

Press Release

DAVID REIMONDO ***Cromofonetica***

Mazzoleni, Torino

21 March 2024 – 31 May 2024

Private View: Thursday 21 March 2024, 6pm – 10pm



*– and I, like a stanza in a poem written in an unknown foreign tongue,
am shaken to the core.*
from The Conquest of the Useless, Werner Herzog, 2009

Mazzoleni presents the second solo exhibition by **David Reimondo** (Genoa, 1973; lives and works in Milan), following the success of the exhibition *Il muscolo del pensiero è il cervello* (The muscle of thought is the brain) in 2019, with Reimondo's signature series *Etimografie*.

Mazzoleni Galleria d'Arte Srl

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DAVID REIMONDO. *Cromofonetica* will explore the artist's *Cromofonetica*, a neologism coined by Reimondo to describe **his research into a new and personal theory of colour**.

Neuropsychiatric studies and archaeological research have revealed, in recent years, that not only in the moment of birth can we associate meaning with primordial symbols (the stylized shapes of a face, for example: two points and a straight line arranged in an oval), but that man was a *pictor*, before *sapiens*. That is that the Neanderthals were already using colours and pictograms, proving that shapes and colours are the basis of pre-verbal communication.

Reimondo's work focuses on the human being. With his consistent research into the body of work *Etimografia* – another of his neologisms – Reimondo carries out a complex exercise of cultural de-training towards a linguistic *tabula rasa* that has led him to invent a new sign and phonetic system. With *Cromofonetica* therefore, **the language is reborn in a new phonetic grammar** that, thanks to the use of syllables connected to colour, **expresses this new theory of colour and the interaction between them in an intuitive and primordial way.**

With **playful wisdom and a rigorous, precise and aesthetically highly curated rendering**, Reimondo's exhibition presents the corpus of the *Cromofonetica*: from *Etimo-Cromofonetica* (2019), a large-scale installation work, to *Onda Cromofonica* (2017) and *Colorful* (2016 - 2024), in which the **immersion of the viewer's senses** is already total, up to the **site-specific works produced for the exhibition** in which the sound, visual and intellectual experience reaches its maximum expression, involving and **surprising visitors** with unexpected presences always linked to the universe of colour.

The exhibition will revolve around new artworks **dedicated to the protagonists of Art History**. Each piece features an open book showcasing a specific work. The artist analyses the work's main colours and **through the use of a system of speakers** placed inside the case that houses the publication, **broadcasts its 'chromatic description'**. This sound possesses a unique and distinctive character for each work, reinstating the artist's interpretation. Using the *Cromofonetica* 'language', the artist creates **new and immersive works, offering a new way to experience these volumes and the works depicted in them**. On the occasion of the exhibition, **the first monograph dedicated to David Reimondo will be published.**

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In Reimondo's practice, interaction, collaboration and exchange with other subjects and realities are fundamental. The colour apparatus utilised is derived from **NCS - Natural Colour System®**, a universal colour collection, characterised by a logical ordering of shades. In the course of research, the comparison with NCS Colour Centre Italia was an integral aspect, especially due to its methodological rigor and systematic organisation. The NCS® Colour System, facilitated the optimisation of **the biunivocal correspondence between two apparently unrelated visual categories: standard colour and artistic sign.**

The exhibition's technical sponsor is **COVEMA Paints, a historic paint manufacturer since 1962**, who worked closely with the artist to create **109 colour shades, transforming the concepts of *Cromofonetica* into matter.** Together with students from the 2nd year Graphic Design course at the **European Institute of Design** in Turin, the artist and the gallery conducted an in-depth study of the exhibition, its layouts and communication. The participants' works are published in a dedicated gallery on mazzoleniart.com.

END OF RELEASE

MAZZOLENI

Mazzoleni is a leading Post-War Italian and contemporary art gallery based in London and Turin. With over 35 years of activity, Mazzoleni focuses on a museum-calibre exhibition programme and participates in the main international art fairs, including Art Basel, Frieze, and TEFAF, as well as Artissima, Arte Fiera and Miart. Most recently, the gallery has expanded its reach towards new art scenes with its participation in Frieze Seoul, Art Abu Dhabi and Art Dubai. The Mazzoleni collection is exhibited in museums and institutions worldwide, such as: the Centre Pompidou and Palais de Tokyo in Paris; the Solomon R. Guggenheim Foundation in New York; the Smithsonian Institution in Washington; The State Ermitage Museum in St. Petersburg; Tate and the Estorick Collection in London, as well as Museo del Novecento in Florence, the GNAM in Rome, MADRE Museum in Naples, Triennale Milano and Palazzo Reale in Milan, and the Venice Biennale. Mazzoleni represents the Estate of Agostino Bonalumi.

NOTES TO EDITORS

DAVID REIMONDO. *Cromofonetica*

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Gallery Hours: Tuesday – Saturday: 10am – 1pm / 3.45 – 7.15.

Sunday and Monday by appointment

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