



ARTISSIMA

METAmorphosis

The special project *METAmorphosis* reveals the work *Semilla SAGRADA* by Rebeca Romero, winner of the OGR Award.

Torino, 18 May 2023 - The artwork ***Semilla SAGRADA*** by artist **Rebeca Romero** (Copperfield gallery, London), the winner of the **fifth edition** of the **OGR Award**, was presented for the first time on May 17 during the official public award ceremony at OGR Torino.

The ***METAmorphosis*** project, the second episode of the ***Beyond Production*** platform, promoted by **Artissima** and **Fondazione per l'Arte Moderna e Contemporanea CRT**, reflects on the most innovative trends in contemporary art. The edition launched in 2022 focused on the complex phenomenon of the **Metaverse**.

As with *Surfing NFT*, which was the first episode of ***Beyond Production***, the **Metaverse** proposed here takes a critical view of the phenomenon, which is formative for art world professionals and educational for the public. The ***METAmorphosis*** project has seen confirmed partnerships with **Artshell**, a software house for the art market, and with **LCA Studio Legale**, in addition to the activation of a new dialogue with **REVIBE - Metaverse Experience Factory**, resident in OGR Tech.

Rebeca Romero, selected as the winner by the **international jury of the OGR Award**, produced the work ***Semilla SAGRADA*** thanks to the support of **Fondazione per l'Arte Moderna e Contemporanea CRT** and the technological support of the partners involved in the project.

The work was presented both in its physical version, in the spaces of the Duomo at OGR Torino, and in its 3D version in a virtual version of the Duomo hosted on the **Spatial** platform in the **Metaverse** usable free of charge over time. The work, thanks to the synergy with the **OGR Award**, is acquired by the **Fondazione per l'Arte Moderna e Contemporanea CRT** and becomes part of the **Fondazione's** Collection on free loan to OGR Torino.

Following the event, the work, in its digital version in the Metaverse, will continue to be available at this link:

<https://bit.ly/METAmorphosis>

Semilla SAGRADA

The project investigates the history of a *future-ancient* civilization worshipping the Sacred Seed, a mutable plant endowed with miraculous properties. With an animistic perspective reminiscent of Inca myths that attributed vitality to elements of nature such as mountains, bodies of water, stars, stones, caves, atmospheric events and the firmament above, the artist addresses the urgency of investigating, in an era of continuous environmental upheaval, the ontological connections between human and non-human entities and possible worlds.

Semilla SAGRADA exists in two complementary spaces or “planes”, moving fluidly between the digital and the material.

The **physical work** installed in the Duomo of OGR Torino presents the result of a study of pre-Columbian textiles, which has provided valuable information on both the technological and cultural advances of these societies and their economic and social structures. Building on this concept, **Semilla SAGRADA** takes the physical form of a carefully crafted garment that represents a fictional product of the enigmatic Seed-worshipping civilization. The garment is inspired by museum collections of ancient tunics and cloaks and the costumes of Peruvian folk dances. It was made using digital embroidery techniques and specially created fabrics centered on the iconography associated with the Sacred Seed.

The OGR Torino Duomo in the **Metaverse** has been recreated to host a spiritual encounter, featuring three floating manifestations of the Sacred Seed in 3D that visitors can explore and interact with. Each of these sacred seeds is presented as a deity and if clicked will act as a portal. Through this interaction (one pop-up video per seed), the visitor is encouraged to contemplate the meaning and symbolism of each seed, enabling a deeper understanding of the relationships between technology, nature and spirituality.

From the artist's words, “**Semilla SAGRADA** aims to identify a unifying feature between Amerindian animistic cosmogonies and post-humanist futures where traditional boundaries between human and non-human are very blurred and divinity and individuality are dispersed across a wide spectrum of beings.”

Ilaria Bonacossa, director of the National Museum of Digital Art in Milan and curator of **METAmorphosis**, comments on the winning artist's work as follows, “**Rebeca Romero’s Semilla SAGRADA** project innovatively articulates the relationship between past and future through a surprising link between virtual and physical. Giant divine seeds seemingly symbols of Amerindian cosmogonies project us into a Meta-future inspired by the world of video games by questioning the relationship between art and craft, video and gaming. **Beyond Production** stems from the need that art has always manifested in questioning the relationship with new technologies. We live in a digital age and imagining how art and its issues can impact the lives of digital natives is a responsibility of cultural institutions.”

Luigi Fassi, director of **Artissima**, recounts that “**Rebeca Romero's** digital and sculptural elaborations of seeds appear as epiphanies between past and future, representations suspended between the evocation of an ancestral past and a futuristic projection of the relationship between art and the sacred. **Romero** thus opens to an unprecedented dimension of development, capable of inspiring new modes of creation in which the artists' imagery can move in complete fluidity between sculptural concreteness and image virtuality. **METAmorphosis** is the second episode of **Beyond Production** and explores such a complex and developing territory as the **Metaverse**, in which artists' creative experience is placed in direct confrontation with the most advanced digital technologies, while maintaining a critical and non-apologetic gaze toward them.”

The **Fondazione per l'Arte Moderna e Contemporanea CRT** is supporting **Artissima and Beyond Production** in the belief that investigating new languages of artistic expression is essential to enable art to reflect the complexity of the contemporary world. To this end, the **Fondazione** has provided a production budget for the development of the winning artist's project idea. The President of the **Fondazione per l'Arte Moderna e Contemporanea CRT**, **Luisa Papotti**, said, “The intertwining of emerging technologies and art, from photography to the **Metaverse**, has always offered creativity renewed tools, opening wider expressive horizons. Beyond Production is the project that the

Fondazione per l'Arte Moderna e Contemporanea CRT wanted to promote with **Artissima** to investigate its potential and explore its latest boundaries. The outcome of this journey, launched in the 2022 edition of **Artissima**, is combined with the **OGR Award**, the prize that the Foundation has been dedicating to OGR Torino since 2017, awarded this year to **Rebeca Romero**. For the first time, the award-winning work, **Semilla SAGRADA**, will find complementary spaces in the imposing halls of the OGR Torino and their **Metaverse**, offering the public an unprecedented experience, between the tangible and the virtual.”

OGR Award in dialogue with METAmorphosis

The **OGR Award** was created in recognition of the artist who best renders the complex and sophisticated relationship between art, technology and innovation, with a particular emphasis on digital developments.

The winner was chosen from among the artists selected during the 2022 edition of **Artissima**: **Marcos Lutyens** – Alberta Pane, Paris and Venezia; **Eva & Franco Mattes** – Apalazzogallery, Brescia; **Rebeca Romero** – Copperfield, London; **R M** – Martina Simeti, Milano.

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.

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 artists participated together with their galleries in an educational series of meetings on the **Metaverse** and its potential and limitations in the artistic sphere.

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

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).

Through a wide range of media including sculpture, ceramics, textiles, sound performance, and video, **Rebeca Romero** explores concepts of diasporic identity, truths, fiction, and their relationship to the digital age.



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.

Officine Grandi Riparazioni di Torino // OGR Torino are a unique center of culture and innovation in Europe, dedicated to wide-ranging experimentation in the arts and music, as well as in science, technology and entrepreneurship.

Born in the 19th century as a train repair workshop, they rise at the heart of Turin on a 35,000-sqm area that Fondazione CRT redeveloped and returned to the city to open up new horizons of collaboration, creativity and conviviality for all. Since 2017, OGR Cult have been welcoming visitors with site-specific art exhibitions – often in collaboration with international partners including Tate, MoMA PS1 and La Caixa – and concerts by popular musicians and bands from Italy (such as Moroder, Ezio Bosso, Baustelle, Motta, IOSONOUNCANE and Manuel Agnelli) and abroad (such as Pixies, Yan Tiersen, Kraftwerk, Apparat, New Order and Tom Walker). OGR also produce original projects such as OGR Talks – offering in-depth explorations of contemporary culture, live and in streaming, with philosophers, artists, authors and thinkers ranging from Tlon to Francesco Costa, from Zerocalcare to Luciano Ligabue – and OGR Club. The latter has brought to Turin great artists from the national and international music scene: Lorenzo Lemme aka Lepre, Galea, Edda with Gianni Maroccolo, Niccolò Bosio, Amalfitano, Elephant Brain, The Lumineers co-founder Jeremiah Fraites – who presented his solo album "Piano Piano", exclusively at OGR nationwide and the Casino Royale.

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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