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Fondazione Zegna

From Saturday 25 May to Sunday 17 November 2024

Fondazione Zegna presents

a new chapter of research on art and nature

ATMOSFERICA

Seasons and temperaments

Rebecca Moccia's new project for Casa Zegna

Curated by Ilaria Bonacossa

Casa Zegna

Trivero Valdilana (Biella) | Via Marconi, 23

Media preview: Wednesday 22 May 2024

At Casa Zegna in Trivero Valdilana (Biella) from **Saturday 25 May to Sunday 17 November 2024**, **Fondazione Zegna** is presenting a new chapter in its journey through art and nature with **ATMOSFERICA. Seasons and temperaments**, a project specially designed for the occasion by artist **Rebecca Moccia** (Naples, 1992) and **curated by Ilaria Bonacossa**.

This artist has for some years been exploring the atmospheres and “temperatures” of places and investigating the spatial/temporal contexts in which human and non-human relations develop, with a special focus on how emotions and places influence one another. **The site-specific project developed for Casa Zegna concentrates on atmospheric transformations** and draws on the peculiarities of this space to reflect the connection between climate and environmental changes and the temperaments of those who experience them.

The title and sub-title of the exhibition **ATMOSFERICA. Seasons and temperaments** express a desire to investigate the ways in which human emotions are formed in

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relation to their surroundings and how the impact of unsustainable development, which alters their rhythms and balances, also affects the sphere of our perceptions and emotions.

The project was engendered by Rebecca Moccia's numerous visits to the Casa Zegna archive and museum facility and Oasi Zegna. The latter is a 100 km² area surrounding the eponymous wool mill and was created by Ermenegildo Zegna at the beginning of the last century as a unique model of social and environmental conscience.

"I worked on change and the succession of the seasons and therefore of the temperatures – which are incorporated in the exhibition's various works - and on the atmospheres that these changes bring with them, on their practical/symbolic value in the era of climate crisis, above all in a mountain environment, on the feelings of loss and nostalgia aroused by their gradual disappearance, and on gestures/actions of resistance to invert this trend that build on the interconnection between human and non-human beings," explains **Rebecca Moccia**.

The exhibition is in **Casa Zegna's former winter garden**, a wholly glazed space where the light changes with the time of day and the season and where artificial temperature conditioning is deliberately minimal. Offering an almost total symbiosis with the surrounding mountain landscape, Casa Zegna is transformed by **ATMOSFERICA** into a **living organism by deft use of fabric**, the element on which the respectful collaboration between Fondazione Zegna and the environment is founded.

Rebecca Moccia's work conceives **two different environmental atmospheres in fabric**, one linked to warmth and the other to cold, rendered both visually and tactilely. **The artist weaves together materials with the opposite properties of dissipating or absorbing heat, of allowing or preventing the passage of light, of softening or sharpening the sound effects that travel through the ambience to dress Casa Zegna's architecture.** The temperature gradients are also accentuated by the use of cold colors for the summer and warm colors for winter.

Produced in collaboration with the **textiles facility of Comunità di San Patrignano**, the fabrics also model the ambience by way of **sculptural forms that delimit contemplative spaces in which to stop a while**. The artworks are flanked by hand-woven tapestries that symbolically represent the physical relationship between places, bodies and temperatures.

"In the works on display, Moccia presents temperatures and their impact not only through the information in the thermograms but also by using the woven yarns and other materials and their tactile vicinity to our bodies to reveal an unconscious relationship with the environment, a connection between places and perceptions. The

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vision of this space transformed into two seasons, almost a doll's house that can change our perception of the world, leads us to a critical vision of our relationship with the seasons. The seriousness of the work and the capacity to personally engage the local community – and at the same time develop a series of works in collaboration with San Patrignano - makes this project conceptual, participatory and poetic,” explains the exhibition's curator **Ilaria Bonacossa**.

The exhibition is completed by a **multi-channel installation** (reproduced on screens) that shows a selection of close-ups of hands collected by Rebecca Moccia during the interviews she conducted as part of her research work at Oasi Zegna. The people who live in or frequent the valley and the Zegna Wool Mill recount their lives and professions with their gestures and hands, sketching the experience of the changing habits, landscapes and temperatures they experience in their daily existence.

The exhibition is accompanied by an **original soundscape in two movements** that correspond to the two different phases of dressing of the space. Produced by sound artist and composer **Renato Grieco**, the soundscape links together fragments of videos, the works woven at San Patrignano and the installation, recalling the feelings of loss and nostalgia aroused by the gradual disappearance of the seasons and the uncertain future of the mountains.

““ATMOSFERICA. Seasons and temperaments” is in line with Fondazione Ermenegildo Zegna’s vocation and long-term work with the territory, the community and its manufacturing and speaks of the genius loci and the transformations in dialogue with the international art scene,” comments Fondazione Zegna president **Anna Zegna**. *“Textile innovation and the landscape of Oasi Zegna formed the point of departure for Rebecca Moccia’s study and the multi-sensory materialization of her vision. The involvement of Comunità di San Patrignano, a partner of the Foundation for over ten years, enriched the project by putting its craft know-how at the artist’s disposal and by confirming the transformative capacity of art.”*

The exhibition **ATMOSFERICA. Seasons and temperaments** is part of a project that **Fondazione Zegna is dedicating to relations between nature, art and science**, which was launched in 2020 along with the Zegna Forest reforestation plan and the monitoring of Oasi Zegna’s state of health. The ecosystem it hosts is at the centre of a 10-year regeneration plan involving various artists (Laura Pugno, 2021; Emilio Vavarella, 2022; Roberto Coda Zabetta, 2023) in the interpretation of the philosophical, visual and emotional aspects that it evokes.

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With his new chapter, Fondazione Zegna is restating its long-term commitment to contemporary art and its commitment to providing space for emerging talents invited to produce ad hoc projects.

INFORMATION

Open every Sunday

25 May - 15 September 2024

from 11:00 to 17:00

and also on Saturday 25 May and Saturday 1 June

In August: open every day

Tickets: full price 7 euros, reduced 5 euros

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REBECCA MOCCIA

Rebecca Moccia (Naples, 1992) is an artist whose transdisciplinary work has been displayed in public and private institutions including: Fondazione Sandretto Re Rebaudengo (Turin), International Short Film Festival (Oberhausen), Fondazione ICA (Milan), Jupiter Woods (London), Mazzoleni (London-Turin), Istituto Italiano di Cultura (Brussels), Fondazione Morra Greco (Naples), Museo del Novecento (Florence), MACRO (Rome), Museo d'Arte Contemporanea di Villa Croce (Genoa), ENSBA (Lyon), Casa Zegna, via Marconi, 23

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Academiae Youth Art Biennale (Brixen). Rebecca Moccia is a co-founder of AWI - Art Workers Italia, an association formed to protect the rights of art workers.

In 2021, Moccia won an international research scholarship promoted by the Culture Ministry (DGCC) under the Italian Council X programme for the project "Ministry of Loneliness", a collaboration with Magazzino Italian Art (New York), Outset England (London) and Nanzan University (Nagoya). In 2024, she will represent Italy at the 15th Gwangju Biennial (South Korea).

OASI ZEGNA

In line with the sustainability principles that drive Ermenegildo Zegna Group, Oasi Zegna represents a consequence of the founder's green approach. In love with nature and driven by a deep sense of giving back to his homeland and community, in the 1930s textile entrepreneur Ermenegildo Zegna embarked on a vast environmental restoration project in the mountains of Piedmont, Northern Italy, surrounding the original wool mill established in 1910 and following the road that he himself traced. Long before the word 'ecosystem' was invented, Ermenegildo began creating the ecosystem that is known today as Oasi Zegna. Yet his vision went beyond industry. By placing his mill at the heart of a much wider community, he made up a proper 232 road and later the Oasi, through painstaking reforestation work, creating a sustainable interdependence.

Created in 1993, Oasi Zegna is a project geared to enhancing not only the landscape but every form of life in it as well. It's a free access area covering 100 km², with 1,420 hectares of woodland and 170 hectares of pasture, a perfect place to connect with nature in full respect for local ecosystems. In 2014, Oasi Zegna obtained the patronage of FAI (Fondo Ambiente Italiano). For its forestry management and conservation of ecosystem services for the benefit of the community, Oasi Zegna has been certified to the rigorous international standards of the FSC® since 2022.

FONDAZIONE ERMENEGILDO ZEGNA | PROMOTING A BETTER FUTURE

Fondazione Ermenegildo Zegna has a mission to collaborate in the creation of a better future for the coming generations. Inspired by the principle of giving back to one's community that guided the founder from 1910 onwards, the 3rd generation of the family set up the Foundation in 2000 to ensure continuity for the philanthropic legacy received. Following the founder's vision and the path he laid down, quality and

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dedication live in harmony with protection of the natural environment, social wellbeing and cultural development.

CASA ZEGNA | ADVOCATING VALUES

A part of Fondazione Ermenegildo Zegna since 2007, Casa Zegna builds on and promotes the heritage and values of Ermenegildo Zegna Group, whose roots are firmly planted in the vision of its founder. Casa Zegna's multi-functional space houses vast textile archives and an exhibition facility dedicated to the conservation and exhibition of over 110 years of the history of style and responsible enterprise. Casa Zegna represents the roots of Zegna, a place where visitors can retrace the road to the future laid down by the founder.