PRESS RELEASE

LODOLA & MATHIS

The new patronage: envisaging the future

Galata Museum, Genoa

Opening 7.30 p.m. on 2 October 2014

2 to 22 October 2014

As the 54th International Boat Show takes place in Genoa, a new exhibition featuring works by Marco Lodola and Jill Mathis – curated by Ivan Quaroni – opens at the city's Galata Maritime Museum. The show is being promoted by Bruno Guidi, a marine accessories manufacturer and patron of contemporary art.

"I make items that cannot normally be seen in ships. It may be for this reason or perhaps it is because I am a very curious person, but I see art where most people do not. Since Jill Mathis's photographs helped me to perceive the aesthetic substantiality of objects and machinery, the entire production area in my factory has been like an art gallery to me," said **Bruno Guidi**, who founded the marine accessories manufacturer of the same name in 1968. He was talking to the Italian newspaper *La Stampa* during an interview published on 13 April 2013.

Guidi S.r.l. is back in Genoa once again this year for the **54th International Boat Show**. As ever, it is showing the great passion for art that saw it put on the *Industry* solo exhibition by Jill Mathis in 2011, organize the display of Michelangelo Pistoletto's large *Love Difference* installation in Palazzo della Meridiana in 2012 and present the *Gilmour & Mathis: Contemporary Art Meets Industry* show in Palazzo Ducale in 2013.

In 2014, an item from the **company collection** is on display in the **Guidi stand** at the International Boat Show: a stunning 1:1 scale model of a small yacht made in the 1970s by the venerable boat builder Camuffo, which was already one of Guidi's customers back then. The model was made entirely out of recycled cardboard by **Chris Gilmour**. It is approximately five metres in length and it is complete with all of the details of the yacht. Meanwhile, the Galata Museo del Mare hosts the works of Marco Lodola and Jill Mathis in an exhibition curated by Ivan Quaroni that brings art and industry together once again. It is not the first time that the prestigious museum in Genoa has hosted the bright, unmistakeable art of the artist from Pavia: in 2007, the spellbinding works in his *Lightship to Lodola* exhibition lit up the floors of the museum.

The exhibition blends art and shipping, sculpture and photography. The concept behind it is the ***Future,*** in the sense of technological innovation in both industry and contemporary art. The exhibition curator Ivan Quaroni had the following to say about this year's theme: "Along with science (and technology), art has always been the most advanced sphere of research in human thought. It is a field that allows us to imagine new realms of reality. As Kandinsky said, it has the quality of transgressing the boundaries within which time would like to confine it, and so forecasts the content of the future. Therefore, art is the imperfect science of the imagination, which allows hypotheses – and sometimes even prophecies – to be formed about the world of tomorrow. Like science, it has the capacity to prefigure reality, because everything that exists, every item and every form produced by humanity must first have been conceived in the mind. Similarly, many of the things that have been envisaged have gone on to exist in real life."

The future in question has firm roots in the past and the present, but it has been interpreted and imagined with the visionary creativity of the two artists who have been asked to explore the topic.

Jill Mathis presents a selection of black & white and colour photographs that have been taken for the occasion. They show technological products by Guidi that have been made in the present with an eye on the future. Mathis's delicate, feminine and poetic touch has made them into highly atmospheric abstract works. Meanwhile, Marco Lodola is drawing on his distinctive illumination-based pop style to make a huge *site specific* light sculpture depicting a boat of the future equipped with Guidi parts.

When seen through Jill Mathis's eyes, pipe couplings and unions, filters, sleeves, pumps, valves, thru-hulls, scuppers, greasers, distributors, seacocks, plugs, nuts and manifolds all become stationary, statuesque elements sculpted by crystal clear light that is reminiscent of the brightness in early 20th century Italian paintings, somewhere between Magic Realism and New Objectivity.

Meanwhile, Marco Lodola has taken on the task of creating a work that conveys the intrinsic dynamism of Bruno Guidi's company in a realm that ventures beyond the present. The artist has pictured a motorboat from the future: a vessel of light that appears to speed across the waves like a powerful electric wake.

Once again this year, the exhibition is part of the schedule for **GenovaInBlu**, a series of fringe events that take place in the city during the International Boat Show (www.genovainblu.it).

Profiles of the artists and the curator

Jill Mathis grew up in Texas and studied photography at the University of Texas at San Antonio. In 1988, she entered the University of Texas at Austin's School of Photojournalism. After spending five years in New York City working as Ralph Gibson's assistant, she moved to Italy.
For some time now, she has been working on a photographic sequence based on etymological research, which began with an exhibition and a book funded by Olympus Cameras, UK.
In 2012, Damiani Editore published her book *Dreaming of Ingmar Bergman*, which contains photographic, etymological and philosophical reflections inspired by the poetics of Bergman. The photos come to life around evocative words taken from the director's output and the places in Sweden where he lived and made films.
Mathis's work has been cited in a number of university studies and added to many academic collections, including those at Columbia University, Georgetown University, the University of Pennsylvania, Vanderbilt University and the University of Maryland.
Jill Mathis exhibits her work in Europe and the United States. Her photographs can be found in numerous public and private collections, including those of The Whitney Museum of American Art, The Jewish Museum (NYC), The Brooklyn Museum, The Delaware Art Museum, The Norton Museum of Art, The Birmingham Museum of Art, and The Museum of Contemporary Art in San Diego. www.jillmathis.com

Marco Lodola was born in Dorno in 1955 and he studied at the Academies of Fine Arts of Florence and Milan. He lives and works in Pavia.
He has exhibited his works in prominent public and private locations in Italy and elsewhere since 1983 and he is one of the founders of the New Futurism movement. His works can now be found all over the world. He has produced sets for films, broadcasts, concerts and events in all sorts of areas, including fashion, theatre, the Turin Winter Olympics in 2006, the front of the Ariston Theatre for the Sanremo Festival in 2008, and The X Factor in 2013. At the 53rd Venice Biennale, he presented a light installation in the Italian Pavilion that paid tribute to the plays of Fortunato Depero.
Marco Lodola is one of the best-known and most easily recognizable Italian artists in Italy and across the globe. He has the rare ability to turn symbols of the contemporary world into art. He sees art as a fun, playful activity, but he also has close ties to the worlds of literature, advertising, music and poetry.
He has created projects for important companies such as Swatch, Coca-Cola, the Ferrari winery, Harley-Davidson, Illy (as part of its range of designer cups), Byblos, Nonino and Carlsberg. www.lodoland.com

Ivan Quaroni is an art critic and curator who was born in Milan in 1970. He writes for the magazines Flash Art (published by Politi Editore) and Arte (published by Cairo Editore) and he had a column entitled *The Butterfly Effect* on the website lobodilattice.com. In 2008, Johan & Levi Editore published his book *Laboratorio Italia. Nuove tendenze in pittura* (*Workshop Italy. New painting trends*) and his monographs on Valeria Agostinelli and Mauro Ceolin. In 2009, he was the curator for the *Italian Newbrow* section at the Prague Biennale and the *Spaghetti Pop* section at SerrOne – Monza Youth Biennial. He has curated more than 150 exhibitions in private galleries and public locations and he has written for leading Italian and international artists such as Allen Jones, Ronnie Cutrone, Ben Patterson, Arcangelo, Salvo, and Paolo Icaro. His work revolves around exploration and discovering new artistic talents. Since 2010, he has been the curator of C.A.P.A., an artists' residency project founded by the artist Arcangelo. He also contributed to a monograph about Arcangelo published by Damiani Editore. He recently published the book *Italian Newbrow* with Giancarlo Politi Editore. www.ivanquaroni.com

CREDITS

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Exhibition curated by Ivan Quaroni

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INFORMATION AND CONTACT DETAILS

Location: Galata Maritime Museum, Genoa
Opening: Thursday 2 October 2014 at 7.30 pm in the Art Room
Duration: 2 to 22 October 2014
Opening times and prices: Tickets from www.galatamuseodelmare.it. Open every day from 10.00 am to 7.30 pm. Entrance to the exhibition is included in the ticket price for the Galata Museo del Mare.
Public information: Galata ticket office, +39 010 2345655, www.galatamuseodelmare.it
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