

## PRESS RELEASE

### Vertigo

### The century of off-media art, from Futurism to the web

curated by Germano Celant with Gianfranco Maraniello  
MAMbo – Museum of Modern Art, Bologna  
Via Don Minzoni 14 – 40121 Bologna  
Opening 5 May 2007

6 May - 4 November 2007

The MAMbo - Museum of Modern Art of Bologna, opens on 5 May 2007 with **Vertigo. The century of off-media art, from Futurism to the web**, curated by Germano Celant with Gianfranco Maraniello. The event documents the crossovers and contaminations that have occurred from the historic avant-gardes onwards (from Futurism to Suprematism, from Constructivism to Dadaism, from Neoplasticism to Surrealism) affirming the demise of the artistically "specific" such as painting and sculpture to be supplanted by a blend of multimedia art.

By mean of a spectacular scenario designed by Denis Santachiara for the renovated historic "Forno del Pane" building, the exhibition presents over four hundred works, including artist books, films, installations, paintings and photographs that show the Twentieth Century and its art as a period of far-reaching change, invention and innovation. It was the systematic and progressive incursion of new media that fostered a strong contamination of "classical" aesthetics, rejecting the presumed division between painting and cinema, sculpture and architecture, theatre and music, design and dance, to affirm an interdisciplinary language and undermine the foundations and the very concept of the separate identity and self-identity of art.

**Vertigo** looks at all the types of media communication of the century – from radio to the telephone, from photography to cinema, from television to video up to the latest digital developments – along an exhibition itinerary that begins with the first historic incursions in the field of technology, with the experiments in sound and poetry of Marinetti and Schwitters, the forays into visuals and film of Duchamp and Dalí, through Andy Warhol and Pop Art, Conceptual Art and artists like Fernand Léger, Piero Manzoni, Yves Klein, Louise Bourgeois, Joseph Beuys, Anselm Kiefer and Bill Viola, up to the greatest representatives on the international scene today.

The artistic personalities and movements who, through their research, marked the crucial stages of appropriation of the new media for artistic production will be exhibited in a criss-cross itinerary in a very striking lay-out. Designed by Denis Santachiara, it accompanies and guides the visitor through a visual story of the century in which art has cast strong doubt over its traditional forms of expression.

**Vertigo** enables the spectator to understand how technological progress has affected perception of reality, its representation, its very statute and, consequently,



how the various declinations of the artistic universe have become effectively “off-media”. We will be able to appreciate and better understand works by Ed Ruscha and Lawrence Weiner for the evolution of the art book, Nam June Paik and Bruce Nauman in video, and Laurie Anderson and Christian Marclay in contemporary music, but also review the aesthetic developments of the century with greater awareness: the painting work of Magritte and Klee up to the paintings and photographs of artists like Enzo Cucchi and Andreas Gursky.

Along the itinerary of the exhibition these significant artistic experiences will cross and encounter extraordinary artefacts that testify media evolution (from antique gramophones to Guglielmo Marconi’s original radio sets up to I-pod), with special contributions created together with the Cineteca of Bologna, MAMbo’s twin organisation, for a joint project that will see a packed agenda of events and projects centred on **Vertigo** over the whole duration of the exhibition.

MAMbo is the space for contemporary art of the Galleria d’Arte Moderna di Bologna – Institution of the Municipality of Bologna

The MAMbo project is supported by:

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