

Exhibition

NOT BUILT IN A DAY

cured by Serena Tabacchi

25 January - 16 February 2023

Rome, Maison Bosi
Via Margutta, 28/29

PRESS RELEASE

The digital art exhibition **NOT built in a DAY** opens in Rome, a curated selection of native digital works signed by some of the most influential young artists in the sector and by the masters of new media on the national and international scene. The exhibition will be hosted in Gallery **Maison Bosi**, owned by Fabrizio Bosi, from **25 January to 16 February** in Via Margutta, a dear place to the Capitoline art scene where Bosi embraces the latest innovations in the contemporary world, establishing itself as a point of reference for the digital exploration and collecting.

The exhibition is organized in partnership with Cinello, and it offers a selection of digital artworks by Italian and international artists, which can be admired in the form of **DAW® (Digital Artwork)** which hosts an innovative and internationally patented technology that guarantees and certifies the uniqueness of a digital file. The artists have chosen to create DAW@s to protect their creations and the collectors from any unauthorized copies or thefts.

The displayed works could be called *phygital*, digitally conceived but physically exhibited. They're accompanied by a certificate of authenticity, stored in a hardware device protected by a patented encryption system which guarantees their uniqueness, and displayed on a monitor to view them.

Among the exhibited artists there are digital pioneers such as **Vittorio Bonapace, Simone Vezzani, Fabiano Speziare** and **Danilo Falà**, as well as artists who have been experimenting new media, well-known in Italy and abroad, including **Max Papeschi, Laurina Paperina** and **Boreal Sebastian Arburola**. All fourteen artists participate in the project by proposing original and unpublished works with a reference to their artistic background between pop, design and painting, in a completely new form and only in digital format.

The gallery also hosts a work of Keith Haring "Untitled 1988", an example of a fractionalized work thanks to Artsquare.io, an Italian startup based in London, which helps to buy and share works of art.

The works, selected by the curator **Serena Tabacchi**, tell the story of each artist through their vision of a constantly evolving world, pervaded by new technologies. **NOT Built in a DAY** traces an important connection between technologies and visions, where the construction of a new paradigm is rooted in the past, offering a glimpse into the future. Digital becomes a physical space full of history with the intention of making digital means known and appreciated not only by those who use them on a daily basis but also by those who love contemporary art and want to approach this new form of collection and expression of multimedia.

The title leads us to reflect on the meaning of eternal and our natural tension towards the future. New technologies have introduced the concept of traceable provenance, immutability and certified uniqueness of a file that otherwise could be reproduced uncontrollably, and similarly, the history of Rome brings us this collective feeling of building, brick by brick and block by block, until we arrive at a construction of data that will form the basis for the possible future scenarios for art.

On the opening days of the exhibition, it is possible to participate in a series of **workshops and meetings with the artists** and the curator together with experts in the sector, with the aim of making digital and its artistic applications known while understanding the importance of its protection, collecting and using.



INFO

Opening times

Monday 15-19 | from Tuesday through Saturday 10-14 / 15-19 | Sunday closed

Info

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Cinello is a company engaged in the delicate task of promoting and enhancing artistic heritage, Italian in the first place, on a national and international level. It was founded in September 2015 after which they invented and patented internationally the **DAW® (Digital Artwork)**, unique, certified digital copies of historical, modern and contemporary art masterpieces. It is the ideal solution for the sale and loan of video art and digital works of art. They are produced in limited editions, numbered and authenticated, created in their original size, and impossible to copy because they are protected with a patented digital encryption system. The idea was born from the intuition of John Blem and Franco Losi, two IT engineers who worked for many years in Silicon Valley, California, who share a passion for culture and the historical and artistic heritage of Italy, their home country.

ArtSquare.io is a FinTech project that promises to democratize access to the art market. The startup operates in London and its all-Italian team allows you to invest in shares of works of art and collectables for the price of a coffee. **ArtSquare.io** uses Blockchain technology in its ambitious mission proposing a new model of fruition of the art market based on sharing, easy access and transparency. Blockchain is a complex and revolutionary technology that allows data to be stored and validated securely and it's the basis of the system for converting important artworks into digital shares. Users will be able to buy and trade the shares on the secondary market within the platform, the ArtSquare Exchange, replicating the dynamics of traditional financial markets. The startup was founded by **Fabrizio D'Aloia** and **Francesco Boni Guinicelli**, digital entrepreneurs already active in the fintech sector in London.