

F/ART: the neon for contemporary art at Artissima 2017

F/ART, an international leader in the production of neon transformers, is the sponsor of Artissima 2017

F/ART, international leader in the production of neon transformers, was founded in 1945 in Treviso. It is now managed by Marisa Graziati and for many years has been sponsor and partner of international events dedicated to art, culture and design. Among the most recent are Lucio Fontana's Environments at the Hangar Bicocca, Milan; the artwork by Marotta & Russo exhibited at M-O-D-U-S, Official Side Event of the Venice Biennial; the installation of Laddie John Dill at the Archaeological Museum of Naples; the Driade's sign designed by Palomba Serafini Associati for the Salone del Mobile 2017 in Milan.

The philosophy that guided the Company to open **a new privileged communication channel with the world of contemporary art** is based on a broad interpretation of the concept "**neon culture**" at a time of renewed interest by the creative industry in the values of craftsmanship, **Made in Italy, environmental sustainability, durability and quality of the materials**, including Murano glasses for producing neon lights with unlimited plastic ductility.

F/ART sponsors Artissima 2017 and also made the "Piper" neon sign designed by Leonardo Sonnoli exhibited at the fair. By doing so, F/ART espouses Artissima's new cultural project covering the 1960s, a decade that made Turin the Italian capital of contemporary art.

The famous Piper disco (1966-69), reconstructed for the occasion, not only evokes a symbol of the era frequented by the international creative milieu based in Turin, but also emphasises the **iconic role played by the neon sign** in contemporary culture. More than a hundred years ago, a Parisian barber lighted the first neon sign in a small shop called Palais Coiffeur, since then the neon has gone from being a lively tool capable of attracting tourists to restaurants or shops, to becoming a recognizable feature in major cities, such as Tokyo or Las Vegas, and is now a favourite material of many contemporary artists.

This year, F/ART has collaborated with a team of art experts to support the creation of **products, projects and partnerships in the fields of contemporary art and design** based on the expressive technology of neon, producing unique pieces or offering their experience and advice.

"Our goal is to promote the potential of neon as a means of expression – says the Company's CEO Marisa Graziati – on the one hand, F/ART wants to provide technical and design assistance to artists so that they can enhance their artworks, and on the other hand, it wants to bring the potentials of the neon in art, lighting design and light communication to a wider audience".

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