PRESS RELEASE

CreArt European Exhibition 2013

17 EUROPEAN ARTISTS FROM THE CreArt NETWORK SELECTED BY THE CURATOR ILARIA BONACOSSA AMONG 60 PROPOSALS TO PARTICIPATE IN THE FIRST TRAVELLING EXHIBITION CREART AROUND VALLADOLID (ES), LECCE (IT) AND ARAD (RO) THIS YEAR.

The Italian curator **Ilaria Bonacossa** after taking into consideration the 60 proposals selected by the local jury in each city has appointed the **17 artists that will take part in the CreArt European Exhibition 2013** "**MORE REAL THAN THE REAL**". The first stop of this travelling exhibition will be Valladolid next 21st of June in the Municipal Exhibition Hall of "La Pasión" and Municipal Exhibition Hall of Calderón Theatre and will have the presence of artists selected and managers from the CreArt Network. Afterwards the exhibition will travel around Lecce in Italy (September-October) and Arad in Romania (November-December).

This European Exhibition is one of the main actions to enhance artist mobility and circulation of artworks organised within the framework of the EU funded project **CreArt** (Network of Cities for Artistic Creation). For the following 4 years there will be Annual Local Calls in the different CreArt cities to select new artists for the next editions of the CreArt European Exhibition.

LIST OF PARTICIPANTS:

Adrian Sandu (from Arad-RO)
Joao Pedro Trindade (from Aveiro-PT)
Rodrigo Malvar (from Aveiro- PT)
Virgis Ruseckas (from Kaunas-LT)
Lidia Giusto (from Genoa-IT)
Márton Ildikó (from Harghita-RO)
Veres Imola (from Harghita-RO)
Marit Roland (from Kristiansand-NO)
Annalisa Macagnino (from Lecce-IT)
Ulrich Fohler (from Linz-AT)
Elke Meisinger (from Linz-AT)
Mark Sengstbratl (from Linz-AT)
Radek Kalhous (from Pardubice-CZ)
Ondrej Bachor (from Pardubice-CZ)
Germán Sinova (from Valladolid-ES)
Eduardo Hurtado (from Valladolid-ES)
Zygimantas Augustinas (from Vilnius-LT)

More Real Than The Real

Our world has been launched into hyperspace in a kind of postmodern apocalypse. The airless atmosphere has asphyxiated the referent, leaving us satellites in aimless orbit around an empty center. We breathe an ether of floating images that no longer bear a relation to any reality whatsoever.

Jean Baudrillard, <u>Simulations</u>, New York: Semiotext(e), 1983.

In hyper-reality, signs no longer represent or refer to an external model. They stand for nothing but themselves, and refer only to other signs. Thus the art has become a simulacrum, a copy of a copy, whose relation to the model has become so attenuated that it can no longer properly be said to be a copy. It stands on its own as a copy without a model. Today we seem to perceive reality more through digital representations and images than reality, we are loosing the capacity to relate to reality and are developing our emotions in a space of pure subjectivity, where emotions are abstract and liquid like the globalized internet.

The works by these 17 European artists all talk of our complex relation to reality creating a fluid space between what they represent and how they represent it. Photographs become more abstract, than paintings or installations evoking a desire for a psycological space of emotions and thoughts, while painting questions it's vocation becoming a means that artists employ to confront reality through pigments. Fredric Jameson cites the example of photorealism. The painting is a copy not of reality, but of a photograph, which is already a copy of the original.

Ilaria Bonacossa

OBJECTIVES OF THE CreArt PROJECT

Placing art and creativity at the centre of its activities, **CreArt** seeks to:

1. Foster creativity through the exchange of experiences, good practices and joint work among artists, artist groups and associations, cultural operators, researchers, industry and civil society bodies, educational institutions and the general public, from different countries and cultural traditions, including intergenerational exchanges.
2. Promote cultural exploration amongst target groups, encouraging the development of Europe's cultural heritage.
3. Develop common training methodologies for specific groups (children, youth and adults) promoting creativity as a skill for personal development.
4. Establish a permanent and professional system of mobility, exchange and joint work experiences among artists and cultural managers.
5. Identify a methodology of professional management that generates sustainable cultural organizations in medium-sized cities, fostering public-private partnerships and civil society participation.
6. Support creativity networking among medium-sized cities.
7. Develop and better exploit technological tools and for the exchange of creativity and cultural resource management.
8. Create and standardize systems of analysis and research within the framework of local cultural policies, in order to maximize the sustainability of the project and its financial resources in the future.

In order to achieve these objectives, CreArt will establish a permanent and professional system of mobility, exchange and joint work experiences, in visual arts, among artists, groups and associations, cultural operators, educational institutions and the general public, focusing in 4 main actions:

a) Analysis of management models to support visual arts & creativity in Europe
c) Training, innovation and experimentation programme for the promotion of creativity.
d) CreArt European Travelling Exhibitions.
e) Dissemination and transfer of activities and results.

CreArt CITIES

Aveiro, "The Portuguese Venice", is one of the cities with the highest economic level in Portugal. Aveiro is notable for the variety of its rich museums. The Aveiro University is one of the most important research and teaching centres in Portugal.

Delft, one of the main cities in the Netherlands, located between Rotterdam and the Hague, famous for being the birthplace of the painer Vermeer and by their blue color pottery. The Foundation **id11** in Delft organizes and offers residences for artists and accessible presentation and working places for artists, where experimentation can flourish.

Linz was European Capital of Culture in 2009. Crossed by the river Danube, is the capital of Upper Austria. Its strong industrial development contrasts with its vibrant and intense cultural life. The renovated **Atelierhaus Salzamt** under the authority of the Linz City Council develops an Artist in Residence Programme (Urban Interventions) with bilateral exchanges, a platform for interaction first at a local level combined in a second step with an interregional artistic exchange.

Vilnius, capital of Lithuania**,** was also along with Linz, European Capital of Culture in 2009. The historical centre of Vilnius, -the northern Jerusalem - is Cultural Heritage of Humanity by UNESCO since 1994.

Pardubice, is one of the most beautiful cities in the region of Bohemia. Located 100 km from the capital city of Prague, and on the Elbe river, Pardubice has a major university and a prominent industrial centre.

Kaunas the city of museums, is the second largest city in Lithuania, and one of the great cultural centres and economic of Lithuania. **Artkomas** is a public institution established in 2006. Each year 40 exhibitions of visual arts are organised, besides musical projects and others related to scenic arts. Artkomas stands out as well in International cooperation programmes.

Lecce, twinned city of Valladolid, is known as the "Florence of the South" or "Capital of the Baroque" due to its magnificent architecture was one of the cities more artistically alive between the 17th and 18th centuries.

Kristiansand, Capital of the county of Vest-agder in southern Norway, was founded in the year 1641 by king Christian IV. It is the sixth largest city in Norway and one of the best cultural cities in the country.

Arad is located in the famous region of Transylvania near the border with Hungary. It is beautiful magic city filled with beautiful buildings.

Harghita is a county in the centre of Romania, in the region of Odorhei, east of the region of Transylvania, and whose capital is Miercurea Ciuc. Its population is mostly Szeklers, a people that came from Asia and continue to speak a language similar to hungarian.

Genoa is one of Europe's largest cities on theMediterranean Sea and the largest seaport in Italy. Part of the old town of Genoa was inscribed on the World Heritage List (UNESCO) in 2006.
The city's rich art, music,gastronomy, architecture and history, allowed it to become the 2004's European Capital of Culture. It is the birthplace of Christopher Columbus.

Valladolid, located in north-central Spain, it is the capital of the autonomous community of Castille and Leon. Valladolid is a welcoming city, socially cohesive and well integrated. The Municipal Foundation for Culture was created by the Valladolid City Council in 1982, and has been in charge of the organization of the cultural and recreational activities of the city since then

MORE INFORMATION IN OUR WEBSITE: **www.creart-eu.org**