

M'AMA.ART PRESENTS

# IO SONO QUI!

From an idea by **Alessia Montani**, curated by **Lorenzo Bruni** for  
MACRO Museum Testaccio, ROME  
December, 2017

The now well-proven format of M'AMA.ART is that of creating contemporary art exhibitions to stimulate public opinion on themes of collective and social interest, with special attention to the subject of last generation human rights - such as the right to a healthy environment and food security; the right to intercultural and inter-religious dialogue; the protection of diversity, to overcome conflicts and unite peoples. Artists of international fame are called to tackle these themes in their own works, in a challenge both for themselves and for a society that is changing ever more rapidly and unpredictably.

With this aim Alessia Montani, founder of M'AMA.ART has projected and created exhibitions such as: "*Transparency. The art of renewable energy*", hosted by the Macro Museum of Rome and the Madre Museum in Naples, on the theme of environment protection. "*M.eating*", on the right to food, presented during the Biennial in Istanbul (Chamane Museum) and then at the biennial in Dakar. "*Red Dangerous*" created at the "Casa delle Letterature" of Rome, on the relationship between individuals and society.

*“Io sono qui!”* is the exhibition proposed by M’AMA ART for the MACRO Museum Testaccio in Rome, curated by Lorenzo Bruni, on the right to communication and the need to overcome the inequality of communication means. In a world where communication is at the basis of human existence, it means growth, knowledge and development, and every means of communication has its own speed and accuracy. Communication understood in a global sense: by post, air, and ship, through material infrastructure such as highways, railways, tunnels; but also with the help of immaterial infrastructures, such as the Internet. Speed, being able to contact as many places and people as possible in the least time possible, are behind the epochal change that is our reality today - the birth of the World Wide Web and the digital era; the Internet, the base on which individuals, companies, and entire States now rely. A huge, super-fast, virtual road linking every connected angle on the planet. Access to material infrastructures, alongside access to the Internet, is the present and future of a world able to grow and enrich where it is present, and, in contrast, to cause damage to those who cannot use it regularly.

Communication, both material and immaterial, is a right to guarantee and preserve.

**The aim of the exhibition “IO SONO QUI!” at the MACRO TESTACCIO, ROME, DECEMBER 2017**

Around the concept of communication, through material and immaterial infrastructures, a complex art and information project will be put in place, representing the extraordinary opportunity for the sensitisation of a vast public on the themes that need renewed awareness. In this case, art becomes a place of reflection on our present and future condition and is given the task of becoming an element for sensitisation in the awareness raising process. The project, involving a selected group of artists committed to using the medium of art and contemporary aesthetics to reflect the digital theme, aims to reflect on what can today be understood as a work of art in this time of global communicative interaction, and how this influences the concept of history of art on both a national and international level.

The global, post ideological world has plunged into a series of tensions between ideological groups that represent nothing more than the attempt to defend the freedom to access information, but at the same time to protect personal data. The world is divided into those who can access all the information about everyone and at the same time the defence of their own data, between those who can be censored and those who cannot. The project entitled “Io sono

qui!” examines the question of the freedom of citizens of the global village and the concept of belonging and national identity in the era of digital town squares. Tackling the two sides of the same coin means reflecting on “what” – not on how – we all want to communicate to others. The works of the artists involved – amongst the most interesting on the international scene – will allow for some interesting discussion forums.

Large environmental installations tackle the theme of Ecosustainability, of the Digital Divide, the contrast between analogue and digital technology and the role of art in the society in which it originates, and the current perspectives of post-relational art.

The exhibition thus aims to be a discussion laboratory around what the “digital world” means at the social but also the political level, in the exploitation of resources, on their applications and from a geopolitical point of view.

### **The artworks**

The space of the Macro Testaccio will be transformed, thanks to the installations, into a sensitive environment, that the public can walk through and in which they can stop. The concept of losing our sense of direction in order to find a new order is the basis of the choice of the works that will invade and change the space. In contrast to the environmental works, will be the works in the double persona section.

In the areas above the exhibition halls the works of two artists, will be shown in a dialogue of comparison and contrast.

Every double persona will be the chance for interdisciplinary confrontation and dialogue.

### **Why Rome:**

There is a centuries-old saying that: “All roads lead to Rome”. A popular saying that hides the secret of an ancient grandeur recognised through time: their roads and the importance of these in the evolution of culture. The Romans made roads their key to managing and controlling a vast territory, the key to their strength, growth and prosperity, as a first, fundamental form of communication. Rome, at the site of the Macro Testaccio, thus becomes a symbolic place to talk about communication, to reflect on how material and immaterial infrastructure have been able to transform our way of conceiving and acting in our everyday life.

### **Discussion laboratory:**

The digital world is not only made up of the tablets and smartphones that people find themselves surrounded by today, but it is the new context made up of the

rules, rights and duties in being always connected to the Internet. The move from analogue to digital technology has clearly happened in the case of pictures and the diffusion of images. It is different, however, when we think of the administrative and ethical plan of rights of individuals and of a society immersed in this dimension of “liquid modernity”, as it was defined by Zigmunt Bauman in 1999.

Seminars, workshops and conferences:

The multidisciplinary nature of the project, can be seen also through another, complementary aspect, with respect to the synergies between art-enterprise-technology, i.e. that of the organisation of seminars, workshops and forums on the themes of material and immaterial infrastructures.

Book – catalogue:

The project also provides for the creation of a book – catalogue containing a series of stories of an artistic, historical, political, sociological, philosophical and anthropological character. Naturally most of the space in the book will be dedicated to art and a series of images chosen from the artworks on display will be illustrated.

MACRO Testaccio, ROME  
December 2017

“Io sono qui”

An exhibition by M’AMA.ART, from an idea by Alessia Montani.  
Project curated by Lorenzo Bruni.

**Environmental installations. Artists.**

Superflex  
Thomas Saraceno  
Carsten Nicolai  
Mithu Sen  
Ahmet Ogut  
Francesco Vezzoli  
Patrick Tuttofuoco  
Jorinde Voigt  
Yorgos Sapountzis  
Rirkrit Tiravanija

**Double persona towers:** *work in progress*

**Meetings and conferences:** *work in progress*