

ART JED  
GALLERY

*“Beauty is the moment when time vanishes and eternity arises.”*

# ETERNITY

**AN EXHIBITION BY ART JED GALLERY**  
**curated by Magdalena M. Gabriel**

**MILAN DESIGN WEEK**

**April 17 - 22<sup>nd</sup>, 11am - 8pm**

**ART JED GALLERY**

**Via Marco de Marchi, 7 - 20121 MILANO**

**Press preview lunch: Monday 16 April, 12 - 2pm | with artists presence**

**Cocktail reception: Wednesday 18 April, 5pm - 9pm.**

**R.S.V.P. [info@artjed.com](mailto:info@artjed.com)**

A NEW art exhibition exploring the concept of Eternity is taking place in conjunction with Salone del Mobile Milano (Milan Design Week).

The prestigious event showcases, examines and celebrates design in all its forms, from furniture to contemporary art.

St Moritz-based Art Jed Gallery is hosting an exhibiting at Via Marco di Marchi 7 and Via della Spiga 7. It includes contemporary pieces by a number of world-renowned artists.

Curated by Magdalena Gabriel, the central theme of the exhibition is the concept of eternity and various works have been chosen which unite in exploring the limits of physicality, the timelessness of beauty and the changing nature of creativity.

Art's relationship with the concept of eternity is well documented and multi-faceted. Every piece of art is an eternal physical manifestation of the artist's creative spirit. The piece exists not just as an entity in itself, but also through the emotions, memories and reflections it creates in every individual.

Art can also serve as an important social and environmental commentator, reminding us that the physical world around us is far from eternal.

The eternal nature of art is even typified by the first ever artistic creations by our prehistoric stone age ancestors. They are not just important because they were marks on cave walls or the first small sculptures, but because they signalled a new era of human development, creativity and expression. Ever since then art, in all its forms, has been a reflection of that continuing process.

## ARTISTS PRESENTED

### **Achrome by Piero Manzoni**

More than fifty-years after his death, the work of Manzoni continue to intrigue and inspire comment, reflection and delight.

One of the first pre-cursors of conceptualism, his work questioned the very nature of art. His Achrome canvasses, soaked in china clay and devoid of colour, with naturally occurring shapes and folds, are an important historical benchmark as they broke the traditional boundaries of artistic definition such as romanticism, classical realism or expressionism.

Their stark absence of colours invites the viewer to impose their own internal images on the canvas, thus making them eternally relevant, regardless of time period, context or current artistic fashion.

Manzoni is also renowned for producing balloons filled with his own breath which signified his eternal existence beyond the limits of physicality, and 90 small cans filled with human excrement which were priced according to the same weight in gold. Intended as a parody of the art market and a critique of consumerism and commerciality, the tins still sell today, ironically at far higher prices than gold.

Manzoni never ceased to experiment with new techniques and new materials, from cotton to fiberglass, from plasticized bread to eggs, from paper to polystyrene, remaining faithful to the original inspiration: a work whose existence is sealed in its tautological closure.

### **Enrico Giacometti (sculpture)**

The abstract sculptures of Swiss artist Giacometti reflect the eternal artistic trend of transforming common day materials, this time industrial iron, into creations of ethereal beauty.

Studying the sculptures, one realises the familiar and precise heavy iron is only half the piece, his work is as much about the empty spaces and shapes the iron creates, as much as the visual impact of the material itself.

Many of the pieces represent abstract human form, but nevertheless they represent identifiable and tangible aspects of human relationships and emotions.

The use of both polished and rusted iron also serves as a commentary on time, reminding us that nothing physical is permanent, that everything changes, but such change is part of the eternal process of life and does not detract from its beauty.

### **Vasily Klyukin (sculpture)**

Milan is surely the spiritual home of Klyukin's Genius Library homage to Leonardo da Vinci.

Da Vinci, who will be eternally recognised as the epitome of the Renaissance humanist ideal, spent his early life in the city.

Klyukin's sculpture was created by using movable polished copper plates, each engraved with representations of da Vinci's work, creating a three dimensional form of the Italian Renaissance Polymath

from two dimensional elements. They show us that individuals are not entities in themselves, but a sum of their dreams, achievements and ambitions.

The construction method and materials reflect Klyukin's observation that "heritage doesn't turn into ashes when burnt, it doesn't disappear. Instead, it leaves a mark on history, forever immortalizing its creator.'

His white tiger sculpture reminds us that even creatures at the top of their food chain are subject to the same frailties and threats as those at the bottom. White tigers are nearing extinction and the collapsible construction method he has used reminds us how flimsy all life can be when it is not protected and cherished.

### **Sonia Falcone (virtual reality / Holographic installation)**

Contemporary Bolivian artist Sonia Falcone exhibits pieces which all comment on life in hugely different ways, but which share an eternal message.

Falcone's work invites us to look beyond supposed normal objects and recognise the beauty inherent in life and nature. She takes common objects transforms them into objects of wonder, encouraging us to remember the eternal beauty of nature and its need to be protected. In this exhibition her works include a holographic heart. Here she uses modern technology to represent the most human of physical organs to remind us of the transient nature of life. While our hearts may stop beating our legacy can be eternal.

Also on display is part of her celebrated piece Campos de Colour. Here Falcone took spices and pulverised flavours from across the globe to draw a cartographic picture of how trade in these goods helped to bring together humanity's different from across the globe. They also signify the body's perishable limitations, the ephemeral nature of sensory pleasure and – ultimately – the fleeting nature of life.

### **Pierre Bonnefille (bronze)**

Bonnefille is a French artist, painter, designer and "Maître d'Art" (Art Master) whose work is created from the materials and textures of earth, from mineral powders, limestone, lava, marble, gold, natural pigments and metallic powders.

He draws his inspiration from the colours of nature with architectural references from civilisations past and present. His creations are manifestations of moments in his life which he captures through art, creating a physical representation of emotions, times and places

**ART JED Gallery features works from world-renowned artists, to important emerging talent.**

**This project is a collaboration between philanthropist and art collector Artur Jedrzejewski - the CEO of Swiss wealth management firm Bouchard & Cie and art curator Magdalena M. Gabriel, a future contemporaries member of London's Serpentine Gallery and Museum. Their aim is to present important works, and nurture the careers of artists from across the globe.**

**At its St Moritz gallery, ART JED intends to host a variety of important museum-scale exhibitions, including inaugural works and to become a new, integral part of the creative and cultural landscape. We believe in the life-enhancing value of fine art, and our gallery is intended to be accessible to everyone, not just for prospective clients and artists. For more information go to [artjed.com](http://artjed.com).**

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