

PRESS RELEASE

Elica and the Ermanno Casoli Foundation

present the project

Breathe Difference
Aria Nuova dal Terzo Paradiso
(New Air from the Third Paradise)

by Michelangelo Pistoletto
&
Love Difference

Curated by Marcello Smarrelli

A never before seen version of the *Nuovo Segno d'Infinito (the New Sign of Infinity)*, along with a series of workshops and meetings on different forms of nutrition, are scheduled to take place at Elica's Showroom.

Opening: June 18th at 6:30 pm
@Showroom Elica, via Pontaccio 8, Milano

On the occasion of the EXPO Milano 2015, Elica and the Ermanno Casoli Foundation (FEC), will present *Breathe Difference - Aria Nuova dal Terzo Paradiso (Breathe Difference - New Air from the Third Paradise)*, at the Elica showroom in via Pontaccio 8 in Milan on Thursday, June 18th at 6:30 pm. This project is by artist Michelangelo Pistoletto together with the cultural association founded by the artist himself, Love Difference, and curated by Marcello Smarrelli, art director of the FEC.

In 2003 Michelangelo Pistoletto, a protagonist in the Arte Povera (Poor Art) art movement, wrote the Third Paradise manifesto and designed its symbol, the New Sign of Infinity, which is a reconfiguration of the mathematical infinity sign. Between the two opposite rings, representing nature and artifice, there is a central ring, symbolic of the generative womb of the Third Paradise, an imaginary overcoming of the conflict, in which nature and artifice are found in today's society. On the occasion of the show, Pistoletto created a never before seen version of the New Sign of Infinity, made out of reflective steel, which will be hung inside the Elica showroom, creating a suggestive play of 'references' and reflections. The work, as explained by the artist himself, "represents the generation of the Third Paradise, after the first paradise, the natural one, and the second paradise, the artificial one. The on-going Third Paradise project leads science, technology, art and culture to a point where they are able to breathe life back into the Earth."

Pistoletto's work ideally introduces the topics that will be dealt with in the rich program of workshops and meetings, which will take place from June 19th to June 27th, following the opening. *Breathe Difference, different forms of nutrition* investigates the relationship between mankind, environment and the exploitation of the earth's resources, which are among the main topics of the EXPO. Some key players collaborating in the various workshop activities, organized by Love Difference, include: artway of thinking, Hoffman Institute, Ludosofici,

Osteria della Villetta, snark - space making, Globarch Open Quadra, and Xlam Dolomiti. The workshop activities will conclude with the creation of a single collective piece, as a result of the various workshop days, which will be on display from June 29th to July 4th from 10:00 am to 10:00 pm.

Elica's space will be transformed into a point of strong relational involvement, which invites the visitor to take an experiential voyage around the topic, *Breathe Difference different forms of nutrition*. Elica – which has always been involved, through its Ermanno Casoli Foundation, to creating and promoting initiatives, thanks to which contemporary art meets the business world – yet again offers its contribution as a 'virtuous' firm and as an example of the willingness to grow, while enhancing resources and skills.

"I was really impressed by Michelangelo Pistoletto's approach and by his " Art and Business Manifesto", with which the artist affirms the urgency to establish a close connection between creativity, science and production" – says **Mr. Francesco Casoli, President of Elica Group**. Elica also shares in these values, and this is why we are proud to host and support Michelangelo Pistoletto's work and Love Difference. It is important that also companies become messengers of a change in our society, through ideas and creative projects. And what else but art could foster innovative thinking and facilitate responsible transformation?"

Breathe Difference – Aria Nuova dal Terzo Paradiso (Breathe Difference - New Air from the Third Paradise) also offers a series of highly creative meetings and workshops, with the end goal of going into depth on the issue of nutrition in general, and contributing in enhancing new points of view among the participants invited by Love Difference, Elica's guests and the EXPO public. The program is entitled *Breathe Difference different forms of nutrition*, and it will take place over the course of one week, transforming the Showroom into a place where one can reflect on various topics, such as food and the relationship with the others; topics which have always been very important for Elica, the world leader in the production of cooker hoods and household air treatment. It is exactly for this shared vision that Elica has decided to make their showroom available to Michelangelo Pistoletto and Love Difference.

The program:

'Aria Nuova dal Terzo Paradiso' ('New Air from the Third Paradise')

Opening Thursday June 18th at 6:30 pm

Discussion with Michelangelo Pistoletto. The artist, during a conversation with Francesco Casoli and Marcello Smarrelli, will illustrate his manifesto of the Third Paradise, and it will be possible to taste Love Difference ice cream, born out of the artist's idea and especially made for the occasion by Osteria la Villetta.

'Aria di casa' ('Household Air')

Friday 19th – Saturday June 20th at 10.00 am/5.00 pm

Carried out by Love Difference and snark – space making

Experiential workshop on the investigation and co-generation of common characteristics of domestic life, in the various aspects in which it is made up of: hospitality, care, creation and memory. The participants will be invited to observe their own home through different points of view, sharing their own domestic living experiences with the group. Each participant will receive a contribution worth 100 Euros.

The workshop, is carried out according to the co-creation methodology, and is open to 12 participants.

'Cibo per essere' ('Food for being')

Tuesday June 23rd at 6:00 pm/9:30 pm, in collaboration with the Hoffman Institute.

Meeting based on a study method, which sees the individual as the combination of four different 'elements': emotions, thoughts, body and soul. Each experience will be metaphorically "anchored" through the sense of taste; in fact, each 'element' will be associated with a guided tasting. Maximum number of participants is 15 people.

'MAKE+ responsive building for smarter living'

Thursday June 25th at 6:00 pm/ 8:30 pm

in collaboration with artway of thinking, Globarch, Open Quadra, KOOBOO Management and Xlam Dolomiti.

Presented for the first time in Milan, MAKE+ is a system which, starting from X-LAM technology, deconstructs and reconstructs the living space and the building process. In order to meet the today's demand of truly sustainable construction: ecologic, inexpensive and developmental. MAKE+ explains its formula through a visual narrative performance, done along an 8-meter wall, in the Elica Showroom. Limited number of participants. Please book ahead.

'Frattali e frattaglie' ('Fractals and offal')

Saturday June 27th at 4:30 pm/ 6:30 pm

Experiential workshop developed in collaboration with Ludosofici, for children (ages three and up) and parents. Open to no more than 25 participants. The experience touches upon the topic of the creative evolution of the universe and will produce an installation, which will remain in the space until completion of the project. Limited number of participants. Please book ahead.

To register and for further information on the scheduled activities:

info@lovedifference.org

mob: +39 3482119586

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Michelangelo Pistoletto was born in Italy, in Biella, in 1933. His artistic training began in the studio of his father, a painter and restorer, where he went to work at the age of 14. He subsequently attended Armando Testa's Advertising Design School. His first painting works were characterized by research on self-portraiture. In the 1961-1962 two-year period, he created his Mirror Paintings, which directly include the viewer into the work of art. His Mirror Paintings built the foundations for his next artistic works and theoretical reflection.

From 1965 to 1966 he produced a series of works entitled 'Minus Objects', considered to be fundamental for the birth of Arte Povera, the artistic movement where Pistoletto was both a protagonist and a promoter. In 1967 he began to work outside of the traditional exhibition spaces: these actions represent the first expressions of that "creative collaboration" Pistoletto will develop over the following decades, by bringing together artists from different disciplines and from increasingly wider fields of the society.

In 2003 he was awarded with the Golden Lion for Lifetime Achievement at the Venice Biennale. At the same Biennale, he presented Love Difference - Artistic Movement for an Inter - Mediterranean Policy, a project born in April 2002 inside the Cittadellarte event, for which Pistoletto made a large reflecting table in the shape of the Mediterranean basin, around which many of the subsequent activities of Love Difference will take place.

In 2004, the artist publically announced the most recent phase of his work, called Third Paradise, the symbol of which is the New Sign of Infinity that he created in 2003. Since 2007, thanks to the collaboration between Pistoletto and Gianna Nannini, curated by Zerynthia - RAM Radioartemobile, the Third Paradise has evolved into a multimedia work in progress. In 2007, in Jerusalem, he was awarded with the Wolf Foundation Prize in Arts, "for his constantly inventive career as an artist, educator and initiator, whose restless intelligence has created prescient forms of art that contribute to a fresh understanding of the world".

In 2010 he wrote the essay The Third Paradise, published in Italian, English, French and German.

In 2011 he was the artistic director of Evento 2011 - L'art pour une ré-évolution urbaine in Bordeaux.

In 2012 he started promoting the Rebirth-day, first worldwide day of rebirth, celebrated every year on December 21st with initiatives taking place all around the world.

In 2013, the Louvre in Paris hosted his personal exhibition Michelangelo Pistoletto, année un - le paradis sur terre. In this same year he received the Praemium Imperiale for painting, in Tokyo.

Love Difference - Artistic Movement for an Inter - Mediterranean Policy is a cultural association founded by Michelangelo Pistoletto as a result of the activities of Cittadellarte - Pistoletto Foundation. Love Difference develops creative projects with the goal of stimulating exchange between people, who come from different cultural, political and religious backgrounds, and to build a solid network between people who want to exchange ideas and solve social issues through art and creativity. Since 2004, Emanuela Baldi and Filippo Fabbrica have coordinated its projects, participating at international events as an artistic collective, and have developed research and propagation of methodologies aimed at enhancing the individual's creativity, within the collective, and triggering transformation processes in view of cultural growth.

The **Ermanno Casoli Foundation** was created in 2007 in Fabriano (AN), in memory of the founder of **Elica**. The Foundation has always been active in the creation and promotion of projects focused on the meeting between contemporary art and enterprise. Contemporary artists enter directly into the heart of the company and speak to employees in workshops and projects which stimulate creativity, innovation and an exchange of viewpoints, as well as improving the working

environment. The Foundation is currently headed by Deborah Carè, with Marcello Smarrelli as the artistic director. The science committee includes leading figures from the Italian worlds of art and culture, including Pippo Ciorra, university lecturer and Senior Curator at the MAXXI in Rome for the Architecture section, Pier Luigi Sacco, professor of Economics and Culture and candidate director of the Siena European Capital of Culture 2019, and Andrea Zegna, architect and curator of the Zegna foundation.

The **Elica Group**, under the chairmanship of Francesco Casoli and management of CEO Giuseppe Perucchetti, has been operating in the kitchen hood sector since the 1970s and is currently a world leader in terms of the number of units sold. Moreover, the company boasts a leading position in Europe for the design, production and commercialisation of electric motors for hoods and central heating boilers. With approximately 3,500 employees and an annual production of over 19 million units, the Elica Group has a production platform consisting of eight production sites in Italy, Poland, Mexico, Germany, India and China. Extensive experience in the industry, refined design, superior materials and cutting-edge technology ensuring maximum efficiency and energy saving are the defining traits of the Elica Group on the market, and have enabled the company to revolutionise the traditional image of the kitchen hood from a mere accessory to a design object capable of improving the quality of life.

Info Ermanno Casoli Foundation

Saverio Verini +39 345 6420254 segreteria@fondazionecasoli.org - www.fondazionecasoli.org

Ermanno Casoli Foundation Davis & Franceschini Press Office

Lea Codognato – Caterina Briganti +39 055 2347273 info@davisefranceschini.it - www.davisefranceschini.it

PRESS OFFICE ITALY
SHARE by Silvia Rizzi Comunicazione

Via Pietrasanta 12
20141 Milano
Tel. +39/02/95330512
Fax +39/02/95409272
info@share.it
www.share.it

PRESS OFFICE INTERNATIONAL
ERGO

P.le Aquileia, 8
I - 20144 Milano
Tel. +39/02/43995057
Fax +39/02/43995068
info@ergo-online.it
www.ergo-online.it