Elica and Fondazione Ermanno Casoli

present

**Bianco-Valente**

***THE PLACE WHERE I LIVE***

*curated by Marcello Smarrelli*

within the framework of

**E-STRAORDINARIO FOR KIDS #7**

an educational project on contemporary art

**FRIDAY 13 SEPTEMBER 2019**

**ELICA**

Via Ermanno Casoli, 2
60044 Fabriano (AN)

 **PRESS RELEASE**

Friday 13 September will see the return, for the seventh consecutive year, of E-STRAORDINARIO for Kids, the Fondazione Ermanno Casoli (FEC) project dedicated to the children of Elica employees aged between 6 and 10.

This new event – which takes place every year right before the opening of schools and has seen the participation of internationally renowned artists such as Mario Airò, Elisabetta Benassi, Marcello Maloberti, Perino&Vele, Patrick Tuttofuoco and Vedovamazzei – will feature the duo Bianco-Valente (Giovanna Bianco and Pino Valente). The project, curated by Marcello Smarrelli and entitled *Il posto dove vivo* (The place where I live), was born with the aim of encouraging participants to reflect on the bond that each of us develops with certain places.

Some places, both imaginary and dreamlike, occupy a special place in our hearts, as they are the setting of our lives and feelings. This "journey" to the discovery of the role that places play within us will begin with the car, tourist or geographical maps and photos that the children collected during the summer upon request of the artists.

During the workshop, the images will be mixed up in order to form a single chaotic mass representing a sort of collective memory from which everyone will be able to draw inspiration, create a drawing or build a story. The maps will be randomly cut and assembled in order to make new ones, which will testify to the individual stories of each participant. It will therefore be clear that the personal life story of each one of us is made up of interwoven places and experiences, which in turn are interwoven with the places and experiences of many other people.

The result will be the creation of three large maps that, once deprived of their original function of showing places, will represent a new geography of the soul in which the experiences of all participants are mixed.

According to Marcello Smarrelli, "the artistic research of Bianco – Valente is based on the analysis of phenomena related to vision and perception, starting from the concept of body-mind duality, in which the body is understood as a structure 'limited' to space and time, whereas the mind – with its flow of information, emotions and memories – is immaterial and elusive. In this framework, the journey, both real and imaginary, becomes a symbolic element of particular importance for the testing of their theories.”

*Il posto dove vivo* was conceived within this deliberately playful, albeit highly educational context in order to be held at the Elica headquarters in Fabriano, a place used on several occasions by the FEC as a privileged point of observation for experiments where art and business mingle. E-STRAORDINARIO for Kids was created with the intention of enabling the children of Elica employees to become familiar with the workplace of their parents, getting to the heart of their environment.

Read what Elica President Francesco Casoli has to say: “We deeply believe that the results obtained by the projects linked to the FEC show that art is a source of innovation and a powerful thought provoker and that, as such, it plays a fundamental role in the training and growth of new generations. We therefore believe in the E-STRAORDINARIO for Kids project, and we are delighted to be able to provide the children of our collaborators with an opportunity for creation and experimentation together with an artistic duo that is highly appreciated in the field of contemporary art.”

Working on the future is always a priority for Elica. The company has many projects aimed at new generations that promote opportunities for growth and development in which art and creativity become a living expression of excellence.

**Bianco-Valente | biography**

*Bianco-Valente (Giovanna Bianco e Pino Valente)* began their art project in 1994 by investigating the duality of body and mind from a scientific and philosophical standpoint. This has led to in-depth studies on biological evolution and interactions between different living species. Said studies were followed by a series of projects aimed at making interpersonal connections visible: witness the installations involving various historical buildings, followed by many other works focused on the relationship between people, events and places. The duo has organised exhibitions both in Italy and abroad for important museums and public spaces, including MAXXI, Rome; MACBA, Barcelona; Madre, Naples; Factory 798, Beijing; Palazzo Strozzi, Florence; Milan Triennale; Museo Reina Sofia, Madrid; Kunsthaus, Hamburg; NCCA, Moscow; moreover, they have produced site-specific projects also in Lebanon, Morocco, New York, Rio de Janeiro, Stockholm and Amsterdam.

**Fondazione Ermanno Casoli**

The FEC, which was founded in 2007 in memory of the founder of Elica – a world leader in the production of cooker hoods and the main supporter of the FEC – promotes initiatives in which contemporary art becomes an educational and methodological tool capable of improving the work environment and triggering innovative processes aimed at fostering the relationship between the world of art and that of companies. In addition to Elica, the FEC collaborates with many institutions and companies, including: ACRAF - Aziende Chimiche Riunite Angelini Francesco, Confindustria Ancona, Gruppo 24 ORE, Bricocenter, MSD, Biotronik, Jungheinrich, BCC, EulerHermes - Allianz Group and Fondazione ISTUD, UNICATT - Università Cattolica del Sacro Cuore di Milano, ABA Urbino.

Fabriano, September 2019

**Photographic materials:**

[https://elicacom-my.sharepoint.com/:f:/g/personal/segreteria\_fondazionecasoli\_org/EvNPauZ252xPi9Y-MGhOIe4Bm1OYBaTzwJhHCLM-1lHqkQ?e=aC5Y8e](https://elicacom-my.sharepoint.com/%3Af%3A/g/personal/segreteria_fondazionecasoli_org/EvNPauZ252xPi9Y-MGhOIe4Bm1OYBaTzwJhHCLM-1lHqkQ?e=aC5Y8e)

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