

Art Days Napoli Campania, the second edition from 24 to 27 November

Two emerging artists awards and residencies standing for valorization and urban participation: Wine Wise, Flegreo per il contemporaneo

Unveiled the first institutions, private collections, foundations, galleries and independent spaces on board

Naples (IT), September 8, 2022 - The **Art Days - Napoli Campania second edition** will take place from 24 to 27 November 2022, in every main city of the most consecrated among the European regions to the contemporary languages.

The promoting Association, **Attiva Cultural Projects**, also celebrates the success of the first edition (16-19 December 2021), at which **46** institutions, galleries and independent spaces took part for a total of **51** events originally created for the Art Days in Naples, Benevento, Caserta, Salerno and related provinces despite the uneasy international scenario and the health emergency legislation still in full enforcement at that time.

'Art Days - Naples Campania is the **first major widespread event dedicated to contemporary art throughout the South Italian region**: it aims to enhance the artistic excellence of the territory by triggering a dialogue between the actors of the system, offering national and international visibility to a territory already among the most sensitive for the production, exhibition and collection of contemporary art.

Campania already stands out, even at an extra-European level, for the caliber of the art system actors operating in the region but it remains **the only territory that does not yet have dedicated appointments that put all the operators and artists** into a temporary bundle by **inviting the public to explore a single concentrated calendar** of performances, exhibitions and special projects, awards and conferences.

This is why **we felt the need to design the Art Days and not a fair**: to give visitors from all over the world (but also from other Italian regions and from every area of Campania itself) the opportunity to book a long weekend with the possibility to also enjoy **affiliated accommodations and dedicated tours** that tell the **regional milieu by interacting directly with the actors who express it throughout the year in their premises**: a museum, a private collection, a gallery, an independent space and much more.

With a **full bilingual program** (Italian / English), visitors of all nationalities will also be able to enjoy a special itinerary in each participating institution and gallery and, why not, **get to know all the other Campania region excellences and iconic places** au pair with contemporary art thanks to our social campaign that tells places, monuments and stories full of emotion, accompanying future visitors until the days of our event' say the founders of **Attiva, Martina Campese** and **Raffaella Ferraro** (1991 Naples / Vico Equense), the association that, together with **Letizia Mari** (1994, Bergamo) conceived and curated the festival and which, for this second edition, also avails itself of the contribution of **Valeria Bevilacqua** (1989, Ferrara), program manager.

Art Days - Naples Campania has already received the **patronage** of the **Municipality of Naples**, of the **Campania Region**, of the **Academy of Fine Arts** as well as the Matronage of the **Donnaregina Foundation - Madre Museum**.

Exhibitions, site-specific interventions, performances, talks, guided visits and tours, educational activities, workshops (and for the first time **a dedicated by-night program**) will crowd the second edition of the Art Days: crucial for its success are the partnerships with the main Campania based national and regional museums and institutions as well as the the ones with galleries, independent art spaces and foundations, private collections, arts residencies.

There are **two prizes that the curators and founders of Art Days Napoli Campania present for the first time this year**. Both are **dedicated to emerging artists residing in Italy with no age limit**: by giving a **qualified space for an artistic residence** they come along with a **production prize** for the construction of the work and are designed to **promote in synergy two territorial excellences**: the **wine** and the agricultural landscape of Campania, the enormous **archaeological heritage** by refreshing an universally known **highly man-made site**.

Wine Wise. Methodologies of transformation, is the **first open call aimed at promoting the link between contemporary art and wineries** created in the Campania region and aimed at emerging artists. The

project is developed in collaboration with the association **The Emotional Experience** (Cristina Varchetta, Natascia Sole, Rosa Puorro) within **four Campania wine estates** distributed in as many provinces: **Villa Matilde** (CE), **Villa Raiano** (AV), **Cantine Astroni** (NA), **Cantine Iannella** (BN).

The call for applications closes on 20 September, four winning artists will be selected by the curators of Art Days assisted by an **exceptional jury**: the collector **Fabio Agovino**, the **The Emotional Experience team**, the journalist and art critic **Stella Cervasio (La Repubblica)**, one representative for each of the wineries involved. The award will be announced on September 30.

The **site specific works created during the residency period will be acquired by the participating wineries** and will be presented by the artists between **17 and 20 November** through the organization of **special tours between art and tasting** that will be the real eve of the highlight of the event, November 24-27.

Transforming grapes into wine implies collaboration between humans and non-humans, favoring chemical, technological, aesthetic and affective relationships between them. **A holistic reflection on wine production processes** suggests a change of perspective in which inter-species collaboration opens up new opportunities for environmental sustainability, collaborative survival, aesthetic interaction.

WineWise - Methods of transformation is much more than a contemporary art prize for emerging artists. **It is an artistic and territorial valorization project** aimed at all artists, duo and collectives interested in exploring the relationship between art, territory and wine production in its complexity.

Flegreo for the contemporary - Art Residency, the second prize in the rich parterre of Art Days, aims to involve the Phlegraean community, called to redefine - through the work shared with the artist - its relationship with the **Macellum - Temple of Serapis** site, symbol of the historic center of the city of Pozzuoli. It is **the most built-environment archeology** in the Campi Flegrei cultural district, now incorporated into the urban landscape **to the point of underestimating its importance**.

What is the role that the artist can assume within the **artist / inhabitant / territory relationship**? These are the **three key words** of the **project promoting the development of participatory activities** aiming the **involvement of the resident population** where the creation process becomes the scope of the artistic intervention, to increase the levels of awareness about the cultural heritage and the recognition of values connected to it.

The **Macellum**, commonly known as the **Temple of Serapis**, will be at the center of a path of awareness and creation of meaning. Flegreo for the contemporary wants to invite artists to develop this reflection to **create / re-create that relationship between man and archeology** of which the Macellum is historically the bearer.

Accompanied by a **residence sponsored by the Anyway Campi Flegrei network of b&b** and a **production prize** for the work, the winning artist will be awarded and the **work unveiled from 24 to 27 November 2022**. The **jury**, also exceptional, managing Flegreo for the contemporary is composed by the **Art Days - Napoli Campania team (Martina Campese, Raffaella Ferraro, Letizia Mari, Valeria Bevilacqua)**, by the **Aporema O.N.L.U.S. one (Antonio Manzoni and Daniela Politelli)**, by **Fabio Frasca**, the millennial collector founder of the homonymous collection, by the **Head of culture and foreground of the Corriere della Sera** (ed. Del Mezzogiorno) **Mirella Armiero**, by the **Director of the Archaeological Park of Campi Flegrei, Fabio Pagano**. The call for application closes on **September 30** and the awarded artist will be announced on October 7.

(end of the press release) - on the next page: who's who

Art Days Napoli - Campania: **Exhibitions, site-specific interventions, performances, talks, guided visits and tours, educational activities, workshops, by-night program**

Deadline for awards and artist residencies: 20 and 30 September 2022

Wine Wise event and teaser tour: November 17-20, 2022

Full program: November 24-27, 2022

IG: https://www.instagram.com/artdays_napolicampania/ | **FB**: <https://www.facebook.com/artdays.napolicampania>

Web: <https://www.artdaysnapolicampania.com/>

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Who's who: Attiva and the curators

ATTIVA Cultural Projects ETS is a non-profit cultural association, based in Portici (NA), born in 2019 with the intention of engaging in the promotion and enhancement of the various contemporary artistic expressions and declinations, with specific reference to the emerging ones. Therefore, it proposes itself as a national activator and incubator of innovative research projects and independent artistic initiatives.

As part of the community projects of Matera European Capital of Culture 2019, the Association oversaw the site specific project designed for the small town of San Paolo Albanese (PZ), entitled "Resti", by the young Neapolitan artist Viviana Marchiò (1990), selected for her marked planning predisposition and the desire to integrate and dialogue with every territory in which she is called to interact.

As part of the organization and curation of exhibitions, the Association has curated, at Arte Spazio Tempo in Venice: the exhibition "Through" by the photographer Silvia Capoccia (1993), (November 2019 - February 2020), "The fluid space "(February - March 2021), the first solo exhibition of the Venetian artist Maddalena Granziera (1991) and "The beauty of impermanence" (January - February 2022), the solo exhibition of the artist Gaia Bellini (1996).

Among the fairs, in 2021 Attiva participated in Linea Festival (Ruvo di Puglia) and in The Others (Turin). Furthermore, since its inception, ATTIVA has been involved in an independent artistic publishing project, entitled *Ōpĕra*, which - every four months - involves six young emerging artists in each issue, invited to create as many unpublished works accompanied by the related critical-curatorial texts. Here are the artists involved in each of the issues so far released:

Ōpĕra 01: Elisa Bertaglia, Lavinia Cestroni, Federica Gonnelli, Matteo Messori, Nicholas Perra and Marco Rossetti.

Ōpĕra 02: Gisella Chaudry, Cristina Cusani, Stefan Milosavljevic, Miriam Montani, Rachele Moscatelli, Luca Petti.

Ōpĕra 03: Nausica Barletta, Alessandro Costanzo, DAMP, Maddalena Granziera, Marta Spagnoli, Vincenzo Zancana.

Ōpĕra 04: Camilla Alberti, Giuditta Branconi, Simone Cametti, Arianna Greci, Giulio Locatelli, Giuseppe Loi.

Ōpĕra 05: Giulia Spreafico, Iacopo Pinelli, Barbara De Vivi, Giulia Gentilcore, Pietro Catarinella, Giulia Mangoni.

Ōpĕra 06: Dario Picariello, Mattia Sinigaglia, Veronica Bisesti, Gaia Bellini, Guendalina Urbani, Michele Palazzi.

Ōpĕra 07: Eva Chiara Trevisan, Gianluca Quaglia, Marco Useli, Lidia Bianchi, Eleonora Cutini, Giovanni Rossi.

Ōpĕra 08: Giovanni Chiamenti, Angela Grigolato, Noemi Mirata, Luca Arboccò, Edoardo Ongarato, Lucrezia Costa.

At the same time, the association organizes and manages courses in art and artistic techniques and, especially through its social channels and the website, actively engages in research, promotion and valorization of contemporary artistic proposals.

Martina Campese (Naples, 1991)

Founder and Artistic Direction - Art Days - Naples Campania

Martina Campese graduated in Economics and Management of Arts and Cultural Activities at the Ca 'Foscari University (2016, Venice) and obtained a Master's degree in "Law and taxation of the art market" at Il Sole 24 Ore Milan Business School (2017). She is an independent curator specializing in scouting for emerging Italian artists and work between Venice and Naples.

She has been living in Naples since 2019 and with these premises she founded the ATTIVA Cultural Projects association of which she is the artistic director. She heads and curate the paper magazine *Ōpĕra*, an editorial project aiming to stimulate young collectors. At the same time, she continues the curatorial and consultancy activity for young Italian artists.

Raffaella Ferraro (Vico Equense, 1991)

Founder and Artistic Direction - Art Days - Naples Campania

Raffaella Ferraro graduated in Economics and Management of Arts and Cultural Activities at the Ca 'Foscari University (2015, Venice) and obtained a Master's degree in "Art market: legal, fiscal and financial aspects",

at the 24Ore Milan Business School (2020). Always interested in the dynamics involving the art market and the world of collecting, she worked as an Art Consultant, providing specialist consulting services for private and corporate art collecting. She also has experience in organizing and producing exhibitions and cultural events and today she works as a Project Manager for 24Ore Cultura in Milan. At the same time, she is involved in the research, curation and promotion of emerging artists through the cultural association of which she is co-founder, ATTIVA Cultural Projects.

Letizia Mari (Bergamo, 1994)

Founder and Artistic Direction | Art Days - Naples Campania

Letizia Mari is an independent curator with a degree in Visual Arts and Curatorial Studies at NABA - Nuova Accademia di Belle Arti, Milan (2020). She has developed collaborations on the national territory, curating personal and collective exhibitions of emerging artists in galleries and independent spaces. In 2022 she worked as Assistant Curator at Casa Masaccio-Center for Contemporary Art (San Giovanni Valdarno, AR) for the exhibition of the artist Chantal Akerman. Since 2020 she collaborates with the artist Marcello Maloberti as Assistant Producer. The study of the processes that investigate the community, cohabitation and adaptation are the basis of her research, which she also presented through seminars at the Academy of Fine Arts (Verona) and the Academy of Fine Arts Santa Giulia (Brescia).

Valeria Bevilacqua (Ferrara, 1989)

Program Manager - Art Days - Naples Campania

Contact person for Independent Spaces, Associations and Public Sector

Valeria Bevilacqua trained as an anthropologist at the University of Siena (2012) and SOAS, University of London (2015) and obtained a Master in Arts Management at SDA Bocconi in Milan (2020). She has been involved in research and project management in various fields, from that of international cooperation in India (2015-16) to the public and private artistic-cultural sector in Italy and the UK. She was co-founder and curator of Ferrara Residency, an annual residency program for emerging artists (2016-2019). She worked in the research and training department of the Madre museum in Naples (2020-2021). She works as a freelance curator with emerging artists, with a keen interest in ephemeral, liminal and independent artistic spaces and practices.

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