

# MATTEO MANDELLI BETWEEN PHYGITAL ART AND TRADITION AT THE ART DUBAI FAIR 2024

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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. The Lombard artist explores the beyond by taking us through the dimension of the Real, translating us directly into a non-place that allows us to get back in touch with our most intimate SELF.

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. Matteo Mandelli is a Lombard performance artist, among the major exponents of the phygital movement in Italy. His series The Contact presented in the Fabbrica del Vapore in Milan in 2023, incorporates a fusion of tradition and innovation, highlighted by his ability to use a screen as a canvas and a cutting flex as a contemporary brush.

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 Auronda Scalera and Alfredo Cramerotti, co-directors of IAM-infinity Art Museum in the metaverse and of the curatorial and editorial platform Multiplicity. 2024 promises to present an expanded vision of artistic trends, with a variety of media including digital video, augmented reality, artificial intelligence, NFT and much more. The event will represent an opportunity to reflect on the future of works of art in the era of digital reproduction: what implications could phygital art, halfway between the real physical and digital, have for museums?

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. Art for all, accessible to all, as it should be to ensure maximum socialization and capillary diffusion, in application of constitutional principles.

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. It will also be the protagonist in Dubai with a selection of female portraits. Enchanting protagonists of the history of art, from the Renaissance to the twentieth century. You can admire, in their 1:1 digital version, certified and authorized by the museums holding the originals, masterpieces by Leonardo Da Vinci, Raphael, Bronzino, Amedeo Modigliani. Cinello has signed agreements with the major Italian museums, and donates a percentage of its revenues to support the artistic heritage. In the two-year period 2022/2023 it has returned to the partner museums 300,000 euros, the result of the sales of these digital editions, which are creating a real market of enthusiasts. Collectors have come from all countries: from the United States to Europe, but also the Middle East.

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, to which an artistic value is attributed. This conception of the artistic act refers to the ideas of Duchamp, Burri and Piero Manzoni.

\*90letterario is a magazine and platform that promotes emerging writers and artists.

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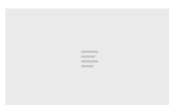
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