

2023

LADY ALDA PRESENTS

FRANÇOIS GHEBALY

WITH THE ARTISTS NEÏL BELOUFA, LUDOVIC NKOTH,
EM ROONEY E MAX HOOPER SCHNEIDER

A PREVIEW OF DINO'S DARK ROOM

THE STORY OF THE PHOTOGRAPHER

DINO PEDRIALI, A DOCUFILM BY CORRADO RIZZA

THE INSTALLATION MR AND MRS WARHOL

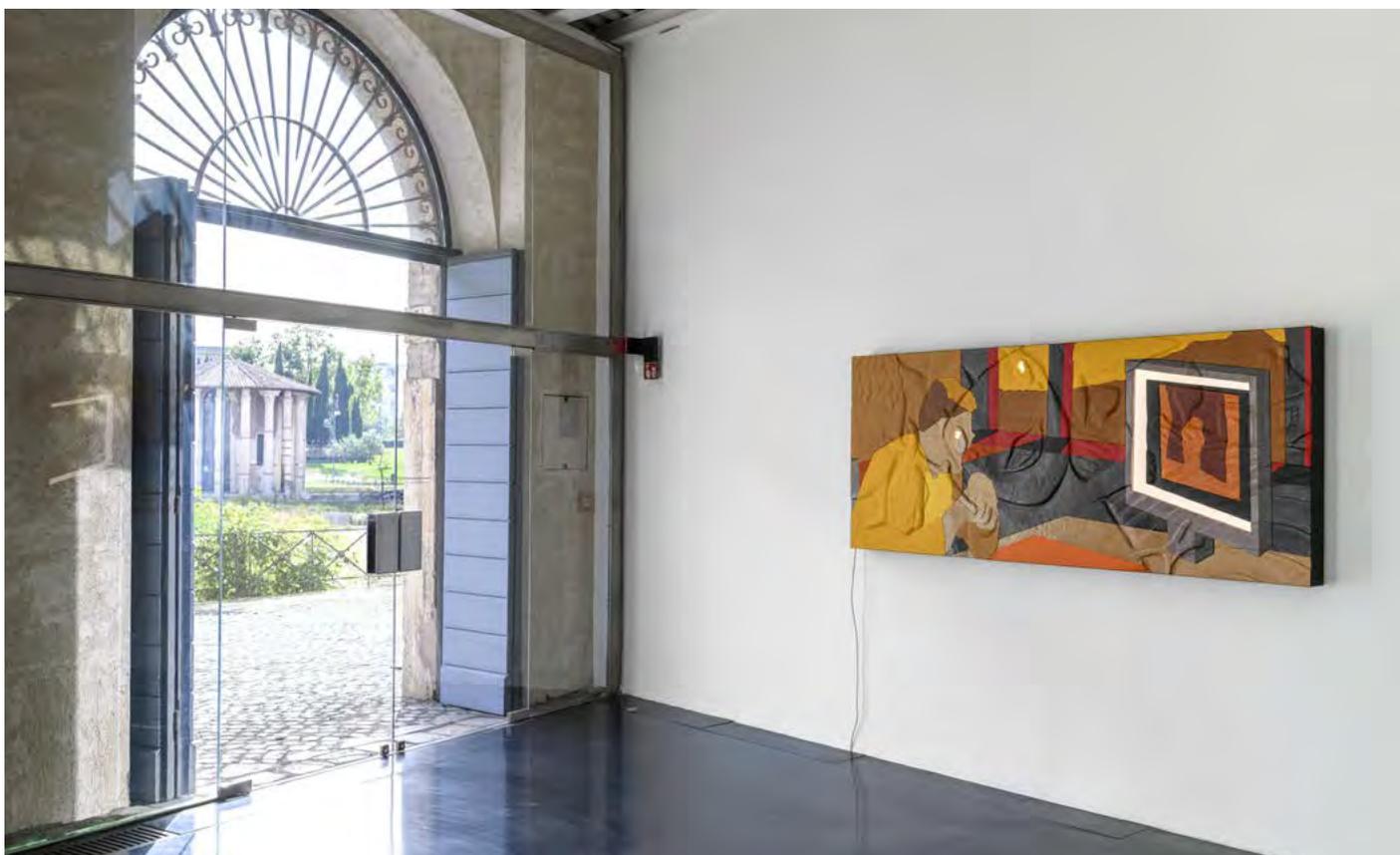
BY RAFFAELE CURI

AT RHINOCEROS GALLERY IN PALAZZO RHINOCEROS,
CONCEIVED BY ALDA FENDI AND DESIGNED BY JEAN
NOUVEL

in via del Velabro 9A, Rome

RNCRS™
Established in Roma by Alda Fendi

Rome, June 9th - November 19th 2023



An increasingly international art district: the artistic proposal of *rhinoceros* gallery in palazzo *rhinoceros* in Rome overcomes the distances between continents and brings Italy and the United States closer together, the outpost between ancient and hypercontemporary conceived by Alda Fendi and designed by Jean Nouvel, with the artistic line of Raffaele Curi. The new invention of the Fondazione Alda Fendi - Esperimenti is a fascinating combination of our dear old Europe and the New World.

The experiment, visionary like all the experiments of the foundation, is entitled ***Lady Alda Presents*** and - **from June 9th to November 19th 2023** - stratifies different forms, experiences and languages in the various exhibition floors of *rhinoceros*, the cultural center overlooking the Arch of Janus.

As always, admission is free, in **via del Velabro 9A**. Three are the attractions of the palazzo.

First of all, a fantastic novelty.
To the delight of collectors, **François Ghebaly arrives in Italy for the first time, with a group show in the rhinoceros gallery by the artists Neil Beloufa, Ludovic Nkoth, Em Rooney and Max Hooper Schneider. This is the starting point of a partnership with prestigious and international commercial galleries, which will be periodically hosted in the ground floor spaces. "This exhibition will be of great interest to collectors", says Alda Fendi.**

Then, an important premiere. The Fondazione Alda Fendi - Esperimenti presents to the public a preview of ***Dino's dark room. The story of the photographer Dino Pedriali***, a docufilm by Corrado Rizza, celebrating the two precious collections of photographs by Pedriali owned by Alda Fendi: one dedicated to Man Ray and the other one to Pier Paolo Pasolini.

The third proposal is the installation ***Mr and Mrs Warhol by Raffaele Curi***, spread throughout the rooms and passageways of the multifunctional hub a few steps from the Bocca della Verità. After collaborating with the Gallerie degli Uffizi and the Hermitage, **Palazzo rhinoceros revives Rome as a crossroad of art, freeing it from geographical boundaries and spatial limits, so as to speak a common and cosmopolitan language, capable of enhancing the richness of differences.**

FRANÇOIS GHEBALY

With the exhibition of François Ghebaly's artists, **the rhinoceros Gallery inaugurates a new path: pop-ups of international galleries that have never been present in Italy before.** This groundbreaking exhibition series directly connects New York, Los Angeles, and Rome. Over the past 15 years, gallerist **François Ghebaly** has operated three exhibition venues in the USA - two in Los Angeles, where it all began, and a third one in New York City. Raised in France, not far from the lively cultural center of Basel, and after obtaining a degree in Economics, François Ghebaly moved to Los Angeles in the early 2000s when he was just twenty.

This marked the beginning of an entrepreneurial and remarkable journey.

In 2009, he established his gallery in Downtown Los Angeles and paved the way for an exciting change in the city's art scene.

"I had no money", he says, "but somehow, I managed to create something unique and build something". Despite being told he wouldn't last three months, he has become one of the most important and influential dealers in the US and international art scene.

In 2021, he expanded his gallery by opening a space in New York, and this year, he inaugurated a second experimental space in West Hollywood.

Ghebaly now represents significant and influential artists such as Neil Beloufa, a visionary with a multidisciplinary practice; Ludovic Nkoth, a Cameroonian American painter; Em Rooney, a photographer committed to expanding the definition of the medium; and Max Hooper Schneider, a sculptor, theorist, and scientist.

These are the artists that Ghebaly is now bringing to the *rhinoceros* gallery in Rome. While Rooney and Hooper Schneider recently joined his team, Beloufa has been working with him since the very beginning.

Ghebaly organized one of Beloufa's first exhibitions in his gallery back in 2009, which launched both of their careers.

The artist, who was relatively unknown at the time, is now internationally acclaimed and has had solo exhibitions at renowned institutions such as the Museum of Modern Art in New York and the Palais de Tokyo in Paris.

"When I start representing an artist", explains Ghebaly, "the idea is to work with them on a long-term basis. It's about building enduring careers.

What defines my program is a genuine interest in deeply engaging with the artists' practices and creating fearless, ambitious, and radical exhibitions", "François Ghebaly is a young man who loves novelties and is curious about challenges. He lives with one foot in the present and the other in the future.

He immediately shared the collaboration proposal, favouring the artistic vision, without dwelling too much on the formal and technical aspects.

He seemed enthusiastic and eager to embark on a new and unusual initiative. We were surprised by the fact that he had never been to Rome in his life and this is the right time!", says Alessia Caruso Fendi, director of rhinoceros gallery.

DINO'S DARK ROOM, LA STORIA DEL FOTOGRAFO DINO PEDRIALI

On the upper floors of the building, as always, the artistic and cultural proposals curated by the Fondazione Alda Fendi - Esperimenti are waiting to be discovered, creating a dialogue, sometimes synergistic, sometimes provocative, with what is represented by the pop-up gallery. **A common thread unites Italy to America through the work of the recently disappeared photographer Dino Pedriali, that leads the visitor into the imaginative world of three giants of the twentieth century: Pier Paolo Pasolini, Man Ray and Andy Warhol.**

The heart of the artistic proposal of the Fondazione Alda Fendi - Esperimenti conceived by Raffaele Curi is the **world premiere screening of *Dino's dark room. The story of the photographer Dino Pedriali*, a docufilm by director Corrado Rizza, with Pietro De Silva in the role of Dino Pedriali and interviewed, among others, Neil Printz, curator of Andy Warhol's catalogue raisonné, Ara H. Merjian of New York University, the art critic Achille Bonito Oliva, Roberto Chiesi, head of the Pier Paolo Pasolini Archive Study Center of the Film Archive of Bologna, and Raffaele Curi.**

In the screening room of the foundation, the public can watch the documentary film every day. In the same space, two extraordinary and iconic photographic portraits made by Dino Pedriali of Pier Paolo Pasolini and Man Ray are exhibited. Starting from the beating heart of the story of the photographer's world, conducted through a series of interviews with personalities who have met and studied him, **the lifeblood of Pedriali's**

art permeates all levels of palazzo *rhinoceros*,
giving life to an ensemble which, in the
plurality of signs and in the polyphony of
voices, narrates the complexity of a vision of
art as a total experience.

The European atmosphere mixes with the accents
of the new American artistic research, in a
fruitful and prolific encounter.

L'INSTALLAZIONE MR AND MRS WARHOL DI RAFFAELE CURI

The installation *Mr and Mrs Warhol* by Raffaele Curi is a sort of connective and imaginative tissue that unites every exhibition floors of rhinoceros.

It celebrates **the invention and inversion of genres that the genius of Pop Art anticipated since the 1960s, becoming a forerunner of the fluidity that characterizes the present time.**

The exchange between male and female is constant and continuous, with the notes by the Velvet Underground as soundtrack: Warhol himself performs it cross-dressing, and magnifies it through his icons in drag.

It is an interweaving of lives and stories the one told in the form of a cultured and precious exhibition: the meeting between Raffaele Curi and Dino Pedriali in 1974, the acquaintance between the photographer and the pop master Andy Warhol, the figure in backlight of legendary Turin gallerist Luciano Anselmino.

Thanks to Anselmino, Raffaele Curi frequented Man Ray, the giant of Dadaism, so much to become his assistant in Rome shortly before his death.

Then the relationship between Pedriali and Alda Fendi, who in 2005 collected two complete series of photographs dedicated to Pier Paolo Pasolini and Man Ray, including the renowned ones taken by Pedriali of Pasolini in the tower of Chia shortly before his murder, testament of the body in its nakedness.

A role-play and a continuous exchange of roles feeds the confrontation between **artistic personalities of the highest profile, who seem to become actors in a great theatre, on whose**

proscenium the transgender figures immortalized by Warhol in his legendary exhibition *Ladies and Gentlemen*, are towering. The exhibition was held at the Palazzo dei Diamanti in Ferrara in 1975. "His transvestites have a touching audacity", notes Pier Paolo Pasolini in the presentation he wrote for the catalogue of the exhibition in Ferrara; the same text is chosen today to accompany Curi's Warhol-inspired installation. From drag queens' make-up we inevitably return to Pasolini's nudity, which Andy Warhol wanted to publish in his Interview Magazine precisely using the photographs taken by Dino Pedriali. A dream that will never come true.

INFORMATIONS :

rhinoceros gallery

Address: Rome, via del Velabro 9A

The exhibition is open every day from 12 to 20.

Free admission.

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Asa nisi masa! I rattle my brain every time that I see 8 1/2 of my friend Federico Fellini about the meaning of this sentence.

But I have never been able to decrypt this mystery. And not even the great film critics have succeeded. Here, Dino was like this sentence, mysterious. And yet when Raffaele Curi introduced us that mystery fascinated me and I immediately decided to buy his full set of series on Man Ray and Pasolini.

We also ended going head to head - he had a temper - but he was profoundly an artist and I have always been convinced that artists have to be always forgiven for everything.

They are fragile, insecure, often nervous, but they are the only ones who give us the power of a strange mediation with the divine.

I am happy to host this incredible film by Corrado Rizza in my Foundation: it reminds me of the mystery of a great, tough and affectionate Dino Pedriali at the same time. Asa nisi masa.

Alda Fendi

"Art is not science. It's not an experiment. There is no project in art, no more than there is in making love. There are simply different ways of doing it", Man Ray.

A life together with Man Ray, Andy Warhol, Carol Rama, Pasolini and Luciano Anselmino, the great, enlightened gallery owner from Turin. We were very young, Dino Pedriali and I, and perhaps unknowingly we were going through the great history of art. Dino, a boy and then a strange man.

With a difficult character but with an explosive talent! Worthy heir of Man Ray in expressing himself and revealing himself as a king of the camera lens. Corrado Rizza's film knows how to recreate those stimuli by presenting us an authentic and particularly incisive Pedriali.

A confirmation and perhaps for some a discovery in the world of Italian and American art.

Raffaele Curi

How did this documentary about Dino Pedriali have birth... The idea of this documentary film was born in a truly casual way.

In fact, some time ago, surfing the net, I found an interview with the photographer Dino Pedriali, who showed the photos of Pier Paolo Pasolini a few days before his death in 1975.

Fantastic photos that portrayed Pasolini in his houses in Sabaudia and Chia, in some of them the poet offered himself completely naked for the camera.

I was fascinated by those shots and his story and I immediately searched the net for other information regarding him.

I had already seen some of those images, but I didn't know that Dino Pedriali had also photographed people like: Man Ray, Andy Warhol, Rudolf Nureyev, George Segal and others.

The story deserved to be narrated in a documentary, which I did with the help of many people who had known him well, first of all Achille Bonito Oliva, who dedicated the cover of one of his books to Pedriali, but also Raffaele Curi, who knew him as a young man, when he was assistant of the gallery owner Luciano Anselmino.

My investigation lasted months and I also discovered that Pedriali was born and raised in my same neighborhood, which is Monteverde in Rome, but that he had also lived in NY, frequenting Andy Warhol's Factory, where he had gone to commission the master of Pop Art the exhibition Ladies & Gentlemen of the polaroids of New York transvestites, by the will of the gallery owner Anselmino.

I entrusted the excellent actor Pietro De Silva with the interpretation of an interview he had granted to Giorgia Bruni, movie researcher, and I interviewed many people who had so many

things to say about the Roman photographer's career and who helped me reconstruct this marvelous tale, that of a great artist: Dino Pedriali, whom the famous German art critic Peter Weiermair defined as the Caravaggio of twentieth-century photography.

Corrado Rizza





