

UOMINI COME CIBO

(HUMANS AS FOOD)

Milano
via Monte di Pietà, 23
18 June – 15 September 2015

Animals that feed exclusively off men...

Never seen, never heard, never told.

Max Mara, in partnership with Maramotti Collection, presents *Uomini come Cibo – Humans as Food*, an exhibition of forty works by the children of the Atelier dell'Errore, a visual arts laboratory created as a compendium for the clinical activities of the Reggio Emilia children's neuropsychiatry department.

Upturning the perspective of the theme of Expo Milano 2015, the works focus on the central issue of a fantastic bestiary of creatures that feed off men.

With this visionary view of men, from dominant beings they become consumer objects, while the animals become devourers, incarnating the fears of the children who drew them, taking on a salvific function, becoming a projective defence mechanism for their fragility in their relations with the real world.

Improving social well-being, from the state of siege in which these young artists often find themselves, begins with exorcising fear, allowing powerful, highly imaginative zoomorphic creatures to come to the fore and become their protectors and avengers.

The drawings on display in Via Monte di Pietà act like clandestine occupants, their presence disseminated randomly over the five floors of the building apparently in a state of abandonment. Most of them are large drawings covering several sheets, joined together with sticky tape. Their presence is underlined by the scrap wood boxes used to highlight them.

Visitors are invited on a journey that runs from underground tunnels, through the sea and the earth as far as the sky, in a stratification that re-establishes an apparent biological order among the different fantastic species.

The thrilling imaginary journey proposed provokes different personal projections for every visitor.

During the exhibition, a shopping bag created by Max Mara using the drawings of the Atelier is on sale at the Max Mara Group stores in Milan, and all proceeds will go to the Atelier.

UOMINI COME CIBO

18 June – 15 September 2015

Opening times

Tuesday – Saturday from 11.00 am to 7.00 pm.

The exhibition can be visited by invitation and reservation only.

Inauguration

17 June 2015, 6.00 - 8.00 pm

For more information and to request an invitation, contact proffice@maxmara.it or the following phone number available from 18 June, from Tuesday to Saturday from 11.00 am to 7.00 pm: +39 342 9146508



LandSea Mangrinder hunting in the Banks of Milan Central Station

NOTES

On the Atelier

The Atelier dell'Errore was founded in 2002 at the initiative of visual artist Luca Santiago Mora for the children in the care of the Reggio Emilia children's neuropsychiatry department.

In 2011 the Atelier became an ONLUS (non-profit organisation) at the will of the parents and children attending the Atelier, aiming to promote the work done in Reggio Emilia and propose the experience gained to other similar situations in Italy. In 2013 the Atelier was inaugurated also in Bergamo, at the city's children's neuropsychiatry department. Recently the Atelier dell'Errore BIG was founded, a specialist training and vocational school working in the field of Visual Arts, open to those who attended the Atelier dell'Errore for many years and who, turning 18, no longer have the possibility to continue the activities and cultivate their artistic talents here. Atelier dell'Errore BIG is self-funded through projects linked to the world of the visual arts, publishing and image, and since January 2015 has been housed at the Collezione Maramotti in Reggio Emilia.

Atelier dell'Errore has taken part in many contemporary art exhibitions and events in Italy and abroad: in 2014, Giulia Zini won the contest Edward 6, Art in Disability, an international prize awarded every four years by Augustinum Stiftung and Buchheim Museum (Munich).

At the Atelier the drawings are often created in groups, so the works can be defined a collective artistic production; an interpersonal experience, a kind of social sculpture.

There are just a few, strict rules at the Atelier: no rubbers - every mistake has its value - and animals are the only subject of the children's works: www.atelierdellerrore.org

Shopping bag

The shopping bag created by Max Mara will be on sale in all stores of the Group in Milan from 18 June 2015 (while stocks last) at a price of €15. All proceeds will be used to fund the Atelier activities. Purchasing this bag, you will receive a leaflet illustrating the project and an invitation to the exhibition.

Collezione Maramotti

Collezione Maramotti is the private contemporary art collection of the Maramotti family, which founded and owns Max Mara. The Collection is in Reggio Emilia and was opened to the public in 2007. For more information: www.collezionemaramotti.org