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Title: An Exhibition of Italian Flair

Exhibition Title: Italy's flair

Introduction:

The show will be about what is quintessentially Italian, showing off Italy's finest artworks, creations and sculptures from all eras within the very historic town of Verona, however with a key focus on the Italian automotive industry and how it has shaped Italy into what it is today. It will be celebrating the flair and culture of Italy's work and how they have created such a strong culture within this nation. The setting of Verona is perfect for this exhibition as the architecture will really compliment the artwork and aesthetic of this exhibition. This exhibition is very important and topical in today's world due to the fact the world is becoming one big 'clone town' Simms (2007) where cultures are mixed and forgotten in the way for a more westernised world. I will be touching upon globalisation theories, sense of place theories from philosophers such as Yi Fu Tuan. Pieces of work will expanse from all walks of art from culinary, automotive and sculptural in aid to really encapsulate the Italian flair.

Context

The theme of course is to be as Italian as possible. The exhibition will be open to anyone, a free of charge event to avoid discrimination and an event everyone can enjoy and be educated. However, this being said, the idyllic outcome of the exhibition will require a correct social behavioural attitude of sophistication yet in a relaxed manor such as the style of a "concours d'elegance" (Merriam-Webster, 2008) where the public can saunter around the exhibits. Italy's finest artist will be invited to perform and entertain at the exhibition such as the Cerea brothers to provide culinary art. I want this exhibition to be a feast for all the senses to enjoy, to really enhance the Italian culture from all aspects. Contemporary art and sculptures will be present from some of Italians finest such as the historic art of Leonardo di Vinci right up to the modern and future technological advances from Horacio Pagani in his automotive art work and of course, many exhibits from Enzo Ferraris portfolio.

The motive behind this exhibition is the fact many cultures around the globe are becoming lost and almost merged into one another. This is down to the theory of “globalisation” (Bowness *et al.* 2009, P. 113) where the interconnected society we live in today is meant to make the world a better place to live however arguably having a negative impact on many historical cultures where “the ideas, customs, and social behaviour of a particular people or society” Atcheson (2019) diminish. I want this exhibition to emit a what Yi Fu Tuan would describe as Tophilia- “The human love of place... diffuse as a concept, vivid and concrete as human experience” (Bayliss *et al.* 2016, P. 73). I want to instil a love for this exhibition, and I believe this can be achieved via the passion of art in a stunning location that is accessible to all.

It’s important in today’s world to maintain culture and remind people of what’s so great of historic towns and where much of Italy’s origins have come from. This is because in current times many towns over the globe have turned into “clone towns” Simms (2007) where A town whose major shopping areas are dominated by chain stores at the expense of local diversity. Clone Town (Your Dictionary, 2004) And this therefore loses culture! My exhibition is to remind people from all over that culture is what makes a place great and it shouldn’t ever be lost. TNCs are to blame for this clone town terminology, and many of these TNCs are very western such as McDonalds. Who would have thought a dirty American burger takeaway can be present in a sophisticated, historic town in Italy. This therefore merges cultures and often forces local family owned businesses to shut as they simply cannot compete. My exhibition is to remind people to celebrate where they come from and support to local craftsmen such as restaurant owners, local furniture makers and even the automotive industry such as fiat to maintain the heritage of Italy.

Postmodernism is also a very common philosophy in today’s times, “Postmodernism can be seen as a reaction against the ideas and values of modernism, as well as a description of the period that followed modernism's dominance in cultural theory and practice in the early and middle decades of the twentieth century. The term is associated with scepticism, irony and philosophical critiques of

the concepts of universal truths and objective reality” Postmodernism (Tate Modern, 2020) therefore resulting in a mixing of styles This mixing of styles may create an aesthetic piece of art in current times however a mash of cultures can be seen as mixing French wines with Italian wines. It shouldn’t be done. This mixing of style and culture then ends up with an eclectic mix of styles in all countries. In turn losing culture. Very much like the TNCs and clone towns.

Artists and art works selected but not limited to

Horacio Pagani: Pagani Zonda.

The Pagani Zonda is a 21st century automotive feat of Italian engineering and art work that mixes engineering and art harmoniously. “Past, present and future. A timeless interpretation Of automotive art” (Pagani, 2020). Very much like Leonardo di Vinci, Another Italian artist and scientist. Horacio’s work has been chosen because it’s the epitome of Italian flair. His Zonda features exquisite materials, design and engineering such as the aerodynamic flaps “This means that each of the four mobile winglets behaves according to the driving circumstances in a dynamic and immediate way and even when braking, by generating an aerodynamic braking action. Pagani (2020) Showcasing the ingenuity of this creator that should be celebrated and recognised as Italian. This Art work fits in perfectly with my theme. Looking at a piece of Horacio’s work you will understand why it has been included. It is unmistakably Italian. The design is unfiltered and every component bar its engine has been designed and made in Italy specifically for this car. I will allow the engine coming from Germany as this has been a common trait through Italian automotive history as deigning an engine can be a very pricey task for small Italian automotive businesses. Therefore, taking other

manufacturers and re-dressing them in their own style.



Fig 1

Culinary art from the Cerea Brothers

The Cerea brothers are true Michelin starred Italian chefs that often turn basic Italian foods into culinary art. They often make traditional dishes with a modern twist using ingredients from around Italy therefore I personally think this would be a great addition to this exhibition as it adds to the Italian sensation and bring all senses to life and therefore appropriate for my Italian flair theme and unhindered Italian culture. (Great Italian Chefs, 2020)



Fig 2

1957 fiat 500

This screams Italy in the 60s. The quirky designed moped alternative transport considered one of the first 'city cars.'

Despite its small size, the Cinquencento proved to be very popular, and almost four million were produced from launch to 1975. (Arnold Clark, 2015) These fiat 500s became a staple round every town and city in Italy just like the vespa however with 2 extra wheels.

Designed by Dante Giacosa, the Cinquecento was marketed as a cheap, functional and economical town car for post-war Italy. (Arnold Clark, 2015) Therefore this car was sold in the masses to everyone of all status. They were quirky and fun and perfectly designed for Italy's streets.

I think this is a suitable piece for my exhibition as it was a product available in the 50s and 60s that became so popular and almost shaped Italy's history in making small cheap cars that are designed to

get round tiny Italian streets.



Fig 3

Mona Lisa Leonardo da Vinci

The Mona Lisa is world renowned as one of the greats and this piece will help celebrate Leonardo da Vinci's work as a whole. Many say the mona Lisa is a masterpiece and has been described as "the best known, the most visited, the most written about, the most sung about, the most parodied work of art in the world" (Independent, 2005) So having such a well-known and celebrated Italian artefact would really help the celebration of the Italian flair I was after. This piece being from the early 1500's also gives the variety in time period I wanted as pieces from the past would help shape the culture of a place. This piece further fits in with my theme because it is at a time of very small amounts of

globalisation therefore merging of cultures wouldn't have taken place.

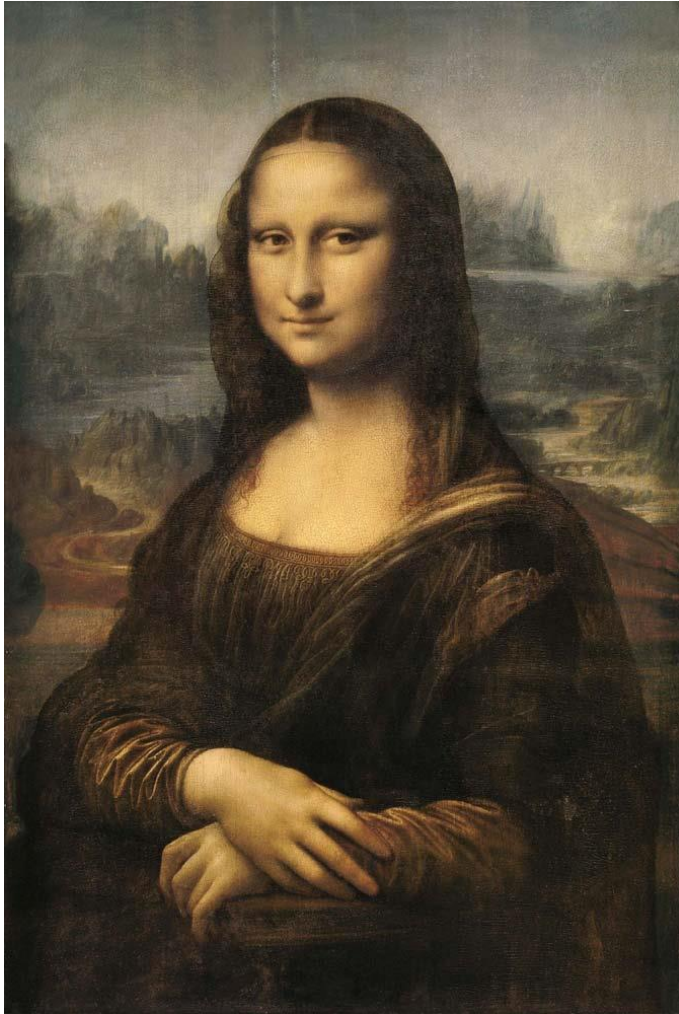


Fig 4

Ferrari F40

The Ferrari F40 was a force to be reckoned with in the 1980s and was a true celebration of what Ferrari was all about. Lightweight, advanced race cars for the road and had the essence of Enzo Ferrari's racing competitiveness

The F40 was built to celebrate Ferrari's 40th anniversary. A very fast Berlinetta designed by Pininfarina, it was built mainly from composites. Its sophisticated high-performance, turbo-charged running gear combined with a first-class chassis gave it the kind of great dynamic prowess that was close to that of a racing car. (Ferrari, 2020)

This exhibit is ideal for my exhibition as Ferrari is such a large name and the Italian passion is so great for this brand and the heritage it would be silly not to include it as it incorporates a real flair. Designed and curated by Italians.



Figure 5

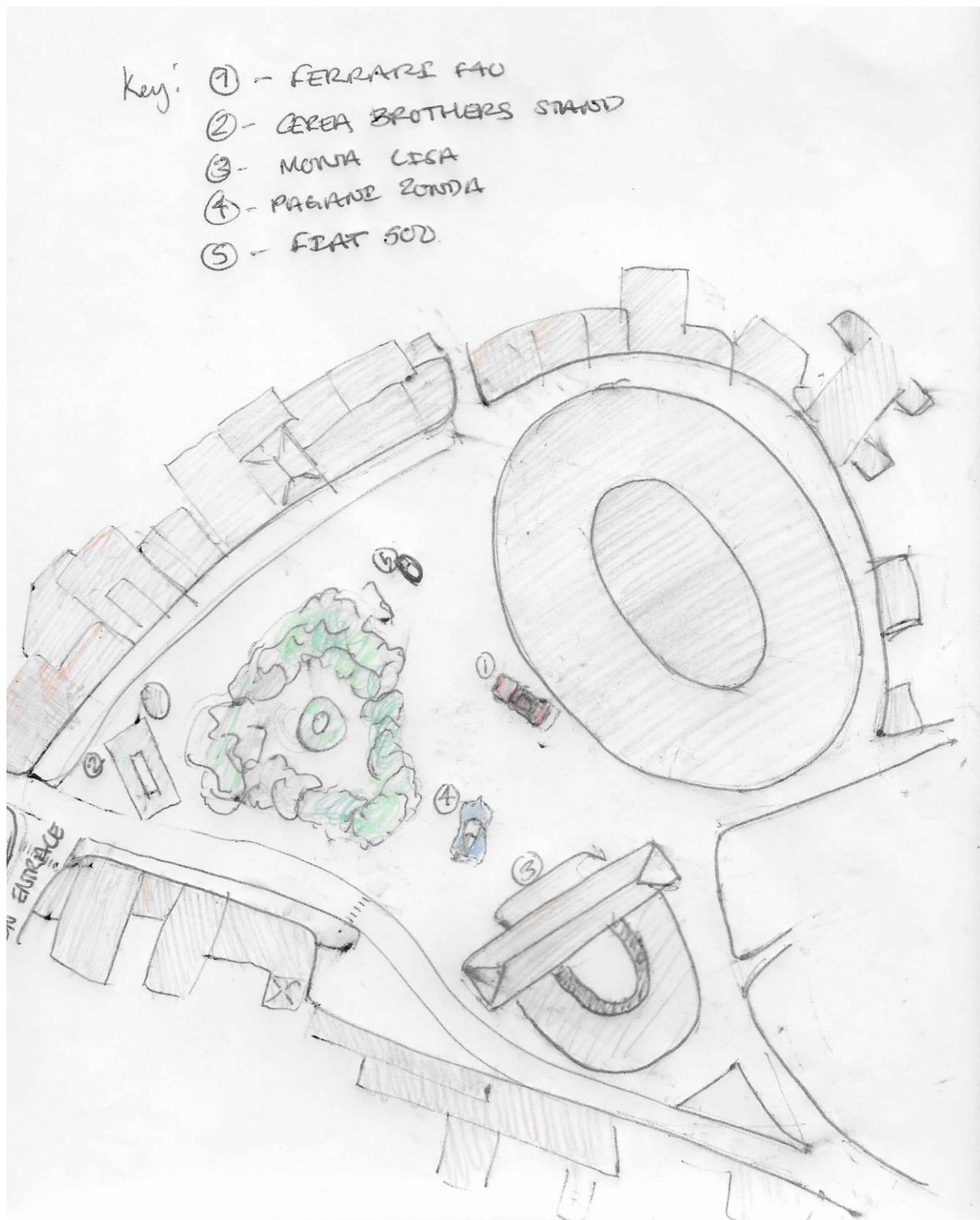


Figure 6

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Figures:

Fig 1: Laughing Colours. (2018) *Pagani's Zonda HF Barchetta Will Cost Whopping Rs 120 Crores without Taxes*. Available at: <https://laughingcolours.com/paganis-zonda-hf-barchetta-will-cost-whopping-rs-120-crores-without-taxes-89670/> (Accessed: 26th April 2020)

Fig 2: Great Italian Chefs. (2020) *Cerea Brothers*. Available at: <https://www.greatitalianchefs.com/chefs/cerea-brothers> (Accessed: 26th April 2020)

Fig 3: Taylor, C (2014) *1957 Fiat 500 N 'Vetri Fissi'* Available at: <https://rmsothebys.com/en/auctions/mc14/monaco/lots/r124-1957-fiat-500-n-vetri-fissi/181780> (Accessed: 26th April 2020)

Fig 4: Encyclopaedia Britannica (2020) *Mona Lisa*. Available at: <https://www.britannica.com/topic/Mona-Lisa-painting> (Accessed: 26th April 2020)

Fig 5: Silodrome. *Ferrari F40* (2017). Available at: <https://silodrome.com/ferrari-f40-supercar/> (Accessed: 26th April 2020)

Fig 6: White, C (2020) *Exhibition Map* [Digital generated Image]

