


zooart + zooart.local



itinerary for artistic exhibition at the Fresia Gardens, Cuneo

press release

With the beginning of 2012 admission to participate in the renewed eleventh edition of ZOOart, the international exhibition of visual arts, is now open.

The exhibitions proposed once again by the association Art.ur for the city of Cuneo will take place as usual during the three first weeks of July in the Fresia Gardens, home of the ex-zoo gardens in the heart of the historical part of Cuneo city.

Around 40 young artists, national and international, will be invited to transform the urban gardens with *site specific* projects including installations, sculpture, painting, photography, drawings, video and performances. ZOOart remains faithful to its style, concerned with the insertion of art within the ordinary cityscape, inspiring creativity within mundane everyday life, developing a relationship between art and society in contrast to the self-referring nature of some contemporary styles.

The unique nature of the event, the only one of its kind in Italy, lies in its location, the historical ex-zoo city park not to mention the exhibition's opening hours essentially during the evening.

With the hope of recreating a solid relationship between art and nature, this new season intends to proceed on the path taken during the last exhibition: the exploration of ecology. The exhibition will give special attention to works that deal with this burning topic with efficiency and sensitivity, an issue that is now more important than ever.

Again this year the many forms of ZOOart will be enriched by a diverse range of additional events. ZOOlive, a show that combines performance art and electronic music will take place Thursday to Saturday evenings during the entirety of the exhibition. ZOOincittà will place urban installations in the ancient part of the city centre in via Roma and finally the educational workshops ZOObimbi, at the Fresia Gardens, to ignite the creative potential of children.

The important new element for this year is the project ZOOart.local, born from the collaboration between the Cassa di Risparmio of Cuneo Foundation, which intends to support the young emerging artists within the Cuneo province and the association Art.ur.

The new selection for the exhibition will act as a base for artist that are under 40 born and are residents of or are working within the Cuneo province to give incentive to and re-launch the activities of emerging artists within a territory that intends to sustain new creative expression.

The international spirit of the exhibition is in no way sacrificed but rather continues to be the main aspect of the entire exhibition creating further dialogue between prestigious national and international art with the resources of the territory where ZOOart takes place.

The projects will be selected by a technical commission of experts, they will be exhibited during ZOOart, and then the CRC Foundation will further select three works, realised by different artists, that they will purchase for a prize of € 2,000 each.

The exhibition is organized by the association Art.ur with the support of the Piedmont Region, the Province of Cuneo, the city of Cuneo, the city of Turin, the GAI, the CRC Foundation, the CRT Foundation, the Cuneo Province Order of Architects, the Gaia Collection and private companies in the area.

The artist application form and exhibition information is attached we would be appreciative if you could distribute it.

Kind regards

Associazione Art.ur