

MUNCH, FABERGÉ AND WARHOL BETWEEN ORIGINAL AND VIRTUAL WORKS TO DECIPHER THE FUTURE OF ART

*"Back to the future", three days of exhibitions
in the Galleria San Babila for the Fuorisalone 2022*

Works by famous artists of the past and their holograms exhibited next to each other during a "three days" entitled "Back to the Future", valuable to decipher the evolution of art and the market that concerns it.

This is what will be staged from 9 to 11 June next at the Galleria San Babila in Milan (formerly Art & Luxury Private Gallery), as part of the initiatives that will be the corollary to the Salone Internazionale del Mobile, starting from 7 June in Milan.

"Being included in the Post Salone events schedule - says Francesco Colucci, director of the Galleria San Babila - gives us the opportunity to present our project Back To The Future, which looks carefully at the past but is projected into the future. Together with one of our partner companies, we have developed a new way to realize NFT using holograms. This is Non Fungible Token, unique digital systems that certify the ownership of goods belonging to the real world, in the virtual world. Works of art, music, design objects... that are protected in a blockchain, a sort of digital register".

During the events proposed for Back to the Future, you can admire the originals of three sacred monsters of art history. The first is a 70's print by Andy Warhol depicting Marilyn Monroe, one of the most iconic works of pop art, from a prestigious Dutch gallery (a twin copy was recently auctioned off for \$195 million). The second original is an unpublished canvas by the Norwegian painter Edvard Munch, a marina with female nudes dating from around 1885 and belonged to an Andalusian poet. The third is one of the famous eggs of the Russian jeweler Fabergé, some of which have reached millionaire ratings.

Next to these three treasures will be exposed their digital replicas, in the form of holograms and NFT, which will make a fine show along with other works in a special "black room".

Art and Culture will meet at the Galleria San Babila, a place of meeting and dialogue between artists, collectors and philanthropists, where shareholders and investors of Art & Luxury Investments Fund - the fund created by the company Art & Luxury - they will be able to touch the fruit of their investments.

The event will be an opportunity to present one of the many services offered by MetaWord: the first social platform/app where users can share, sell or promote their NFT, including a hologram. The goal is to set up a parallel world where you can view, buy and sell works of art and that can also serve as a showcase for music, objects and real estate.

Among the organizers of the event also Asset Classic, a group of vintage car enthusiasts among the most appreciated in the industry.

The works (originals and digital copies) can be viewed from 9 to 11 June at the following times: from 18:00 to 22:00 Munch, Warhol and Fabergé. Thursday 9 at 12:00 is scheduled the opening press conference of the event

that will be followed by a light lunch.

At 19:30 you will enter the live with "New languages and new boundaries of art", a chat with Pasquale Lettieri, art critic, historian, academic and journalist who curated exhibitions and exhibitions dedicated, among others, to Pollock, Fontana, Lebel, Nespolo, Schifano, Burri, Mirò, De Chirico, Picasso, Warhol. "The telematic revolution and the new concept of culture - explains Professor Lettieri - require a different attention to change, with the need to continually adapt all the a priori that allow you to perceive events and events.

It has always happened, but now there is a speed and a contamination that does not allow a response in adequate times, revolutionizing the same common sense".

At 20:00 will follow "Gin Rosa Party", tasting of the famous Milanese aperitif.

On Friday 10 at 20:00, Matteo Merlotti will lead a tasting of the selection of caviar from the Pisani Dossi winery, accompanied by bubbles.

Saturday 11 is scheduled the award of three talents who will receive the award Excellence 2022.

The first award will go to Alessandro Monterosso (Forbes U30), who transformed himself from a nurse into an entrepreneur, designing in 2018, at the age of 28, the PatchAi start-up, able to remotely monitor the health status of patients and to offer safer and more suitable drugs for their characteristics. A start-up launched on the market in 2019 and that boasts among its customers pharmaceutical giants such as Novartis and Roche.

Cesare Catania, just appointed Artistic Director of MetaWord, will receive the award "From material art to digital art", being among the few traditional artists distinguished in the field of technology and digitalization. Catania has in fact managed to fully and effectively express its emotions and sensations in the digital field. "I am happy to receive this award - confides -. With the entry into the Metaverse, art has no boundaries: tradition and digitalization are increasingly confused to give life to works of art that literally enter the hearts of people".

It will be awarded finally, Chicco Sabbatella, protagonist of the project for the dissemination "M CoviDa", artist from the expressive path articulated, characterized by an intense research and investigation that has seen proliferation of different thematic areas and plastic choice factors ranging from stone to iron to digital printing and photography.