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ARTISSIMA

It's time for *METAmorphosis*, the second episode of *Beyond Production*: the path of training on the Metaverse begins, along with the announcement of the jury of the OGR Award

METAmorphosis, the second episode of ***Beyond Production***, the project organized by **Fondazione per l'Arte Moderna e Contemporanea CRT** together with **Artissima**, in collaboration with OGR Torino, begins with the involvement of four artists and four galleries, taking part in an **educational voyage** to discover the potential of the Metaverse, and with the announcement of the jury of the **OGR Award**.

As in *Surfing NFT*, the first episode of *Beyond Production*, the Metaverse is approached through a critical perspective on the phenomenon, to train art world professionals and to inform the public at large. As in the first chapter, the *METAmorphosis* project moves forward with the partnership of **Artshell** software house for the art market, and **LCA Studio Legale** for the legal aspects. A new dialogue has been initiated with **REVIBE - Metaverse Experience Factory**, residing in OGR Tech.

The **four artists** and the respective **galleries** participating in the project were selected during the fair, based on careful study on the part of **Ilaria Bonacossa**, director of the National Museum of Digital Art in Milan and creator of *Surfing NFT*. They are: **Marcos Lutyens** – Alberta Pane, Paris, Venice / **Eva & Franco Mattes** – Apalazzogallery, Brescia / **Rebeca Romero** – Copperfield, London / **R M** – Martina Simeti, Milan.

The participating artists, thanks to a **training cycle of three sessions**, are presently exploring the politics and visions of new digital worlds, with the support of the project partners and experts in the field. Above all, they investigate the **potentialities** and **limits** of creativity in the Metaverse. The encounters set out to provide the artists with the correct foundations on which to invent a project – thanks to a production budget provided by Fondazione per l'Arte Moderna e Contemporanea CRT – that narrates the digital transformation one of their physical works might have in the **Metaverse**, particularly in a 3D digital version of the dome of OGR Torino, uploaded and visible on the Spatial platform.

The projects will be submitted to the jury of the OGR Award, which will choose the artist who has formulated the most innovative, stimulating and critical interpretation of the initial brief: to imagine how their own research and their own physical artworks could be transformed in response to the potential and limits of the Metaverse.

The **international jury of the OGR Award will be composed of: Amira Gad**, head of programmes of LAS - Light Art Space in Berlin; **Lars Henrik Gass**, director of the International Festival Kurzfilmtage Oberhausen; **Samuele Piazza**, senior curator of OGR Torino; and **Domenico**

Quaranta, art critic, curator, lecturer and author of *Beyond New Media Art* and *Surfing with Satoshi. Arte, blockchain e NFT*.

The winner, to be announced at the start of **March 2023**, will have the opportunity – thanks to the technological support of the partners involved in the project – to concretely produce their project idea, digitalizing their own physical work in the ways they have imagined. Both the physical work and its digital counterpart will be acquired thanks to the budget of the OGR Award, becoming part of the collection of Fondazione per l'Arte Moderna e Contemporanea CRT on loan to OGR Torino.

The winning physical and digital works will also be set up in the physical and virtual dome of OGR Torino, during an event on METAmorphosis in the month of **May 2023**.

TRAINING CYCLE

The training programme for the artists began on Monday 12 December with a session conducted by **Artshell** and **Revibe - Metaverse Experience Factory**. Artshell, in dialogue with the expert Mauro Martino, artist, designer and director of Visual AI Lab, inside the MIT-IBM Watson AI Lab, shed light on the wide horizons of possibilities and tools for the production of NFT certified digital artworks, starting from the choice of the blockchain and examining the various options and techniques, above all from the perspective of art. Revibe focused on the fundamentals of 3D computer graphics and how they can be adapted for use in the Metaverse context.

The second appointment will be on Thursday 15 December, with **LCA Studio Legale**: the attorney Miriam Loro Piana, active in the project *Law is Art* organized by LCA to offer a service of qualified and crossover consulting in art and law in its various aspects, will offer an overview of the most important legal aspects to take into account in the creation of physical works expressed through digital methods.

The third and final training sessions will take place on Wednesday 21 December with two specialists in the digital world, **Luisa Ausenda**, curator and digital art specialist, and **Marco Mancuso**, critic, curator, lecturer and editor of Dicult. Luisa Ausenda will address the theme of production and marketing of digital art, defining the fundamentals and examining some of the main tools of production, while analysing new disciplines such as generative art, programmable art and recombinant art. Marco Mancuso, with a historical-critical approach, will offer the participants a survey of the rapid evolution of modes of invention, production, display and distribution of works of art in recent years, thanks to the online platforms of Web 3 and the Metaverse.



Artissima // Artissima is Italy's most important contemporary art fair. Since its establishment in 1994, it has combined the presence of an international market with a focus on experimentation and research. The fair ranks among the best ten fairs in the world thanks to its identity and history, curatorial dimension and talent scouting.

The artistic direction, the deep knowledge of the evolution of the art market, the organizational and strategic capacity as well as the promotional strength, have amplified over the years the perception of Artissima as a brand capable of producing successful projects together with its partners. For several editions, the fair has been supporting and guiding sponsor enterprises in the design of special projects oriented towards “storytelling” to amplify their media coverage and support the partner in their positioning.

The organization of Artissima is curated by Artissima srl, a company of the Fondazione Torino Musei, established in 2008 to manage the artistic and commercial relations of the fair. The Artissima brand belongs to the Piedmont Region, the Metropolitan City of Turin and the City of Turin.

Fondazione per l’Arte Moderna e Contemporanea CRT // The instrumental body of Fondazione CRT, the Fondazione per l’Arte Moderna e Contemporanea has protected and enhanced the cultural and artistic heritage of Turin and Piedmont for over 20 years, through the acquisition of new works for its historical collection, and with actions and projects for the development, reinforcement and efficiency of the entire.

Artshell // Artshell, created and developed entirely in Italy, stems from the need to digitalize and optimize all the processes of the value chain of the art market, from cataloguing to assessment, mobility to insurance. An integrated network of services, a new model of communication that makes it possible to simplify contacts between galleries, collectors and artists. Artshell is the platform for the complete management of art collections, designed to bring together in a unique digital environment all the functions of a professional archive, and to permit the effective coordination of the work involved.

LCA Studio Legale // LCA is an independent full-service law firm specialized in legal and taxation assistance for companies and private individuals, with offices in Milan, Rome, Genoa, Treviso and Dubai, operating in international partnership with IAA Law Firm. The studio relies on a specific department for art capable of offering versatile consulting services in the various aspects of the field. In conjunction with legal practice, in 2013 the firm created the project Law is Art! with the ideal objective – translated into action – of supporting art and artistic experimentation, fostering creativity in its various expressions, also outside the traditional circuits. Above all, the project recognizes art as an experience that constantly enriches and stimulates on a personal and collective level.

REVIBE - Metaverse Experience Factory // REVIBE is a Metaverse Experience Factory made in Italy, specialized in the design and development of Web3, Metaverse & NFT products and experiences. The company includes architects, engineers, gamers, innovators, strategists, creatives, marketers, developers, 3D designers, Web3 and Crypto enthusiasts, all visionaries of a new world. **REVIBE** works on strategic design, construction and implementation of interactive processes connected to the brand’s presence in Web3: - **Metaverse Experience**; - **NFT Project**; - **Platform Web3**. They create interactive contents and immersive experiences, seeking the right alchemy between strategy, creativity and technology. They act as partners of Web3 companies and brands, offering consulting on new business opportunities.

ARTISSIMA – International Fair of Contemporary Art

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