



## ARTISSIMA OGR AWARD

**Artist Damon Zucconi is the winner of the fourth edition of the OGR Award, organised by Artissima and Fondazione per l'Arte Moderna e Contemporanea CRT in dialogue with the project Surfing NFT**

*Torino, 10 March 2022* – During the evening prize ceremony held on Wednesday 9 March 2022 at **OGR Torino**, **Damon Zucconi** – represented by **VEDA** gallery based in Firenze – was announced as the winner of the fourth edition of the **OGR Award** organised by **Artissima** and **Fondazione per l'Arte Moderna e Contemporanea CRT**.

**This year the OGR Award has been in dialogue with the project Surfing NFT**, a new initiative of the platform **Beyond Production** in which **Artissima** and **Fondazione per l'Arte Moderna e Contemporanea CRT** engage in reflections on the most innovative trends in contemporary art. The focus for 2021 was the phenomenon of NFTs.

**The winner was selected from a group of five artists, chosen by an international committee during the latest iteration of Artissima**, whom of which received a grant for the production of digital artworks to be registered on blockchain by means of a *Non-Fungible Token*.

The five artists – **Darren Bader** - Franco **Noero**, Torino / **Claudia Comte** - König, Berlin / **Matteo Nasini** - Clima, Milano / **Sarah Ortmeyer** - Dvir, Brussels and Tel Aviv / **Damon Zucconi** - VEDA, Firenze – then each submitted an NFT work on a digital platform coordinated by Artshell, with the possibility of being selected for the OGR Award.

**The winning NFT *Counting Frame (2022)* by Damon Zucconi will be acquired by Fondazione per l'Arte Moderna e Contemporanea CRT** to add to its collection. After having always been focused on traditional artworks, this is the first time the collection acquires an NFT artwork.

The prize was assigned by an international jury composed of **Carolyn Christov-Bakargiev**, director of Castello di Rivoli Museo d'Arte Contemporanea in Rivoli, **Daniel Birnbaum**, artistic director of Acute Art in London, **Hans Ulrich Obrist**, artistic director of Serpentine Galleries in London, Senior Advisor of LUMA in Arles and Senior Artistic Advisor of The Shed in New York, **Samuele Piazza**, senior curator of OGR Torino.

The jury expressed the following statement:

*"The jury unanimously awards Damon Zucconi, represented by VEDA gallery in Firenze, for the way his NFT evokes the history of calculation through the abacus, a physical object here transformed into something immaterial, bringing to mind our world made of bits and lines of code.*

*There is something surreal in this work, since it brings together the early abacus which you see with your eyes and the capacity of the digital to calculate high numbers, thus highlighting the different ways in which we attribute value to numbers.*

*In Counting Frame Zucconi uses the abacus as a way of anchoring the contemporary possibility of visual production and distribution to ancient techniques and tools. The abacus becomes hypnotic, mesmerising, capturing the attention in an infinite loop.”*

The jury also assigned an **honourable mention to Matteo Nasini**, represented by **Clima** gallery in Milano, with the following statement:

*“The artist is a master of the digital craft of rendering, which transforms a high resolution and apparently tiny image into something that allows you to experience the universe, making Nasini a ‘world builder’.”*

The **OGR Award** has been created to identify an artist who effectively conveys the complex, sophisticated relationship between art, technology and innovation, with a particular focus on digital means. Now in its fourth year, the prize has established a dialogue with **Surfing NFT**.

Thanks to the support of **Fondazione per l’Arte Moderna e Contemporanea CRT**, a **key component of Fondazione CRT**, and in collaboration with the technical partners **Artshell** and **LCA Studio Legale**, professionals highly specialised – respectively – in digital technologies and the legal issues connected with NFTs, Artissima has offered the five selected artists the possibility of producing an NFT blockchain-registered work and showing it on a special platform developed for the occasion by Artshell, without the obligation to sell the artwork through the normal process of exchange of cryptocurrency. Fondazione per l’Arte Contemporanea CRT provided a budget of 8,000 euros for the production of each work and will also acquire the awarded artwork.

**Surfing NFT has three innovative strong points:** it has been developed in a specialised context, concentrating on the quality of the work rather than its commercial value; it also involves private **galleries**, and relies on their role as mediators; and it devotes particular attention to the theme of **eco-sustainability**, through Polygon, a platform that uses a sustainable blockchain model in terms of energy savings. Polygon is the platform with best performance among those using POS (Proof of Stake) technology, which consumes 0.1% of the energy required for Ethereum and other POW (Proof of Work) cryptocurrencies.

**Anna Ferrino, President of Fondazione per l’Arte Moderna e Contemporanea CRT:**  
*“Fondazione per l’Arte Moderna e Contemporanea CRT opens the way for NFTs. I am pleased to congratulate Damon Zucconi on his victory in the fourth iteration of the OGR Award. His Counting Frame produced as a Non-Fungible Token with blockchain technology, now becomes part of our historic collection, and will be made available to OGR.*

*This prestigious award that reinforces the effective synergy between Fondazione Arte CRT, Artissima and OGR, represents the latest stage of a challenge that began in the Fall of 2021 during the artfair in Turin, when director Ilaria Bonacossa suggested that we support the conceptual platform Beyond Production. Interpreted in Surfing NFT, this has given rise to a cutting-edge project that is consistent with the mission of Fondazione Arte CRT, always in the forefront of new experimental creative frontiers.*

*Personally and on behalf of the entire Fondazione, I would like to thank Artissima for the remarkable efforts made over the last few months, and I hope we will be able to continue on this path together with its new director, Luigi Fassi. I am also grateful to our outstanding technical partners, Artshell and Studio Legale LCA, and to the members of the international selection committee and jury for their great professionalism in the evaluation of the artworks submitted. Finally, I would like to thank the gallerists and artists who met this challenge together with us, and who produced their artworks with extraordinary commitment and passion.”*

The award nomination ceremony on 9 March was preceded by two meetings under the title “Surfing NFT – Road to the OGR Award”: the first, titled “Is the art world ready for NFTs?”, was held on 13 January 2022 and featured Domenico Quaranta in conversation with Serena Tabacchi, moderated by Ilaria Bonacossa ([here’s the recording](#)). The second meeting titled “Galleries go NFT” was held on 14 February 2022 and presented Margit Rosen in conversation with Johann König, moderated by Ilaria Bonacossa ([recording here](#)).

In the first three editions, the award was assigned to Rokni Haerizadeh in 2017, presented by the gallery Isabelle van den Eynde of Dubai; to Tomás Saraceno in 2018, presented by the gallery Pinksummer of Genova; and to Yuri Ancarani in 2019, presented by the gallery Isabella Bortolozzi of Berlin.

#### BIO WINNER

**Damon Zucconi** (b. 1985, Bethpage, NY) lives and works in New York. Zucconi works with custom software and scripts to create works which are typically accessible online. Lists, numeric sequences, simulations, words, calendars, books, images, and websites become materials. Forms are broken down and put back together in incorrect orders or with subtle modifications. By doing so, he shifts the emphasis to the processes used to create meaning, rather than the content of what a form might mean in and of itself. Recent solo exhibitions include: *Lithromantic* at VEDA, Florence (2020), *Imagine a World Without You* at JTT, New York (2019).



Artshell



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#### ARTISSIMA - Internazionale d'Arte Contemporanea

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**3 November 2022** | preview

**4–6 November 2022** | open to public

**Artissima** is Italy's leading contemporary art fair. Since its founding in 1994, it has combined presence on the international market with a vivid focus on experimentation and research.

The fair is managed by Artissima srl, a company affiliated with Fondazione Torino Musei. The Artissima trademark belongs to Regione Piemonte, Città Metropolitana di Torino and Città di Torino. Artissima is produced with the support of the three trademark holders, in collaboration with Fondazione CRT, Fondazione per l'Arte Moderna e Contemporanea CRT, Fondazione Compagnia di San Paolo and Camera di commercio di Torino.

**Fondazione per l'Arte Moderna e Contemporanea CRT** // A key component of Fondazione CRT, the Fondazione per l'Arte Moderna e Contemporanea has enriched and enhanced the cultural and artistic heritage of Torino and Piedmont for over 20 years, with the acquisition of new works for its historic collection, and with actions and projects for the growth, reinforcement and efficiency of the entire system.

**OGR Torino** is an international hub of 35,000 square meters in the heart of Turin, dedicated to contemporary culture, innovation and food. An open and inclusive space with a creative and dynamic atmosphere, OGR Torino welcomes visitors with site-specific art exhibitions, musical events, accelerator programs and projects developed with international partners.

**Artshell**, in collaboration with **Mr.Lawrence** a Milan-based contemporary design consultancy studio, have worked together on the *Surfing NFT* project, with the aim of create a better engagements strategy on Art and Design digital projects.

Artshell, designed and developed entirely in Italy born from the need to digitize and optimize all the processes of the art industry, from cataloguing to assessment, from handling to insurance. A smart database. A network of integrated services. A new communication model that simplifies contacts between galleries, collectors and

artists. Artshell, the ultimate platform for the complete management of art collections designed to merge all the features of a professional archive in a single digital environment and allow an effective work sharing.

**LCA Studio Legale** is an independent law firm with renowned international experience and specializes in corporate legal and tax assistance. Its offices are in Milan, Genoa, Treviso and Dubai. LCA offers a complete legal advisory service, principally concentrated on Italian and foreign companies, institutions and financial entities in the fields of commercial, corporate, administrative, finance, tax, criminal and real estate law, corporate crises, labour, transportation and intellectual property law, and in the protection of family assets. The Firm pursues innovation towards art, science and technology as an institutional goal. It has therefore always fostered the passion and the deep knowledge of the art market of some of its professionals, thus creating a specific practice dedicated to art law and related tax matters. LCA is today able to assist all the principal players of the art system and promotes art outside traditional circuits through the project "Law is Art!".

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