

Press release
PRIMA PUNTATA
group exhibition

venue:

largo goldoni, palazzo delle esposizioni, electronic art caffè, rome

exhibition opening:

december 20th, 1994

exhibition closing:

december 21st, 1994

ADDIS - ARCANGELI - BARTOLINI - CANEVARI - CAROCCI - CARRANO - CINICO TV - COLAZZO - D'AMICO - FORMENTO.SOSSELLA - GALLIANO - KAUFMANN - LANDI - MARISALDI - NAPPO - ORSI - PIETROIUSTI - SCOGNAMIGLIO - SILVESTRO - TOCCAFONDO - TODERI - TRANQUILLI - VEDOVA.MAZZEI

To hold an artistic and cultural manifestation for the city and its citizens.

The idea is to utilize monuments and buildings as screens to project huge slides of artworks from national and international artists, visibly intervening in the urban pathway with the images chosen and proposed by the curators to sensitize daily the citizens who are increasingly cut off from art circuits.

In particular, the proposition "Prima Puntata" is linked to a project in an advanced stage of conceived realization by Marco Giusti e Paolo Canevari. As a product from RAI 3, which commissioned 23 young Italian artists with 23 unpublished videos that will be broadcasted as scheduled in RAI 3 on December 21, 1994, in the program "Fuori Orario" and inserted for a full week as the opening theme of "Blob".

The project "Prima Puntata" idealized and created by Stefania Miscetti and Umberto Scrocca, consists of an interactive multimedia event, divided into 2 sections:

- a) External: projection of monuments and a mural of the city of giant slides extrapolated and manipulated by the video of the 23 artists;
- b) Internal: Videoparty in the Electronic Art Caffè in the Roof Garden of the Palazzo delle Esposizioni with projections of the 23 videos of the young artists at the same time with national diffusion through the third channel of RAI.

On Wednesday the 21st, RAI will broadcast during after hours an initiative curated by Marco Giusti and Paolo Canevari: 25 animated videos made by young Italian artists.

These videos will be broadcast from 22.00, in the Electronic Art Cafè curated by Umberto Scrocca, at the Roof Garden in the Palazzo delle Esposizioni di Roma.

This project is accompanied by an intervention dedicated to the city: extrapolated images of the videos will be projected in large dimensions on the facade of the historical building.

(Wednesday, December 20th, from 18.00 to 20.00 in Largo Goldoni; Wednesday, December 21st from 22.00 to 00.00 in the Palazzo delle Esposizioni).

The idea to utilize monuments and buildings as screens, visually intervening in the urban landscape, carries the name of PRIMA PUNTATA curated by Stefania Miscetti and Umberto Scrocca.

The artists that participated: Addis, Arcangeli, Bartolini, Canevari, Carocci, Carrano, Cinico Tv, Colazzo, D'Amico, Formento Sossella, Galliano, Kaufmann, Kozaris, Landi, Marisaldi, Moro, Nappo, Orsi, Pietroiusti, Scognamiglio, Silvestro, Toccafondo, Toderi, Tranquilli, Vedova Mazzei.