For ***E-STRAORDINARIO***, a cycle of workshops to foster innovation in companies

The **Fondazione Ermanno Casoli** foundation presents

***Mass age, message, mess age* with Elena Mazzi**

curated by Marcello Smarrelli

**Thursday 13th September 2018**

**24 Ore Business School**

Via Monte Rosa, 91 – 20149 Milan

**PRESS RELEASE**

**Thursday 13th September 2018** will see the **Fondazione Ermanno Casoli** (FEC) foundation present, at the headquarters of the **24 Ore Business School** of **Milan**, a new event belonging to the **E-STRAORDINARIO cycle of workshops**, **curated by Marcello Smarrelli**, which will focus on **Elena Mazzi**, winner of the 17th edition of the Premio Ermanno Casoli prize.

*E-STRAORDINARIO* is the project by the FEC sponsored by the Italian Ministry for Cultural Assets and Activities that has been spreading contemporary art in the business world as an educational and methodological instrument since 2008, in collaboration with important management training companies.

On this occasion, the FEC – which has been a partner of the 24 Ore Business School since 2012 – will propose to the students of the Master’s Degree in Economy and Management of Art and Cultural Heritage the ***Mass age, message, mess age*** project by artist **Elena Mazzi**, with the help of **Diego Agostini**, a trainer specialising in management training as well as founder and General Manager of the Commitment consulting company, which operates at an international level in the development of human potential ([www.commitment.uk.com](http://www.commitment.uk.com/)).

The goal is to enable students to have an educational experience in the business world, thereby analysing its contents and modalities.

The ***Mass age, message, mess age*** workshop, launched by the artist in 2015 as a work in progress to shed light on the dynamics underlying communication strategies, analyses in depth the transmission, reception, distortion and processing of messages. The research of Elena Mazzi builds upon the study of the word “revolution” in its broader meaning of radical change in social structures implementable in different historical periods and numerous fields of knowledge, which cannot do without the analysis of the communication among individuals belonging to the same community.

Sharing an experience or acquired information is a process entailing a broad margin of error, since the communicating individual tends to emphasise or downplay some aspects of the information, thereby giving a personal interpretation of the transmitted data.

The students will be asked to pinpoint the words belonging to the everyday language of management in order to compile a glossary to be used in a later moment. Moreover, they will be asked to create elements that can facilitate or hinder verbal communication through the creative, albeit functional assembly of objects made of various materials.

The chosen words and the resulting devices will be used in a performance inspired by the game of Chinese whispers.

**Elena Mazzi** was born in 1984 in Reggio Emilia and studied in Siena and Venice, with a study period abroad at the Royal Academy of Fine Art of Stockholm. Her works have been featured in both personal and collective exhibitions, such as MAMbo and Fondazione Golinelli in Bologna, Art Sonje Center in Seoul, Palazzo Fortuny in Venice, the 16th Rome Biennale, Fondazione Sandretto Re Rebaudengo, 14th Istanbul Biennale, 17th BJCEM Mediterranean Biennale and Fittja Pavilion during the 14th Venice Architecture Biennale. She has participated in various residency programmes and has won many awards, the latest being the On Board 2017 prize. Her work analyses the relationship between humans and the surrounding environment, where they live and experience every day: a type of analysis that is often linked to an anthropological approach analysing an identity that is both personal and collective.

The **Fondazione Ermanno Casoli** foundation, born in 2007 in memory of the founder of Elica – the main supporter of the FEC – promotes initiatives where contemporary art becomes a didactic and methodological instrument able to improve working environments and trigger innovative processes aimed at favouring the relationship between the world of art and that of companies. On top of Elica, the FEC has realised E-STRAORDINARIO for companies and institutions such as: ACRAF - Aziende Chimiche Riunite Angelini Francesco, Confindustria Ancona, 24 ORE Group, Bricocenter, MSD, Biotronik, Jungheinrich, BCC, EulerHermes - Allianz Group, ISTUD - Istituto Studi Direzionali.

The **Full-time Master’s Degree in Economy and Management of Art and Cultural Heritage** of the **24 Ore Business School** trains professionals able to work in the most prominent Italian and foreign companies and institutions revolving around art and cultural heritage, as well as consulting companies specialising in art and cultural projects. For more information, visit [bs.ilsole24ore.com/master-arte-beniculturali](http://bs.ilsole24ore.com/master-arte-beniculturali)

Fabriano, September 2018

**Materials:** <http://bit.ly/FEC-Sole24Ore_ElenaMazzi>

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