

ITALY ♦ UK

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ITALIAN CHAMBER OF COMMERCE AND INDUSTRY FOR THE UK

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MATERA

European Capital of Culture 2019

AN ANALYSIS OF THE ART MARKET IN THE UK AND ITALY

Italian-UK relationships remain
solid in the high-end market

RENZO PIANO: ELEGANCE AND LIGHTNESS TO DEFY GRAVITY

The architect's mark in the UK and the
innovative exhibition in London

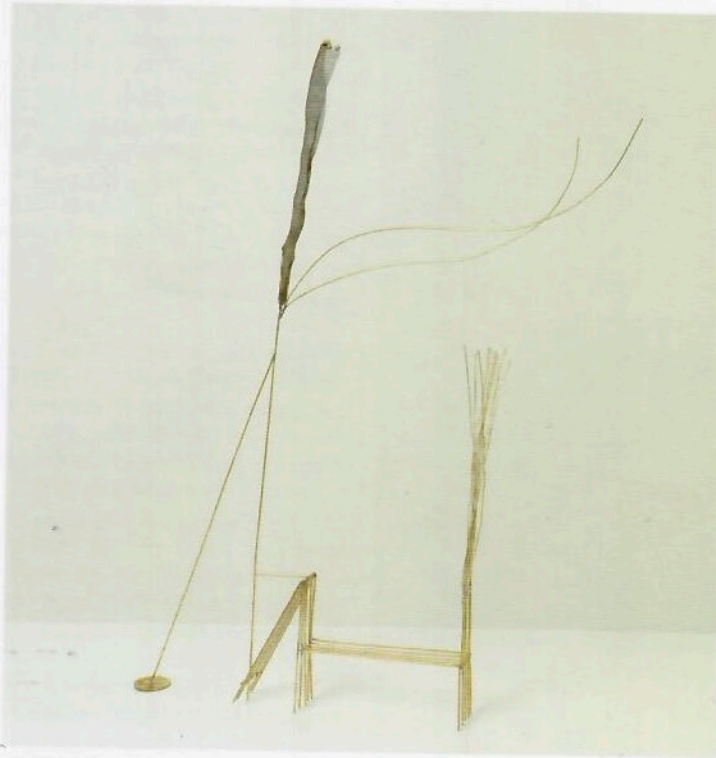


ITALIAN CHAMBER OF COMMERCE
AND INDUSTRY FOR THE UK

London, Manchester, Edinburgh & Glasgow



ITALIAN TRADE AGENCY
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The happy place of art: London

A world class art business and community

Italy is commonly thought to be the "artistic nest" of the world but, among the million reasons London is famous for its art business is definitely one of the most prominent. The city is generous in giving access to free art, available at the National Gallery and the Tate Modern, among the streets around Shoreditch or again in many galleries. The Italian participation within the artistic initiative of the Capital is unsurprisingly full and broad.

One Italian company worthy to be mentioned for its artistic involvement

is Campari Group. It was founded in 1860 and its artistic heritage is a great example of creativity in business. The artworks realised to promote the famous drink walked through the 20th century fully embracing the art movements of that period. The art nouveau advertising posters by Fortunato Depero were just the beginning of a flourishing series that kept adapting to the most elegant style in each epoch and helped building the vibrant and decadent image that characterises the brand

so much. Among the great artists who collaborated with Campari are Marcello Dudovich, Marcello Nizzoli and Adolf Hohenstein. Their works were displayed in September 2018 in an exhibition at the Estorick Collection in London, 'The Art of Campari'.

FROM TURIN TO LONDON

Another great exhibitor of art from the 20th century is the Mayfair-based Mazzoleni Gallery, founded in Turin in 1986. During its history Mazzoleni made room and gave visibility to the greatest exponents of that period. Indeed, it exhibited the works of Alberto Burri, Michelangelo Pistoletto and Lucio Fontana, to name a few.

Their next exhibition will be 'Equilibrium. An idea for Italian sculpture', curated by Giorgio Verzotti and "the theme will explore one of the contrasts of Italian sculpture that through the negation of its *pondus* opens structurally to the surrounding space". There, along with the Italian biggest names, the exhibition will showcase also more recent works created specifically for this project.

The gallery is actively contributing to current critical art and art historical discourse and participating at international art fairs. Considering the Gallery's massive involvement in the international scenario – the United States, Europe, Hong Kong – we asked Luigi Mazzoleni why they chose London as the location for their second gallery. He replied: "London is an international city where art collectors from all around the world gather to source works. It has a world class art business and community that we wish to engage with".

By his testimony and Campari Group's artistic activities, London reaffirms itself once again as a cultural melting point, custodian and protector of the arts. ♦

The exhibition "Equilibrium. An idea for Italian sculpture" will be displayed at Mazzoleni in London, from 9th February to 18th April 2019.