

Civic Gallery of Contemporary Art, Monfalcone

MOROSO Award for contemporary art

11 December 2010 > 6 February 2011

The **MOROSO award for contemporary art** was established to **document, promote and support artists working in Italy**. The award can be entered by invitation only, and its aim is to highlight artists who represent the multiplicity of the languages of contemporary art, video, photography, painting, installations, performance and sculpture.

The project, created together with the GC.AC Civic Gallery of Contemporary Art in Monfalcone, is designed specifically to **provide a comprehensive overview of contemporary production**, and the prize is unique in that it is the fruit of a **collaboration between an art institution and a business**, bearing witness to the creative and innovative excellence on both parts.

Contemporary art critics and curators from Italian and international foundations - **Lorenzo Benedetti, Irene Calderoni, Cecilia Canziani, Anna Daneri, Stefano Coletto, Francesca Di Nardo, Luigi Fassi, Alessandro Rabottini, Caterina Riva** and **Alberto Salvadori** – were invited to nominate 30 artists. The initial jury - **Andrea Bruciati, Patrizia Moroso** and **Tobias Rehberger** - then jointly selected a shortlist of 10 artists whom they felt showed the qualities suitable for the prize itself.

The chosen artists were:

Dafne Boggeri (Tortona – AL, 1975);
Dario D'Aronco (Latina, 1980);
Gabriele De Santis (Rome, 1983);
Gianluca and Massimiliano De Serio (Turin, 1978);
Flavio Favelli (Florence, 1967);
Ettore Favini (Cremona, 1974)
Christian Frosi (Milan, 1973);
Anna Galtarossa (San Pietro in Cariano – VR, 1975);
Martino Gamper (Merano, 1971);
Diego Marcon (Busto Arsizio – VA, 1985).

These ten finalists will take part in the **exhibition** to be held at **GC.AC Monfalcone** from **11 December 2010** until **6 February 2011**, presenting a project specifically for this event.

The final jury, namely: **David Adjaye**, architect and designer; **Marc Sanchez**, curator and international critic; **Patricia Urquiola**, architect and designer; **Carlo Bach**, artistic director of Illy Caffè; and **Giulio Ridolfo** art designer; will assess the single projects on display, and select the three winners of the MOROSO 2010 award, who will be announced during the inauguration of the exhibition on Saturday 11 December 2010.

The MOROSO company will offer the three artists the opportunity to realise their site-specific projects with residency at its showroom in **New York during the Armory Show, in London during Frieze Art Fair** and **in Cologne for ArtCologne**.

The award at all its various stages will be documented in a bilingual catalogue. This publication will provide a complete overview of the Italian artistic situation, forming an important means of promotion and communication for Italian and foreign operators.

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Press Office - Antonella Torriglia, 0481.494366
galleria@comune.monfalcone.go.it - www.galleriamonfalcone.it

Moroso Press Office – Daria Triolo, 0432577111 daria.triolo@moroso.it



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MOROSO 



REGIONE AUTONOMA
FRIULI VENEZIA GIULIA

Moroso was established in 1952 by Agostino Moroso, together with his wife Diana, to produce sofas, armchairs and furnishing accessories. They opted for an artisanal approach to production, following on from a strong creative edge at the design stage. Thus they planted the roots of a vision that has enabled the company to grow within the market, making itself a name for the quality, innovation and creativity of its products. From the Eighties the second generation of the family began its journey of in-depth research into the world of high design.

Almost sixty years after its founding, Moroso has established a place for itself in the haute couture of international design, becoming a leading company in the upholstery sector.

Thanks to the creative contribution of designers including Ron Arad, Patricia Urquiola, Ross Lovegrove, Konstantin Grcic, Alfredo Häberli, Toshiyuki Kita, Marcel Wanders, Tokujin Yoshioka, Enrico Franzolini, Doshi & Levien, Tord Boontje, Nendo, Front and many others, over the years Moroso has created a collection of iconic products that form a coherent whole, all the while maintaining the distinctive features of the latitudes and localities of their different origins. This international outlook has gained the company access to some of the most beautiful places in the world, including MoMA, New York; the Palais de Tokyo; the Grand Palais, Paris; and the Biennale, Venice. These major collaborations mean the company is able to present a vast and varied range of products, suitable for both the domestic and the contract sector.

The family culture of the company has been combined over the years with a strong managerial structure, with the skill to create winning synergies within the global upholstery market. This story of growth is part of the company's history, which comprises research, innovative technology and materials, knowing, craftsmanlike care and a strategic and versatile vision of the market.

Today Moroso has 140 employees, a turnover of 30 million Euro, branches in the United States, Great Britain and Singapore, and it exports to 64 different countries.

The **GC.AC Civic Gallery of Contemporary Art, Monfalcone**, inaugurated in 2002, is one of the most important and spellbinding exhibition spaces dedicated to contemporary art in the Friuli Venezia Giulia region of Italy.

The gallery's main objective is to support and promote research in the contemporary visual arts, and in this perspective, it gives significant prominence to publishing, education and conferences.

Numerous exhibitions have been dedicated to the new generations of artists, as well as many reviews of artists already established on the international scene. The gallery's sensitivity and attention to video art have made it a major Italian reference point for this field.

As from 2004, the gallery has begun acquiring works on paper by young exponents of national and international art, forming a significant collection of drawings, which to date includes over 50 works. It is also host to the Fondo Tranquillo Marangoni, a major corpus of this artist's works.



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