

PRESS RELEASE

Laure Prouvost
Farfromwords

**car mirrors eat raspberries when swimming through the sun,
to swallow sweet smells**

5 May – 3 November 2013



Laure Prouvost, the recipient of the fourth Max Mara Art Prize for Women, and nominated for the Turner Prize 2013, presents *Farfromwords: car mirrors eat raspberries when swimming through the sun, to swallow sweet smells* at the Maramotti Collection. Previously exhibited in London at the Whitechapel Gallery (20 March – 7 April 2013), the work has been purchased for our permanent collection.

Laure Prouvost's new work is an environment that the viewer is cordially invited to enter: a large circular room in which a variety of media (photographs, collage, video clips, graffiti) enter into dialog with one another.

The perimeter of the canvas, which constitutes the environment's walls, is everywhere covered with visionary images of a Surrealist tone, and its principle of formal organization is polycentric: a panoply of objects, faces, bodies, and landscapes, all punctuated by eight video screens running passages drawn from the film *Swallow*. The entirety of the iconography that populates the room finds its inspiration in the aesthetic co-ordinates and sensual pleasures to be met while visiting Italy, on terms of a highly personal interpretation of the notion of an Italian Grand Tour in which objects and persons are the vehicles of encounters and experiences which the artist lived in the course of her residency in Italy.

At the rear of the room, the visitor enters a darkened space that hosts the projection of the entirety of the new film *Swallow*. The film's montage is scansioned by the rhythm of the breathing of a

large mouth, the image and sounds of which are fragmentarily interspersed among vivid, sensual, idyllic visions which are charged with luminous vibrations: blue skies with scudding white clouds, gusts of wind and flights of birds, ice-cream cones, mature fruits, budding flowers, embraces and caresses, fresh grass, springs and fountains.

The rhythm of breathing that permeates the film moves in unison with the breathing of the visitor, and visitors are encouraged to project their own sensorial perceptions onto what they're observing and hearing: this is the source of the sense of profound and playful pleasure that the artist's work transmits with such great immediacy.

The artist herself appears in the film, along with other young women in joyous and sensual water games that precisely refer to events and encounters that the artist experienced in the course of her six-month residency in Rome and Biella.

This sojourn is amply and richly documented in the book that accompanies the exhibition, and which has the flavor of a diary, rich with visual and written notations. The book also presents an interview with the artist by Bina von Stauffenberg, as well as contributions from Daniel F. Herrmann (curator of the Whitechapel Gallery) and Melissa Gronlund (editor of *Afterall*), all three of whom will be present on 4 May for the occasion of the private view.

In the course of the private view, on 4 May, Melissa Gronlund and Laure Prouvost, will also engage in a conversation on the theme of the relationship between art/representation and real life which the artist addresses in this work, as well as on the confrontation between "the banal" and "the dramatic" in her experience of life in Italy. The dialogue, entitled *Competition with Real Life*, will be enriched by a dramatization on the part of the performer and opera singer Cristina Zavalloni, who thus makes a further contribution to this vision or interpretation which finds all of its protagonists in women, and which focuses not simply on grand ideas, but also on other essential elements of life.

The biennial Max Mara Art Prize for Women supports and promotes the work of artists who reside in the United Kingdom by offering its recipients the opportunity to explore their potential by way of the production of new art works during a six-month residency in Italy. The jury for this fourth edition of the prize was chaired by Iwona Blazwick and further consisted of Lisa Milroy, artist; Muriel Salem, collector; Amanda Wilkinson, gallerist; and Gilda Williams, writer and art critic.

collezione maramotti

**MAX MARA
ART PRIZE
FOR WOMEN**
IN COLLABORATION WITH
**WHITECHAPEL
GALLERY**

Private view, by invitation: 4 May 2013, 6.00pm.

The talk between Laure Prouvost and Melissa Gronlund is scheduled for 7.00pm, flanked by a vocal contribution on the part of the Italian composer and singer Cristina Zavalloni, whose interpretation will function as a counterpoint to the conversation.

5 May – 3 November 2013

The exhibition can be visited free of charge during the opening hours of the permanent collection.

Thursday and Friday: 2:30 p.m. – 6:30 p.m.

Saturday and Sunday: 10.30 a.m. – 6.30 p.m.

Closed from August 1 to August 25.

Info

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Short biographies

Laure Prouvost (1978, Croix-Lille, France) lives and works in London. In 2011 she was awarded the Max Mara Art Prize for Women, chosen from a distinguished shortlist of artists which included Spartacus Chetwynd, Christina Mackie, Avis Newman and Emily Wardill. Laure Prouvost graduated from Central Saint Martins in 2002 and was part of the Lux Artist Associate Programme. Her work includes film, performance and installation. She has been part of group shows at Tate Britain, the ICA, Serpentine and BFI Galleries. She was awarded the EAST International Award in 2009 and a FLAMIN commission in 2011.

Melissa Gronlund lives and works in London. She is an editor of *Afterall* and a writer on contemporary art based in London. She has written catalogue essays for a number of venues, including the ICA, London; the Serpentine, London; Witte de With, Rotterdam; and Milton Keynes Gallery, and frequently contributes to different publications, including *Afterall*, *Cabinet*, *Dot Dot Dot*, *Flash Art*, *frieze* and *MIRAJ*. She teaches on the Moving Image Master's course at Central Saint Martins and is a visiting tutor at the Ruskin School of Drawing & Fine Art, University of Oxford, where she lectures on art and film history. In 2009 and 2010 assisted with the programming of the Experimenta section of the London Film Festival.

Cristina Zavalloni

Born in Bologna, Cristina Zavalloni's musical background is steeped in jazz, *bel canto*, and composition. Her repertoire ranges today from Monteverdi to Mozart, from early jazz standards to the wide repertoire of European *chanson*, and from 20th century authors to the most important contemporary composers, such as Louis Andriessen, James MacMillan, Gavin Bryars, Michael Nyman. She has performed with London Sinfonietta and the BBC Symphony orchestra, and in the world important venues (Montreux Jazz Festival, North Sea Jazz Festival, Umbria Jazz, London Jazz Festival, Carnegie Hall, Lincoln Center, Amsterdam Concertgebouw, Teatro alla Scala, Palau de la Música Catalana, Barbican Centre, Auditorium Parco della Musica, Walt Disney Concert Hall, Beijing Concert Hall and La Biennale di Venezia).