

# LEILA HELLER.

"The work of art in the era of its social reproducibility: at Palazzo Mediceo with Francesco Bonami and Luca Beatrice." *Arte Today*. (July 31, 2019).

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## The work of art in the era of its social reproducibility: at Palazzo Mediceo with Francesco Bonami and Luca Beatrice



Two of the most famous Italian contemporary art critics and curators - Francesco Bonami and Luca Beatrice - will open the 2019 edition of the Trame d'Estate literary festival, Thursday 1 August at 9:30 pm in the fascinating setting of Palazzo Mediceo Unesco in Seravezza. An evening with two voices on contemporary art and, in particular, on "the work of art in the era of its social reproducibility", as the subtitle of the last book by Bonami says - "Post" - very fresh for print Feltrinelli, who will be the starting point for the debate. The meeting is moderated by Annalisa Bugliani and Alessandro Romanini and marks the beginning of the collaboration between the Sirio Giannini Study Center, organizer of the festival with the support of the Municipality of Seravezza and the Terre Medicee Foundation, and the "Versilia, on the head!" Which works for the enhancement and promotion of the

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Versilia area. A very thick boot, certainly appealing to the public, very current, for a festival that will distill great quality content every evening until 4 August.

So we start with two leading personalities of contemporary art. Francesco Bonami enjoys international fame for having curated some of the most important exhibitions, including the 2000 Biennale European traveling exhibition, the 2003 Venice Biennale, the 2010 Whitney Biennial in New York, and having been director of the Chicago Museum of Contemporary Art from 1999 to 2008. Today he directs the Re Rebaudengo Foundation and Pitti Immagine Discovery. Luca Beatrice, a critic and curator among the most famous of the Italian scene as well as a lecturer, journalist and writer, curated the Italian Pavilion at the 2009 Venice Biennale. Thursday evening they will talk about the value and meaning of the work of art in the age of digital and social networks. «From mysterious stranger to scrutinize, discover and reveal, the work of art has become a background, a panorama, an accessory to our experience », reads the presentation of " Post ". «If in the past we could think of sharing the artist's experience with our experience as a spectator, today we are the absolute protagonists. Art is now a reference point like others. It has become any of the many overwhelming evidence of reality that we use to show that we exist, that we move, that we travel. No longer a language for the few, but a background for our social image ". Art is now a reference point like others. It has become any of the many overwhelming evidence of reality that we use to show that we exist, that we move, that we travel. No longer a language for the few, but a background for our social image ". Art is now a reference point like others. It has become any of the many overwhelming evidence of reality that we use to show that we exist, that we move, that we travel. No longer a language for the few, but a background for our social image ".

Interesting the parallel that the public will be able to do at Palazzo Mediceo between the theme of the evening and the message that the New York artist Rachel Lee Hovnanian launches with her acclaimed "Open Secrets" exhibition, open to the noble floor of the historic residence and dedicated to our relationship with digital technologies, the new forms of sociality, the search for an unattainable perfection.