

2023

Lady Alda presents
CAROL RAMA
APPASSIONATA
(IMPASSIONED)

FONDAZIONE
ALDA FENDI
-ESPERIMENTI-
con



ARCHIVIO
Carolrama

RNCRS^{RM}
Established in Rome by Alda Fendi

FOR THE FIRST TIME IN EXHIBITION IN ROME THE
PAINTING DATED 1980,
**WITH PRESENTATION OF THE REASONED CATALOG OF
CAROL RAMA (SKIRA EDITORE),**

THE SELVAGES INSTALLATION BY RAFFAELE CURI
WHICH INAUGURATES THE NEW SERIES OF
“PIANEROTTOLI IN CHIACCHIERA”

**AND DRAWN-OUT, IN COLLABORATION WITH FRANÇOIS GHEBALY
IN THE RHINOCEROS PALACE,**
CREATED BY ALDA FENDI AND DESIGNED BY JEAN NOUVEL
in via del Velabro 9A in Rome
12 december 2023 – 10 march 2024

The Alda Fendi - Esperimenti Foundation **brings on display for the first time *Appassionata (Impassioned)*, a masterpiece by Carol Rama dated 1980, to the Rhinoceros Palace in Rome**, the cultural hub conceived by Alda Fendi and designed by Jean Nouvel with the artistic line of Raffaele Curi, on display for the first time.

The painting is at the center of the exhibition which opens on Tuesday 12 december 2023 and can be visited until 10 march 2024.

Admission is always free.

With *Appassionata (Impassioned)* by Carol Rama, the successful exhibition formula of rhinoceros is proposed again, that introduces the audience with an **unpublished masterpiece in the Eternal City, a single and magnificent work of art that becomes the heart of a kaleidoscope of suggestions.**

After Michelangelo's *Adolescent*, El Greco's *Saint Peter and Saint Paul* and Picasso's *Cubist Young Woman* from the Hermitage, milestones of this type of exhibitions, the spotlight now turns on the artwork of Carol Rama, which comes from a private collection.

The painting dialogues with the architecture designed by Jean Nouvel, offering an immersive experience in which art, space, music and history blend and seduce the visitor.

At the inauguration of the exhibition, rhinoceros will host **the presentation of the Carol Rama volume on Tuesday 12 december 2023 at 5.30 pm.**

Reasoned Catalog 1936-2005, commissioned by the Carol Rama Archive and supported by the Sardi Foundation for Art.

As a result of a careful scientific research begun in 2014 and published in two volumes by Skira editore, the catalogue thoroughly analyzes seven decades of the artist's work, from 1936 to 2005, in all its complexity and particularity.

It is presented by the editors of the volume, Maria Cristina Mundici, Raffaella Roddolo and Maria Grazia Messina, together with Alda Fendi and Raffaele Curi, who was a friend of Carol Rama in her years of youth.

As always, the exhibition proposal of Rhinoceros Palace is rich and multifaceted.

The various exhibition levels are connected to each other by the **Selvages installation by Raffaele Curi, dedicated to Jasper Johns and the history of the American flag, which inaugurates the new series of "Pianerottoli in chiacchiera".**

The rhinoceros gallery spaces on the ground floor host the **DRAWN-OUT exhibition, organized in collaboration with François Ghebaly**, which presents artworks on paper by eleven international artists.

CAROL RAMA MEETS JEAN NOUVEL

In Raffaele Curi's idea of installation, which outlines the exhibition, **Carol Rama's poetic meets the one of Jean Nouvel**, the star architect who designed Rhinoceros Palace.

Equal and opposite, the two figures are united by a sense of poverty, suffering and a seduction for precariousness, which is expressed by the metaphor of the hospital bed.

Intimate and suggestive, **Raffaele Curi's project aims to evoke the lampblack of the artist's house** overlooking the dormer windows of Turin.

To recreate the atmosphere, **one of the apartments designed by Jean Nouvel inside rhinoceros**, normally not open to the public, **was chosen as an exhibition container.**

In here, the twilight is pierced by a spotlight lit on the painting *Appassionata* (Impassioned) by Carol Rama. Another light illuminates a moving metronome, placed right under the painting, to recall the metronome given to her by Man Ray, still preserved in her house and her museum.

If the visitor wants to discover the caption of the artwork, the visitor must use an electric torch. *Appassionata* (Impassioned) is also the title of the Piano Sonata no. 23 by Beethoven, a composer whom Carol Rama admired, which saturates the air as a soundtrack, underlining the haunting beauty of the painting.

The developments of art are intertwined with lives and personal memories: in his tribute to the artist, of whom he was a friend and frequenter in his youth through the legendary Turin gallery owner Luciano Anselmino, Raffaele Curi wants to remember the occasions in which he slept at Carol's house and, thanked her, giving her classical music records.

As a central and singular figure in the history of Italian art, Carol Rama (Turin, 1918-2015) crossed the twentieth century in the name of experimentalism of subjects and materials.

Awarded in 2003 with the Golden Lion for Lifetime Achievement on the occasion of the 50th Venice Biennale, and since the 2000s she has begun to be

appreciated beyond national borders.

Her fame grows further after 2015 also thanks to important retrospectives in Europe and the United States. In short, she becomes an icon of creativity for artists of recent generations.

SELVAGES, AN'INSTALLATION BY RAFFAELE CURI

The landings of Rhinoceros Palace become the privileged stage where, from time to time, new installation opportunities dictated by the artistic line that Raffaele Curi imprints on the Alda Fendi - Esperimenti Foundation, **occur**.

They are moments of reflection and provocation, of exchanges and rebellion, which kick off the exhibition cycle renamed "**Pianerottoli in chiacchiera**".

The Selvages installation inaugurates this intriguing and innovative proposal.

This word in American English indicates the selvedge, that is, the strip of fabric found at the edge of a piece of fabric as it comes out of the stretcher.

It is a technical term from the textile sector that Curi uses, as a rhetorical figure, to evoke a drape of cloth - perhaps the one of the American Flag? **Using the idea of selvedge as a source of inspiration for his installation, Curi conceives through images and words a reflection on American culture and lifestyle, narrated through the gaze of Jasper Johns**, one of the main exponents of the New Dada artistic movement, which mixes social and media icons and industrial objects to narrate and criticize the consumer society.

In the artworks of the *Flag* series, which Raffaele Curi cites and multiplies in the various exhibition spaces of the palace, Jasper Johns makes the Stars and Stripes flag the privileged subject of his research.

Waving artistically in rhinoceros are therefore the flags redesigned by the genius of Johns, which offer Curi the pretext to tell the fascinating story of the birth of the flag, which in its current version with fifty stars is due to President Eisenhower's choice to adopt the design proposed in the school project of a seventeen year old student.

We start from the deeds of the Philadelphia seamstress who made it, commissioned by George Washington: that Betsy Ross who was the seamstress of the first US president, who later became a patriotic icon.

The woman is the protagonist of a precious silent film in 1917, directed by George Cowl and Travers Vale, starring Alice Brady and John Bowers.

This is a real gem for movie lovers, which is screened within the exhibition itinerary together with the documentary Jasper Johns Flag 1954-55, made in 2010 by Reiner E. Moritz.

The founding myths of American identity leave room for criticism and internal contradictions, allowing Curi to pass, from quote to quote, to the playwright Eugene O'Neil, up to the artwork Moratorium which sees Jasper Johns, in 1969, become interpreter of the movement against the war in Vietnam.

To close the circle there is the face of Washington, printed on the one-dollar bills, who observes the visitors, underlining the very current short circuit between art, war and goods.

DRAWN-OUT, IN COLLABORATION WITH FRANÇOIS GHEBALY

Contemporary drawing is the protagonist at rhinoceros gallery, in the exhibition rooms on the ground floor of the building, and its declinations are observed from an international perspective in the **DRAWN-OUT exhibition, organized by Alessia Caruso**

Fendi in collaboration with François Ghebaly, which brings together a selection of works on paper by artists Meriem Bennani, Sascha Braunig, Sharif Farag, Patricia Iglesias Peco, Mike Kuchar, Ann Leda Shapiro, Sayre Gomez, Jessie Makinson, Danielle Orchard, Max Hooper Schneider and Ross Simonini.

INFORMATION:

palazzo rhinoceros

Address: Rome, via del Velabro 9A

The exhibition is open every day from 6pm to 8pm. Free entry .

For any information: (+39) 340.6430435 gallery@rhinocerosroma.com

Press Office:

Fondazione Alda Fendi – Esperimenti

Francesco Paolo Del Re | +39 392 8918793 | fdprcomunicazione@gmail.com