video mapping, immersive art and light & sound art. This makes it capable of reaching an extremely large intergenerational audience. The Farnesina Digital Art Experience project was born with the aim of promoting Italian excellence within the digital creative sector, through production and the exhibition of works in contexts of international importance. We have selected 26 firms from all over Italy that for years have had success working in this area, by carrying out high-level projects for cultural institutions, public and private companies, international events and exhibitions.

Moreover, 3D video mapping is a technique that allows you to visually transform the three-dimensional surface of a building or object through the use of digital technologies and video projections.
The Italian Ministry of Foreign Affairs has promoted the works of Italian artists who specialize in this technique, through a series of events that since 2019 have involved some impressive and prestigious building facades: Palazzo della Farnesina Rome, Condeduque Madrid, Temple du Change Lyon, Italian Embassy Buenos Aires, Museo Nacional de Arte MUNAL City of Mexico.

# DIGITAL TECHNOLOGIES AND THE BIRTH OF A NEW GENERATION OF ARTISTS

"Every work of art is the child of its time, and is often the mother of our feelings.
In the same way, each cultural period expresses its own art, which will never be repeated."
(Vasily Kandinsky)
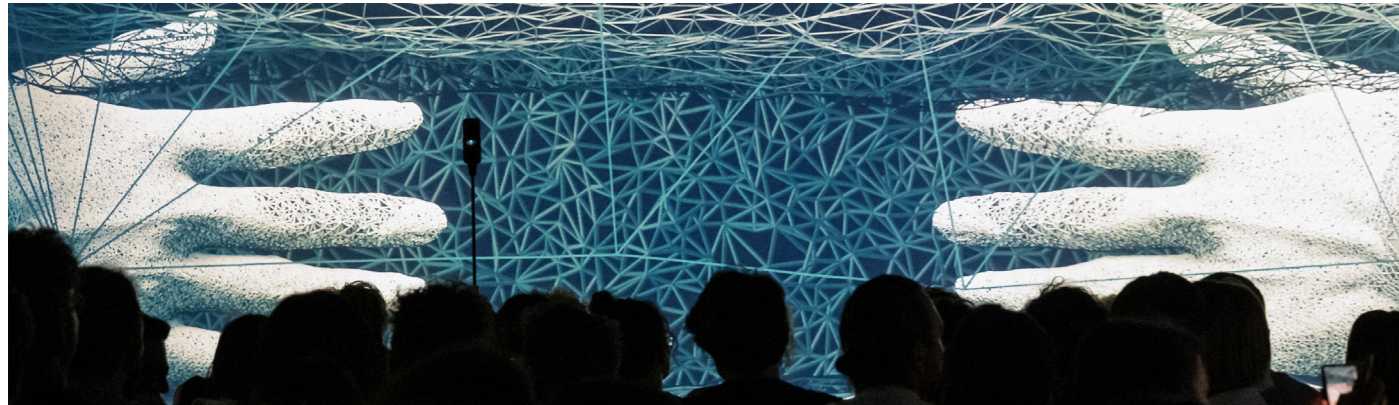


From the 1990s onwards, everyone understood that digital technologies applied to audiovisual creation would soon revolutionize the way photography, video, computer graphics, music and visual arts were produced.

In 1989 Autodesk Maya, 3D Studio and Avid Media Composer were launched, and in 1990 Adobe Photoshop was born, followed the next year by Adobe Premiere. Over the following decades, the evolution of hardware and software for digital audiovisual production has been constant and unstoppable, contributing to the democratization and globalization of creative processes.

The arrival of the new millennium decreed the definitive transition from the era of "electronic" art to the new era of "digital" audiovisual art, which is characterized by being designed and produced exclusively through devices that had never existed before. Cameras digital sensors replaced film, DV – digital video cameras, non-linear video editing software, 3D compositing and graphics, liquid crystal displays and video projectors. Video projectors were becoming more and more powerful, and in turn, became increasingly popular and affordable creative tools. Even in museum installations, in public art events and in the entertainment industry, there was a process of integration between digital technologies and scenographic devices. The new generation of personal computers and the increasingly performing video projectors became the tools in the hands of a new generation of artists, video designers, set designers, video makers and digital creators.

Thus, for more than twenty years, we have witnessed the birth of a new generation of creatives, designers and artists who have been able to experiment and innovate within these new forms of expression; whose birth was certainly favored by technological development, but whose results transcend the purely technical aspect, to achieve exceptional aesthetic results never before experienced.

Year after year, new forms of expression were born and developed: video mapping, monumental video projections, virtual sets, light art, immersive art, audiovisual performances and interactive installations. At the same time, the paradigm for understanding these events changed: we start talking about the "experience" of the public and the visitor, and for many digital creators it becomes essential to focus on the experiential and sensorial aspect of multimedia works. The public no longer seems to be asking to see works, but wants to enter the sensory flow created by the artists, who express themselves both within exhibition spaces but above all in public squares.

The characteristic of these shows, and their uniqueness, lies mainly in their hybrid nature, "phygital" as we would say today. Specifically, these are production and exhibition practices that bring together the digital world, the creation of content in computer graphics, with the physical world, that is, the use of video projections on the facades of buildings, natural surfaces, screens, walls of exhibition spaces. In phygital art, the "digital data" becomes sensitive matter through the light projected onto real surfaces. Physical reality is "digitally augmented", allowing the visitor an aesthetic experience enhanced in its sensory aspects.

Thanks to the support of the Ministry of Foreign Affairs and International Cooperation, we had the opportunity to bring together a collective of Italian studios that are distinguished in their ability to experiment, innovate, create, invent, develop new languages and artistic expressions.

FARNESINA Digital Art Experience, a project officially launched in December 2019 with a spectacular video mapping on the facade of the emblematic headquarters of the Italian Ministry, aims to raise awareness of the work of this generation of artists who for years have achieved creativity around the world, winning awards at prestigious international festivals and bringing thousands of visitors to immerse themselves in the latest generation of digital art.



**Selected studios / artists (tot 26):**

Antica Proietteria (Reggio Emilia)
Antaless Visual Design (Palermo)
Apparati Effimeri (Bologna)
AreaOdeon (Monza)
Delumen (Modena)
FLxER (Roma)
Full Frames (Montecatini)
High Files Visuals (Torino)
Immersive Media Studio (Siena/Milano)
Kanaka Studio (Avellino)
Karmachina (Milano)
Leandro Summo (Bari)
Luca Agnani Studio (Macerata)
mammasONica (Catania)
Michele Pusceddu (Cagliari)
MONOGRID (Firenze)
Mou Factory (Cremona)
Odd Agency (Palermo)
OLO Creative Farm (Como)
OOOPStudio (Reggio Emilia)
Plasmedia (Lecce/Foligno)
Pixel Shapes (Ragusa)
Proforma Video Design (Livorno)
Sinapsi Videomapping Lab (Genova)
THE FAKE FACTORY (Firenze/Milano)
WOA Creative Company (Milano)

**Stefano Fake** is an Italian artist and video designer who creates installations using video projections, films, photographs, sculptures, paintings, computer graphics and interactive technologies. He is among the leading exponents of Immersive Art, which aims to immerse the viewer within the artwork itself. In 2001 he began making immersive art installations, of which he became one of the world's leading exponents with exhibitions visited by more than 5 million global viewers. Since 2019 he has been the creator and artistic director of the **FARNESINA Digital Art Experience** project, which promotes the work of more than 25 Italian digital art studios specializing in video mapping and immersive art. / www.thefakefactory.art; www.stefanofake.art

**LOOP** is a platform dedicated to the study and promotion of the moving image. Founded in 2003, since its creation it offers a specialized audience a curated selection of video-related contents from challenging perspectives. While teaming up with an international community of artists, curators, gallerists, collectors and institution directors to develop projects which aim to explore the capacities of video and film in today's contemporary art discourses, it annually hosts LOOP Barcelona. The Festival presents a series of proposals related to moving image creation in the form of exhibitions, screenings and live performances around the city. / www.loop-barcelona.com

**ESPRONCEDA Institute of Art & Culture**, founded in Barcelona in 2013, is an innovative and contemporary art project. ESPRONCEDA Institute of Art & Culture provides an international platform and multidisciplinary environment for artists, curators, and everybody else who believes in the importance of art, culture and education for more creativity and a better world. ESPRONCEDA Institute of Art & Culture fosters established and aspiring international artists to develop their work and creativity, and to spread their inspiration beyond their experience in the space. / www.espronceda.net

For more information or questions, please contact via:
E-mail: renata@espronceda.net
IG: @esproncedabcn