



**The first edition of C.Ar.D. – “Contemporary Art and Design” –
inaugurates a series of exhibitions, installations and events by artists,
photographers and designers in the hills around Piacenza
from 12 September to 12 October 2014**

**On view works and installations by:
Svetlana Alpers, Paola Anziché, Christopher Broadbent,
Alice Cattaneo, Marco Ferreri, David Alexander Flinn, Duilio Forte,
Ron Gilad, Rashawn Griffin, James Hyde, Ezra Johnson,
Barney Kulok, Fabienne Lasserre, Donna Moylan, Giordano Pozzi,
Denis Santachiara, Attilio Stocchi, Jessica Stockholder,
Studio Formafantasma**

Paolo Baldacci, 70 years of life in art. As an art historian (particularly renowned for his studies on Giorgio de Chirico) and collector, Paolo Baldacci is a friend to hundreds of artists around the world.

Daniela Volpi, architect. As one of those contemporary professionals brought up on bread, buildings and design, and following 14 years of consolidated experience as president of the Milanese Order of Architects, Daniela Volpi has worked in close contact with all of the major protagonists who made Milan the capital of international design.

As companions in life, for many years Paolo Baldacci and Daniela Volpi have explored themes that impassion them, searching for the points of convergence in their professional worlds: in art that more and more frequently overruns the borders of design, and vice versa. Many of these thought points were identified in the Val Tidone valley near Piacenza, where the couple share a country home in the vicinity of Pianello – a *buen retiro* where friends are welcomed to stay in a beautiful region that has become, in modern terms, *trendy*.

In fact, in recent years the hills around Piacenza have become one of the most exclusive country destinations for protagonists from the worlds of culture, publishing, journalism and finance in northern Italy, and in particular, from Milan. The great success of this area is mainly due to the uncontaminated beauty of its landscapes and the close vicinity of towns and cities that boast a rich heritage of medieval and Renaissance art, as well as prestigious gastronomic traditions including

wines that rate amongst the best in Italy. If one adds the genuine friendliness of the local population, one can see how, if the cultural wealth of this region is managed intelligently, it is destined for a great future in cultural tourism.

Indeed, many of the towns in the valleys already host events dedicated to traditional specialties, gastronomy, wines, hand crafts and Music, but as yet, no real emphasis has been placed on artistic initiatives.

Motivated by this lack, Paolo Baldacci and Daniela Volpi thought of establishing an annual art festival that would represent an important link between the public and the exciting reality of contemporary art – an intriguing world so often surrounded by an aura of diffidence created by the many preconceived notions that accompany its reputation and the elitist forms through which it is often presented.

From this point of departure, the two founders and a handful of equally determined friends (**Cristina Baldacci** for art, **Franco Raggi** for design, **Andrea Kerbaker** and **Giulia Pellegrino** for communications), set about defining the concept of **C.Ar.D. (Contemporary Art & Design)** and preparing the first edition of the event, which will take place for a month between the **12th of September** and the **12th of October 2014**, with the primary aim of overcoming the diffidence that conditions the wider public's approach to Contemporary Art and Design, in order to render forms of expression that are all too often considered to be abstruse and out of context a comprehensible part of everyday life.

The organizers invited a select group of international artists who are unanimously judged to be some of the most interesting protagonists on the art scene, all of whom were asked to spend time in the valleys around Piacenza working on a series of site-specific installations to be hosted in locations earmarked for the occasion. C.Ar.D will therefore provide an almost unique opportunity to see these artists at work and create direct dialogue that will facilitate an understanding of the meaning of their works. This will be a rare opportunity, not only for the visual arts (painting, sculpture, photography), but also for the sector of design, where particular attention will be paid to aspects of design that are not bound by the limits of the production of everyday objects, thereby extending the focus to the experimental aesthetics of creative invention.

In addition to the spectacular, amusing, cathartic and provocative scope of any artistic initiative, C.Ar.d aims to reawaken a sense of collective awareness that is capable of transforming the region into an exemplary symbol of the harmonious coexistence of historic cultural heritage and initiatives dedicated to contemporary art and architecture, which can be just as noble as their ancestral counterparts without having to resort to imitation and its sometimes questionable results.

The various exhibitions will be accompanied by the artists' explanations of their works and a series of conferences aimed at bringing the public closer to an understanding and appreciation of contemporary art. During the exhibition, we will also project a series of documentaries on modern art and architecture.

The exhibition venues of this first edition of C.Ar.D will be located in the municipal areas of **Pianello**, **Piozzano**, **Agazzano** and **Gazzola**. In future editions, these venues may vary and be extended to other municipalities in the area.

Exhibitions and installations located in the town of **Pianello**:

. Along the river Tidone (installation by **Duilio Forte**),

- . In the Rocca Dal Verme (photographic exhibition by **Christopher Broadbent**),
- . in front of the auditorium (installation by **Denis Santachiara**),
- . in the Bocciodromo (exhibition and site-specific installation by **Jessica Stockholder**, installation by **Marco Ferreri**, photographic exhibition by **Barney Kulok**),
- . at the municipal library in via Roma (exhibition *Painting then for now* by **Svetlana Alpers, James Hyde** and **Barney Kulok**),
- . in two of the warehouses on via Mascaretti (exhibition by **James Hyde**).

Cascina Masarola, located in the Municipal District of Pianello, 1 km from Piazza Madonna in the direction of Piozzano (exhibitions and installations by **Paola Anziché, Giordano Pozzi** and **Studio Formafantasma**); **Rocca d'Olgisio** (installation by **Attilio Stocchi** and **Alice Cattaneo**).

ex-Consorzio Agrario di San Gabriele in the **Municipal district of Piozzano**: (exhibitions of works by **Rashawn Griffin, Alice Cattaneo, Ezra Johnson, Fabienne Lasserre**).

In **Agazzano**, at Villa Scotti Anguissola (exhibition by **Donna Moylan**, installation by **Ron Gilad** in the court).

In the municipal district of **Gazzola**: exhibition in the court of the Castello di Lisignano (with works by **Jessica Stockholder, David Alexander Flinn, James Hyde, Fabienne Lasserre**).

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