



Fondazione Zegna

ALL'APERTO

A PROJECT OF CONTEMPORARY ART CURATED BY
ANDREA ZEGNA AND BARBARA CASAVECCHIA

ALBERTO GARUTTI

PERMANENT WORK IN THE HAMLETS OF TRIVERO

The second edition of the contemporary art project **ALL'APERTO** (OUTDOORS), curated by Andrea Zegna and Barbara Casavecchia, opened September 19th, presenting a public work by the Italian artist **Alberto Garutti** (Galbiate, Lecco, 1948).

Together with Alberto Garutti, the protagonists of the event are the families of Trivero (Biella). Thanks to the collaboration with the teachers and the students of one of Trivero's primary school fifth grades, the artist was able to map the territory by using an innovative method: the identification of the pet dogs living in the hamlets of Trivero that the children were invited to select, describe and draw: Eva, Pulce, Sbadiglio, Lampo, Ferro, Sissi, Otto, Luna. This method initiated a spontaneous mechanism of participation thanks to which Garutti was able to meet and involve in his project many inhabitants, from the children's families and the owners of the dogs to local authorities, thus developing an intense relation with the territory.

The final result is a public art work that can be used (and adopted) by everyone: a series of cement benches with a seated portrait of one or two of the dogs. On each bench an explanatory caption serves both as a dedication and title: *Il cane qui ritratto appartiene a una delle famiglie di Trivero. Quest'opera è dedicata a loro e alle persone che sedendosi qui ne parleranno* (The dog in this portrait belongs to one of the families of Trivero. This artwork is dedicated to them and to the people that will talk about them while sitting here).

ALL'APERTO is an initiative of the Fondazione Zegna, a non-profit institution, supporting since 2000 cultural, social, medical and environmental projects for communities in different parts of the world. With the intention of making contemporary art and its values increasingly accessible, every year ALL APERTO supports the realization of site specific artistic interventions by established international artists; these projects are always based in Trivero and its surroundings, and are meant to address the territory and its inhabitants.

The project debuted in June 2008 with a spectacular permanent installation by the French artist Daniel Buren (Boulogne-Billancourt, 1938) entitled *Le Banderuole colorate, lavoro in situ, 2007, Trivero* (The Coloured Weather Vanes, work in situ, 2007, Trivero): a green and light-blue rainbow of 135 flags that frames the roof of the Zegna wool factory; it's a full dressing that performs the simple task of indicating the direction of the wind and recording the changing of light, weather and the passing of the seasons, as well as transforming, through the effect of colour, an architecture that is deeply familiar to all the town's inhabitants

The decision to introduce contemporary art into these localities is linked to the hundred-year-old history of Ermenegildo Zegna, who saw no conflict between a commitment to quality in business and efforts to improve the natural, social and cultural setting in which we live. The development and the enhancement initiatives on the territory of Trivero have always been part of the Zegna history: initially with the building of social structures and of the Panoramica Zegna started by the group's founder and continued by the following generations along with the foundation of the Oasi Zegna project and of the Fondazione Zegna; **ALL'APERTO**, together with Casa Zegna (the historical archive of the Zegna company and cultural centre open since 2007), is a further step in this direction that testifies the commitment and the coherence of the Zegna Group's action on its own territory - a territory where a unique fabric known all around the world is produced.



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Photo Emanuele Biondi

For the 2009 edition of **ALL'APERTO** the Fondazione Zegna invited **Alberto Garutti** to create a public artwork that should be diffused on the territory and located in streets, squares and different significant spots around Trivero, a small town stretching out on a very vast area and divided in dozens of hamlets. The Fondazione agreed with enthusiasm to the artist's suggestion to realize a series of simple and common objects: cement benches with an anti-monumental edge, perfectly blending with the context, yet made special by the presence of the portraits of the dogs. "The moment art enters the urban context, it feels the need to offer itself and meet the people", says Garutti. "When art is faced with a non specialized audience, but with people in general, art must search for means of communication to establish a dialogue, shifting and revising its language and methods. I like to think that my work mirrors the town of Trivero from which it itself originates. And I wish the inhabitants to feel they are the protagonists of this work. I chose dogs as a way of talking about the families who own them: in a way, by following their ways of living, habits and attitudes, these animals mirror the families they belong to. The dog mirrors the image of his owner and expresses the amount of care, attention and love that exists amongst them: to talk about a dog and the person that has him in his home becomes a way of outlining the story of a strong bond, of an ongoing and mutual exchange. A dog is a beautiful metaphor: like art a dog approaches people and would like to socialize with everyone".

The benches are located in different meeting and activity sites of the hamlets of Trivero (including the Centro Zegna in Ferla, the Municipality, the gardens of the schools in Ronco, the Panoramica Zegna, the square in front of the Matrice Church in Gioia and the sport fields outside the Sport Stadium in Ponzzone).

For the opening and until October 11th, Casa Zegna hosts an exhibition that besides documenting the whole process behind Garutti's project will also present a new series of photographs especially realized by the artist portraying some families that he met in their homes.

ALL'APERTO is a project sponsored by the Municipality of Trivero, the Province of Biella and the Piedmont Region and is supported by an Advisory Board comprising Catia Riccaboni (Fondation de France), Tom van Gestel (SKOR, Amsterdam), Michelangelo Pistoletto (Cittadellarte), Salvatore Lacagnina (Istituto Svizzero di Roma).

The process that led to Garutti's work and that constitutes the core of the project is documented by a colour catalogue (17x24 cm, p.64) published by Silvana Editoriale with texts by Anna Zegna, Andrea Zegna, Barbara Casavecchia, Viktor Misiano.

Thanks to the deputy headmaster Sara Pizzi, the teachers Cristina Trabaldo and Laura Zenone, the students of primary Trivero's school fifth grades and all the teaching staff of the Istituto Comprensivo di Trivero, the owners of the dogs, the Mayor of Trivero, the Councillor for Public Works, Arch. Gianluca Bassetto, Francesco Rovaldi, Gabriele Negro and Viktor Misiano.



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Alberto Garutti was born in Galbiate (Lecco, Italy) in 1948 and currently lives and works in Milan. Since 1989 he has been professor of Painting at the Accademia di Brera and since 2002 he has taught at the Faculty of Architecture in Venice (IUAV). He participated in the Venice (1990), Havana (2000) and Istanbul (2001) Biennales. Thanks to his continuous research on the establishment of an open dialogue between contemporary art, spectator and public space, Garutti has been invited to realize artworks for cities and museums all around the world. In 2000 he created in Bergamo one of his best known works, *Ai nati oggi*, that is *Dedicated To Those Who Are Born Today*: every time a baby is born in the local hospital, the street lamps of Piazza Dante light up simultaneously (this work has also been recreated for the S.M.A.K. museum in Ghent). In 2002 in Kanazawa, Japan, by involving the local inhabitants, Garutti created an installation that anticipated and accompanied the construction of the 21st Century Museum of Contemporary Art designed by SANAA. In 2003, in Bolzano, he decided to build in the Don Bosco working class neighbourhood a Small Museion, a transparent cabin exhibiting in turn works from the local art museum, thus bringing art to the population. In 2008 he took part in the group exhibit *Italics* at Palazzo Grassi in Venice and at the Museum of Contemporary Art in Chicago. His most recent project, in 2009, is an installation located in the building site of Zaha Hadid's MAXXI in Rome, entitled *In una sala del nuovo museo MAXXI le luci vibreranno quando in Italia un fulmine cadrà durante i temporali. Quest'opera è dedicata a tutti coloro che passando di lì penseranno al cielo (In a room in the new MAXXI, the lights will tremble every time in Italy a flash lightning strikes during a storm. This work is dedicated to those that passing there will think of the sky).*

Project	ALL'APERTO
Artist	Alberto Garutti
Title	<i>Il cane qui ritratto appartiene a una delle famiglie di Trivero. Quest'opera è dedicata a loro e alle persone che sedendosi qui ne parleranno (The dog in this portrait belongs to one of the families of Trivero. This artwork is dedicated to them and to the people that will talk about them while sitting here).</i>
	Permanent work
Curated by	Andrea Zegna and Barbara Casavecchia
Address	Various sites in the hamlets of Trivero (Biella): <ol style="list-style-type: none">1. Ferla - Centro Zegna2. Gioia - Bus stop3. Gioia - Chiesa Matrice square4. Panoramica Zegna – Playground of the Residential Village5. Ronco - Schools6. Ronco - Municipality7. Sella - Cemetery8. Ponzzone - Piazza XXV Aprile9. Ponzzone - Sport stadium
Opening	September 19th, 2009, 3-6 pm
Sponsored by	Region Piedmont, Province of Biella, Municipality of Trivero
Graphic design	Alessandra Ricotti
Installation	Altfragile
Production	Attilio Tono, Mario Betti
Photos	Emanuele Biondi, Demian Dupuis, Gabriele Negro
Videos	Mookie of Alessandro Garella
Information	www.fondazionezegna.org/allaperto allaperto@zegna.com

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THE FONDAZIONE ZEGNA

“Today, the town of Trivero near Biella, my family's home town, enjoys lush, green natural surroundings. But a century ago, when Ermenegildo Zegna, my grandfather, founded the wool mill, there was nothing but bare mountainside. Ermenegildo planted half a million conifers, planned and funded the construction of the road which is still known as the 'Panoramica Zegna', and saw to the building of social welfare and leisure facilities, in the belief that care for the local environment and social responsibility go hand in hand.

This farsighted approach was treasured by subsequent generations and continues to be part of the identity of the Zegna Group. 1993 saw the creation of Oasi Zegna, a protected area where people live in harmony with the natural world and its ecosystems.

The project ALL'APERTO continues in this direction. Thanks to the Fondazione Zegna, a non-profit organization that has supported projects in the cultural, social, medical environmental sphere in various parts of the world since 2000 – we have turned our attention to contemporary art, with the aim of making it more accessible, and promoting initiatives suited to the area. We would like to thank Alberto Garutti for fervently and enthusiastically accepted our brief to create a work that would interface with Trivero and its inhabitants. And for sharing our belief that in order to create something unique and beautiful you need time, passion, creativity, dedication and research.”

Anna Zegna
President, Fondazione Zegna

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