

Fondazione Artistica Poldi Pezzoli "ONLUS"

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Poldi Pezzoli Museum
presents
GEOGRAPHIES

Poldi Pezzoli Museum, Milan
March - April 2015

Curated by Beppe Finessi



Museo Poldi Pezzoli

Following the exhibitions "Di vaso in fiore", "Fare Lume", "Intorno al libro" and "La Casa Morbida", the Poldi Pezzoli Museum and il periodico *Inventario* continue their line of thinking over design and visual arts, in relation to the collections and the spaces within the House-Museum.

Once again they focus their attention on a topic which crosses and unites the most creative contemporary researches with the outstanding artworks at the

Poldi Pezzoli: it's the geographical representation, the cartography and visual reproduction of the globe and its maps.

It is amazing how despite all the technologies available nowadays, which allow us to quickly and precisely track presences and places, the desire and the curiosity to absorb and appreciate the ancient representations of our continents, our countries, our cities, our squares and even our mountains, realized with the most diverse techniques, are still alive.

This concept inspired the birth of an exhibition based on a collection of artwork and objects, such as trays modeled in shapes deriving from valleys or squares, uneven plates reproducing hill slopes and plenty of globes, which have recently become the center of attraction for an increasing number of designers and creative artists; and then maps, created by rethinking their original standard features, or other subjects which on the other hand take inspiration from map-esque graphics, and new visions presenting a different way of imagining the shapes of cities, countries and continents.

Just like for every other exhibition, each of these works are selected among those considered the most representative personalities of the international contemporary design scene: a master such as Giò Ponti and younger but affirmed artists such as Giulio Iacchetti and Lorenzo Damiani, or emerging ones such as Studio Job, Normal Studio, Nendo, Drill Design and Kouichi Okamoto.

Once again we will have important presences coming from the world of the visual arts, authors who have always been working on the 'cartographic' production: Alighiero Boetti, Mona Hatoum, Wim Delvoye, Michelangelo Pistoletto, Luciano Fabro, Claudio Parmiggiani and many others.

It will be amusing to gather and display samples of similar areas, like graphics and publishing, visualizing 'maps' planned by Lewis Carroll, Louisa Bufardecì and Judith Schallansky.

'Geographies' will be set-up along the whole Poldi Pezzoli's exhibition area where new introductions will be made carefully, by maintaining the harmony with the architecture of the halls and the exhibited artwork, and by preserving the balance between the exhibition and the atmosphere of the museum.

After the positive experience of last year, and thanks to the collaboration with Corraini editions, we made a volume that may not only be considered as the catalogue of the exhibition's artwork but a detailed book enriched with wider and deeper content a *must-have* on the 'maps' theme.

Milan, 21st January 2015