



ARTISSIMA OGR AWARD

Rebeca Romero is the winner of fifth edition of the OGR Award, organised by Artissima and Fondazione per l'Arte Moderna e Contemporanea CRT in dialogue with the special project *METAmorphosis*, the second chapter of *Beyond Production*

Torino, 9 March 2023 – **Rebeca Romero** represented by **Copperfield gallery** based in London is the winner of the **OGR Award 2023** with the project **Semilla SAGRADA**. Organised by **Artissima** and **Fondazione per l'Arte Moderna e Contemporanea CRT**, 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.

This year, the prize was awarded by an international jury composed of **Amira Gad**, curator and writer, Rotterdam, **Lars Henrik Gass**, director, Festival Internationale Kurzfilmtage Oberhausen, **Samuele Piazza**, senior curator, OGR Torino, and **Domenico Quaranta**, art critic, curator and lecturer specialised in media art, Milan.

The jury expressed the following statement:

“We decided unanimously to award Rebeca Romero, represented by Copperfield gallery based in London, for her project Semilla SAGRADA. As is exemplified by her artistic practice whereby she adopts an archaeological approach, the project excavates ancient histories into a future civilization, evoking the complex relationships between the real and the virtual, the digital and the material, heritage and symbolism. The jury appreciates the analogue angle of using materials such as textiles in her engagement with the metaverse as well as the links drawn between shamanism and the digital. Additionally, with this prize, the jury supports a project that addresses the metaverse as a shared place that can be actively and collectively designed, contributing alternative, non-Western histories and imaginations to its development.”

OGR Award in dialogue with *METAmorphosis*

In this edition, the Award has been in dialogue with *METAmorphosis*, the second initiative of the *Beyond Production* platform, in which Artissima and Fondazione per l'Arte Moderna e Contemporanea CRT reflect annually on the most innovative trends in contemporary art. The 2022 edition is focused on the complex phenomenon of the Metaverse and was divided into four phases.

Four artists were shortlisted for the OGR Award during Artissima 2022: **Marcos Lutyens** – Alberta Pane, Paris and Venice; **Eva & Franco Mattes** – Apalazzogallery, Brescia; **Rebeca Romero** – Copperfield, London; **R M** – Martina Simeti, Milan.

Artists and their galleries were subsequently involved in a training cycle that enabled them to explore the potential and limits of the metaverse under the guidance of technical partners **Artshell**, **LCA Studio Legale** and **Revibe - Metaverse Experience Factory** – specialists in digital technologies, legal issues connected with NFTs and the computer 3D graphics inside the metaverse respectively.

The four artists then created a physical artwork and a digital alter ego of the work in the Metaverse, supported by *Ilaria Bonacossa*, director of the Museo Nazionale dell'Arte Digitale in Milan, with budget provided by Fondazione per l'Arte Contemporanea CRT. The projects are hosted online on a [digital platform](#) by **Artshell**.

Finally, the jury determined the winner of the Award, bestowing it on **Rebeca Romero**. The artwork **Semilla SAGRADA** will be mounted in the Metaverse and will be unveiled to the public on **17 May 2023**, in a dedicated event at OGR Torino. The winning works will be acquired into the **Fondazione per l'Arte Moderna e Contemporanea CRT** collection and will go on display at OGR Torino.

Upcoming events and presentation of the winning work

Before the closing event on **17 May 2023**, **Fondazione per l'Arte Moderna e Contemporanea CRT** will organise two talks on the occasion of *METAmorphosis* that will be open to the public.

29 March 2023

Metaversando... Prospettive e percorsi nei metaversi dell'arte

6 pm – Duomo, OGR Torino

Speakers: **Luisa Ausenda**, curator and digital art specialist, Milan and **Marco Mancuso**, critic, curator, lecturer and founder of the Dicult project, Milan.

Moderator: **Ilaria Bonacossa**, director of Museo Nazionale dell'Arte Digitale, Milan.

** The event precedes the 7.30 pm opening of the group exhibition **Perfect Behaviors**, curated by Giorgio Olivero, hosted at Binari 1 and 2 of the OGR Torino from 29 March to 25 June 2023.*

[Sign up here.](#)

26 April 2023

Sviluppi METAmorfici. Come si trasformeranno l'arte, la produzione creativa?

6.30 pm – Duomo, OGR Torino

Speakers: **Elisabetta Rotolo**, business strategist, CEO and founder of MIAT Multiverse Institute For Arts and Technology, Milan and **Valentino Catricalà**, scholar, curator, contemporary art critic and artistic director of Media Art Festival at Museo MAXXI, Roma.

Moderator: **Ilaria Bonacossa**, director of Museo Nazionale dell'Arte Digitale, Milan.

[Sign up here.](#)

17 May 2023

METAmorphosis presents OGR Award

6.30 pm – Duomo, OGR Torino

Public presentation of the physical and virtual work *Semilla SAGRADA* by **Rebeca Romero**. The physical work will be displayed at the Duomo of OGR Torino and the digital one will be in a 3D version of the Duomo hosted on the **Spatial** platform on the **Metaverse**, coordinated by **Revibe - Metaverse Experience Factory**.

OGR Award winners over the years

Previous OGR Award winning artists include Rokni Haerizadeh (Isabelle van den Eynde gallery, Dubai) in 2017, Tomás Saraceno (Pinksummer gallery, Genova) in 2018, Yuri Ancarani (Isabella Bortolozzi gallery, Berlin) in 2019 and Damon Zucconi (VEDA gallery, Florence) in 2021.

Bio Rebeca Romero

Rebeca Romero is an interdisciplinary artist born in Peru and based in London. She received an MFA in Fine Arts from Goldsmiths University of London (2020). Her work has been exhibited internationally with exhibitions including *Oracles and Algorithms*, Copperfield London, UK (2022), *and so on*, Das Weisse Haus, Austria (2022), *Bloomberg New Contemporaries*, Firstsite Colchester & South London Gallery, UK (2021), *The Obsolete in Reverse*, Springseason Gallery, UK (2020) and *London Grads Now*, Saatchi Gallery, UK (2020). Her text/sound work has been featured in platforms like *New Writing with New Contemporaries*, South London Gallery, UK (2022) and *Future Artefacts*, RTM.FM (2021).



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

T +39 011 19744106

www.artissima.art | info@artissima.it

Facebook | Twitter | Instagram | Youtube: ArtissimaFair

3-5 November 2023

Oval, Lingotto Fiere Torino | via Giacomo Mattè Trucco, 70 – Torino

Main Partner

INTESA  **SANPAOLO**

PRESS CONTACTS

SUTTON

ph. +44 (0) 7753172242

Pavlos Amanatidis | pavlos@suttoncomms.com

PCM Studio di Paola C. Manfredi

Via Farini, 70 | 20159 Milano | press@paolamanfredi.com

Federica Farci | federica@paolamanfredi.com – m. +39 342 0515787

Francesca Ceriani | francesca@paolamanfredi.com – m. +39 340 9182004