

Matteo Mandelli between Phygital art and tradition at the Art Dubai Fair 2024

Feb 23, 2024 | Art



The Italian artist Matteo Mandelli, among the pioneers of phygital art in Italy, will be at the Dubai Digital Art Fair from March 1st with the Holy Club stand

MILANO, ITALY, February 23, 2024 /24-7PressRelease/ — Emerging artist, Matteo Mandelli creates art not only as an expression of an essential and ontological metaphysical nature but as a structure directed at a transaction accompanied by an aesthetic emotion through a significant form.

To make the visitor's experience unique, art must transform into the phygital dimension, accompanying the user on a unique, intuitive and immersive journey: this is the idea that is at the basis of the artistic project of Matteo Mandelli, who from the first to 3 March will be present with his distinctive technique at Art Dubai with the Holy gallery.

Now in its third edition, the Art Dubai Digital section explores the intersection between new media art and technologies in order to expand our understanding of contemporary culture. In 2024 the section is curated by Aurora Scalerà and Alfredo Cramerotti, co-directors of IAM-infinity Art Museum in the metaverse and of the curatorial and editorial platform Multiplicity.

Technology thus becomes a powerful enabler in the phygital, as it allows you to enjoy the artistic-cultural experience, without requiring a particular technical competence from the user.

Cinello, a digital art company, will be an integral part of the performance, through its own DAW® technology. This technology creates certified and unique digital works, offering a new perspective for the enjoyment of digital art.

The performances of Mandelli, an artist attentive to the disposal cycle, transform waste into a work of art, following the philosophy of upcycling, or rather implementing a creative reuse, the process of transforming waste materials, useless or unwanted products into new objects perceived as of higher quality.

900letterario is a magazine and platform that promotes emerging writers and artists.

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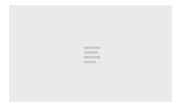
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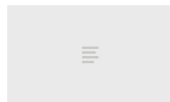
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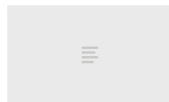
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