



GIORGIA SEVERI - ANTENATI FORESTE

Esse Caffè Store

Via Galliera 18 B, Bologna

from Thursday 1 February 2018

9.30 a.m. to 1 p.m. and 4 p.m. to 6 p.m. | **breakfast:** Saturday 3 February 2018, 10 a.m.
on the occasions of **Art City White Night** open until 10 p.m.



la città projects, a new project thought up by Studio la Città for promoting artists to be discovered and rediscovered, presents in Bologna, thanks to the collaboration with **Esse Caffè**, a selection of works of the young artist **Giorgia Severi**.

Esse Caffè is a meritorious symbol of interaction between art and business: last year in the historical headquarters of the Segafredo family's coffee firm, in the centre of Bologna, during Arte Fiera there was opened a show of work by Francesco Geronazzo – who later won the Acqui Giovani prize – with whom the firm has undertaken a project to promote his work.

This year, as a result of meeting **la città projects**, Esse Caffè Store will be showing new works by Giorgia Severi, taken from her series **Antenati Foreste**: the show will also be part of the Art City White Night circuit – the art white night organized by Arte Fiera – and so can also be visited on Saturday 3 February when it will remain open until 10 p.m.

The series, started by the artist in 2012, is devoted to the natural elements that have created the territories on which we live: these are changing quickly or even disappearing as we know them, due to natural or human agents. Also in the show is a selection of casts on paper and cellulose which represent fragments of reality which leave little to be interpreted because they were removed and are genuine prints of the surfaces. As the artist has stated, "Humanity stresses and forges the landscape because without mankind the landscape would not exist. There would be the space and the environment but not the concept and perception of what we mean by landscape. However, at the same time the territory overwrites humanity and forms it, just as it inscribes itself on the natural process of everything. Mountains are the outcome of hundreds of millions of years of orogeny, of the erosion and drying up of the oceans that covered the globe. NATURE – from the Latin *the force that generates*".

Moreover, in the same period, la città projects proposes at **Arte Fiera** the second part of Severi's cogent project, this time devoted to mountains. A booth measuring 24 sq. m. will host the large-scale work **Antenati – Mt. Zeil, Once there was the Ocean**, 2016.

The show in both spaces will be accompanied by an essay by **Renato Barilli**.

GIORGIA SEVERI

Giorgia Severi was born in Ravenna in 1984. After having studied mosaic restoration, she then went to the art college in her home city. When still very young, she began to travel in order to deepen her art researches, also impelled by a passion for mountains, forests, and to study the overall relationship between man and nature. Soon her experiences of residences and projects led her to live abroad at various times: in India for example, where she worked in Jaipur University, and in Australia where she collaborated with various communities of aborigines. However, her base camp remains Italy where she has her studio. An enthusiast of botany, herbal medicine and agriculture, Giorgia Severi applies and experiments with agricultural undertakings on her allotment in Emilia Romagna. She collaborates with various artists for projects and residences at an international level. In 2015 she took part in the Venice Biennale in the official pavilion COUNTRY, a collateral show to that of Australia's, one devoted to a project of hers created together with various aborigine artists. Severi's work is concentrated on the natural and human-made landscape, on its continuous transformation – geological or by the hand of man – and on cultural landscapes which the artist thinks of as the result of the relationships between an environment and the population that lives in it. She works with installations, large-scale drawings, performances, videos, and sound and sculpture installations

ESSSE CAFFÈ

In 1979 the Segafredo family, known for its long tradition in the coffee sector, established the Essse Caffè brand in Bologna. The choice of writing the letter S three times in Essse was not random. This is the first letter of the Italian words for science, knowledge, and specialization: three values that gather together the firm's philosophy, one based on experience and aimed at innovation through the consistency of its coffee mixtures and its search to improve sensory qualities, with the aim of always offering an excellent product. The business has gained a primary position in the coffee world, with a deep knowledge of aspects ranging from coffee beans to the coffee in your cup, roasting, vacuum packaging, and professional machinery for preparing espresso coffee. Today Essse Caffè is a successful brand well-known in Italy and abroad, a guarantee for high quality coffee.

In order to arrive at such results, the firm takes advantage of its scientific collaboration with the university world while, in the field of design, Essse Caffè has, together with Giugiaro Design, produced the S12 Sistema Espresso capsule machine that won the prize for design excellence at an international level awarded by the Chicago Athenaeum Museum of Architecture and Design and the European Centre for Architecture, Art, Design and Urban Studies.

LA CITTÀ PROJECTS

La città projects was begun this year on the occasion of the show *ANTENATI* in the ESSSE Caffè store in Bologna and concurrently with Arte Fiera. It is an idea thought up by Hélène de Franchis also for presenting and promoting young and not-so-young artists in spaces outside her gallery.

For some time, in fact, Studio la Città has devoted to these artists one of the rooms of the huge exhibition space in Lungadige Galtarossa, Verona, by organizing brief shows, often devised together with curators. This gave rise to the wish to “go outside” and to take the artists and their work to “different” spaces, available to a wider public. A project that will develop over time and in different venues.

For this reason, **la città projects** is presenting itself as a completely new brand, but one that will, at the same time, recall the gallery's beginnings: in fact in the 1970s Stepan Zavrel, a famous Czechoslovakian illustrator and the founder of the Scuola Internazionale di Illustrazione (Sàrmede, 1971), devised the first of the gallery's logos, now used for this project. This decision came about with the show *The Misfits*, which opened last November and runs until 10 February 2018. The idea of starting up **la città projects** derived from the very idea of showing “what we do not see but that exists, covered by silence, while waiting for a gaze that knows how to see”: in other words, to present new proposals that have in common a momentary touch with the “spirit of the times”, independently of the reasons of the market, and that undoubtedly have a high artistic quality.

Useful information:

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ESPRESSO IN ITALY

<http://www.esssecaffè.com>

La città projects | Arte Fiera, pavilion 26 – booth B6

Preview: Thursday 1 February 2018 – 12 to 9 p.m.

From Thursday 2 to Sunday 4 February 2018

11 a.m. to 7 p.m.

Monday 5 February 2018, 11 a.m. to 5 p.m.

Link for downloading images for use by the press:

<http://studiolacitta.it/download-giorgia-severi/>

For further information and images, write to:

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