

ARTCOLORBIKE, 2nd EDITION: ANOTHER STEP FORWARD ON THE PATH OF SUSTAINABILITY IN THE NAME OF ART!

Art, creativity, sustainable transport, environment, zero waste: culture, public institutions and private companies work together to support shared values through art and color!

Milan, 3th April 2019 - **artColorBike**, the project that supports ecology, sustainable transport and responsible consumption through art and color, is back with its 2nd edition, even richer in contents than the previous one. After the success of the 1st edition, culture, public institution and private companies work together once again to kick-start a cultural initiative that sees art as a social tool capable of conveying a message of responsibility and respect.

The project, conceived by Contexto -a communication agency/publisher based in Milan- has been realized with the collaboration of the Municipality of Milan and Brera Fine Arts Academy, and with the contribution of Mimete Metal Powders, Colorificio Sammarinese, Rigo® and Talken Color. It involves the making and the exhibition of twelve installations, designed by as many young and talented art students chosen by the Academy, who expressed themselves on a deeply meaningful recovered material: **a bike**.

Under the supervision of prof. Dany Vescovi, the students have turned twelve scrap bikes into works of art, thus giving them back to the citizens, who will have the chance to admire them in different times and places due to the traveling nature of the exhibition. Taking inspiration from the project's values, the young artists have let their imaginations run wild, following the individual paths that define their personal artistic research, and using tools and materials provided by technical sponsors.

The works of art will be exhibited for the first time in Milan from April 9th to April 14th on the occasion of the 2019 Milan Design Week, in two different locations: the courtyard of Palazzo Moriggia | Museo del Risorgimento, in the central neighborhood of Brera, and the showroom Formidabile Lambrate, in the heart of Lambrate Design District. The exhibition will then travel across the country for the rest of the year, touching evocative and emotional places of great cultural artistic interest.

*"With artColorBike -says **Vieri Barsotti**, CEO of **Contexto**- we wanted to communicate in an original and effective way the shared values that the project disseminates through art and color, giving life back to objects otherwise doomed to destruction: by being transformed into works of art, scraps take on a new significance and express a new kind of beauty. With this initiative, Contexto aims to create a virtuous cycle that ties together public institutions, economic players and the art world to promote social responsibility and respect".*

*"The theme of the 2nd edition of artColorBike is migration, understood in the broadest sense possible as a real, metaphorical and perceptual phenomenon -explains **Dany Vescovi**, teacher at **Brera Fine Arts Academy**-. Whether they involve people or animals, ions, cells or data, whether they are cultural, religious or political events, migrations represent an evolution process written within nature's genetic code. The object 'bike', reinvented and*

distorted, painted and transformed, contaminated and defragmented, becomes a personal, autonomous work that overcomes the formal and conceptual limits of the usual deconstruction and reconstruction procedures, thus generating more articulated ideas and achieving new formal methods”.

Jacopo Guzzoni, vice-president and CEO of FOMAS Group, has no doubts on artColorBike’s artistic value and on its role as an ‘incubator’ for young talents: *“Mimete Metal Powders, our newborn company and an ambassador of the Group’s technological edge, supports the 2nd edition of artColorBike with the aim of giving emerging artists the visibility they deserve, in accordance with the Group’s tradition of promoting initiatives that bring art and business together”.*

*“Our administration has once again chosen to cooperate with artColorBike in order to strengthen and improve a healthy, virtuous cultural evolution that could give art the space and the energy it needs in contemporary society -says **Filippo Del Corno**, Alderman for Culture of the Municipality of Milan-. On the occasion of events that attract people from all over the world such as Salone del Mobile and Milan Design Week, the city becomes an international reference point and looks forward to the future. Therefore, it is even more encouraging to support a project whose protagonists are young and talented students of Brera Fine Arts Academy, who took part in such a relevant initiative with commitment and dedication”.*

THE EXHIBITION AND THE OPENING PRESS CONFERENCE

The **art show** will be open from 9th April to 14th April 2019 in two different locations: Palazzo Moriggia | Museo del Risorgimento -via Borgonuovo 23, Milan, from 9.00 a.m. to 5.30 p.m.-, where a particularly meaningful installation will be put on display, and Formidabile Lambrate -via Ventura 3, Milan, from 9.00 a.m. to 10.30 p.m.-, where the other eleven works of art will be exhibited.

The opening **press conference** is scheduled for Tuesday, 9th April 2019 at 12.00 a.m. and will take place in Palazzo Moriggia | Museo del Risorgimento's conference room -via Borgonuovo 23, Milan- with the participation of Filippo Del Corno, Alderman for Culture of the Municipality of Milan.

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artColorBike is a project by:

- **Contexto**, the communication agency/publisher that conceived the project and promotes it through **Radio Colore** and **Colore & Hobby**, leading means of communication for professionals in the world of paints.

artColorBike wishes to thank:

- The **Municipality of Milan** for its collaboration and support;
- **Brera Fine Arts Academy** that took care of the project's artistic side with the supervision of professor Dany Vescovi;
- **Mimete Metal Powders** as main sponsor;
- **Colorificio Sammarinese, Rigo**® and **Talken Color** as technical sponsors.

A special thank goes to the **students of Brera** for their precious work: Flavia Albu, Andrea Barbagallo, Stefano De Paolis, Diana Elena Lupu, Anthea Nigro, Daniele Pillittu, Cristiano Pizzi, Sara Rizzi, Marco Rubbera, Rula Tassini, Ettore Vezzosi, Chiara Vitali, Alice Zanetta.