

F/ART supports Artissima art fair in Turin

*From November 2nd to 4th. Opening November 1st, 2018
Oval Lingotto Fiere, Turin*

F/ART, international leader in the production of neon transformers, was founded in 1945 in Treviso. It is now directed by Marisa Graziati and for many years it has been both a sponsor and partner of international events dedicated to art, culture and design. Among the most recent: the eleventh edition of the Triennale Design Museum, Milan; the Light Art Biennial in Mantua and Artissima 2017 with the presentation of the 'Piper' sign designed by Leonardo Sonnoli.

In 2018 Artissima celebrates its 25th anniversary. Directed by Ilaria Bonacossa for the second year in a row, the fair opens on Thursday 1 November, and welcomes over 50,000 visitors from Friday 2 to Sunday 4 November at the OVAL in Torino.

Internationally renowned for its focus on experimental practices, and as a launching pad for up-and-coming artists and galleries, Artissima is a unique event that attracts a large audience of collectors, sector professionals and art lovers every year. As the only fair in Italy to concentrate exclusively on contemporary art, it is the preferred event of curators, directors of art institutions and foundations, as well as the patrons of museums from all over the world who are involved in various ways in the projects of Artissima.

F/ART supports Artissima 2018 through the design and the production of neon exhibited in the **DAF Struttura**, the exhibition centre around which the program of the **Artissima Experimental Academy** is organized.

It is an **interactive exhibit**: the neon sign will vibrate and change colour intensity according to the vibrations of sound and melodies experienced during the workshop.

This work, already experimented by F/ART on the occasion of the lighting project realized for the Opera in Lyon, has a strong **evocative value** - the exhibit-environment in fact creates visible "snapshots" of the sounds - and at the same time emphasizes the **values of the company**. Attention is paid to new technologies and to education and training both objectives of Artissima's workshop which in fact sees the involvement of students from all over the world.

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

For two years, 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 artwork, and on the other, it wants to bring the potentials of neon in art, lighting design and light communication to a wider audience”.

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