

## PRESS RELEASE

**VANESSA BEECROFT**

**VB66 Performance/sculpture**

**Monday February 15<sup>th</sup>, h. 18,30 - 21,30**  
**Mercato Ittico - Naples, Piazza Duca degli Abruzzi**  
**curated by Lia Rumma**

**Courtesy Galleria Lia Rumma Napoli-Milano / Galleria Massimo Minini Brescia**

**Production: Hi! production s.r.l. Milano**

**DRESS CODE: BLACK**

**Visitor's access will be controlled according to influx**

**This performance by Vanessa Beecroft will be photographed and/or recorded audiovisually. Your attendance will constitute your irrevocable consent for the artist and the producers of the performance to make use of such photographs and recordings, as they may depict you, for any purpose.**

**During the performance it is forbidden to take photographs and/or record audiovisually.**

**Monday, February 15<sup>th</sup> 2010**, at the Fish Market, in Naples, originally designed by Luigi Cosenza at the end of the Twenties, Vanessa Beecroft will be presenting to the public her performance **VB66**.

The following elements have influenced the work devised for the Naples Fish Market: the desire to reify the performance, to bring the original – the girls – to their simulacrum, the sculptures, the comparison with the classical sculptural tradition, the reference to the destiny of Pompeii, the colour black, the fragments of the bodies and the omnipresent presence of the volcano. The sculptural complex has been placed inside the fish market as a monument to the city.

The work consists of a group of sculptures taken from casts of real people and from fragments of the casts and of a vast group of girls with black make-up. Together, these elements constitute a performance devised specially for the fish market. The work has taken a year to prepare. The living bodies, the bodies cast from real ones and the fragments form a complex whole, a monochromatic sculptural group assembled on the tables of the market, like a transitory monument which presents elements from the past and the contemporary world. The use of black, like coal, is opposed to the white used previously; it is dramatic and iconoclastic because it is so close to the shadow. The girls hide in the dark of the space and are confused with the sculptures. The fragments recall the carbonised bodies of Pompeii, the sculptural remains of the past, but also the visualisation of the unease of the female body, in which the perception of just one part of the body involves less significance and pain than the entire body. The living girls, with their white eyes set against the black make-up, recall the ivory of traditional bronze sculptures. Art lives in the present; the artistic tradition should not be closed within a museum, but should be relevant to current concerns, dealing with contemporary issues using forms that display awareness of tradition but which renew it, thanks to the work of living artists. Black is a pictorial element, a large brushstroke that estranges the performance from real life, while it is presented to the public as a show, taking it back and forth from reality to art. The performance presents the inhabitants of Naples with an image that belongs to them in terms of tradition but which leads them to formulate new ideas and feelings towards it. The images derived from this performance will be distributed worldwide, displaying an image of ancient and contemporary Naples within a beautiful example of rationalist architecture.

The fish market's premises are situated in an architectural monument. This is a characteristic feature of Italy and particularly southern Italy (especially Naples) where art and architecture exist in close contact with street life and ordinary citizens. The street is a museum and the population is well-educated partly due to this luxury.

This event is promoted and supported by the **Regione Campania – Assessorato al Turismo**, in collaboration with the **Comune di Napoli** and the **Ente Provinciale per il Turismo di Napoli**.

**Vanessa Beecroft** is born in Genova in 1969 from a British father and an Italian mother. She lives between New York and Los Angeles. After graduating at the Accademia delle Belle Arti di Brera in Milano, she moves to New York towards the end of the 90's where she continues an exciting artistic career, that began in Italy in 1993. She has participated in the Venice Biennale in 1997 and 2001. Amongst her numerous performances realized in Italy and abroad are to be remembered VB 26 at the Galleria Lia Rumma in Naples, VB 35 at the Solomon R. Guggenheim in New York in 1998 and VB 48 at the Palazzo Ducale in Genoa. In 2001, VB 45 inaugurated the new spaces at the Kunsthalle in Vienna. On the occasion of her personal exhibition at the Castello di Rivoli in 2003, the artist presented her performance VB 52. In 2008, VB 62 took place in the suggestive Spasimo Church in Palermo, Italy. Her last project of 2009, VB 65 at the PAC in Milano, involved 20 African immigrants, seated at a table 12 meters in length, resembling a last supper.

**Press Passes are required to photograph and/ or record audiovisually. The Press will have access from 6:15 pm to 6:45 pm. After this time it will not be possible to document the performance.**

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