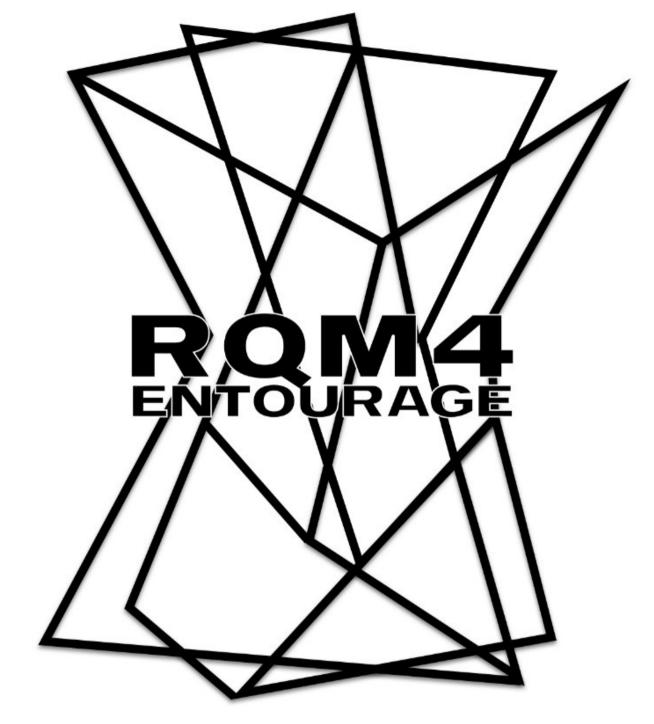
REQUIEM FOR AN ENTOURAGE

29 OF OCTOBER- 1 OF NOVEMBER 2022



CAITLIN BROWN, EMMA WOODS, LUDOVICA BALDRIGHI AND MARTINA CONTE



















Caitlin Brown

Co-Curator, Mediation and Catalogue BA (Hons) History of Art & Museum Studies

Emma Woods

Sales, Marketing and Communication & Co-Finance Director

BS in Community and Nonprofit Leadership

<u>Ludovica Baldrighi</u>

Production and Co-Finance Director

BA in Economics and Marketing for Arts and Culture

Martina Conte

Co-Curator, Mediation and Catalogue BA in Economics and Marketing for Arts and Culture

BACKGROUND RESEARCH

From the concept of first alienation to the contemporary era: four currents of thought

- G. W. F. Hegel: The first philosopher to speak about alienation. For him, it is necessary and is intended to be splitting and estrangement of consciousness.
 - Hegel phenomenology of the spirit, 1807.
- L. A. Feuerbach: He is strongly against Hegel's ideas. For him alienation is only negative and it is the condition for which the human, not feeling enough by oneself, decides to alienate themmself to someone "more powerful" to be able to find oneself.
- The essence of religion, 1846.
 - K. Marx: He developed Feuerbach's ideas, referring them to contemporary society. He speaks about alienation linked to the condition of workers in the capitalistic society (v. product/ v. oneself/ v. work/ v. others)
 - Economic Philosophical Manuscripts, **1844**.
- H. Marcuse: For him what determines alienation in contemporary society are technological systems and industries. People recognize themselves in their commodities.
- -One dimensional man, 1964.

RESEARCH TOPIC

Restore a nearly lost connection ...

People have started to question, through art, what it means to feel alienated, and how one can feel connected to a space or oneself? How does one begin to feel at home in a space? How does one attempt to achieve this, and is it possible?

Requiem for an Entourage will explore the **concept of alienation** within different types of spaces, whether **socially** or **culturally**, and how, as humans, we attempt to feel a **sense of connectivity** and **togetherness** once again.

What we want to demonstrate with the exhibition is the **ability art has in reconnecting** with one another. The need to investigate this topic arose after the **pandemic**, which led us to question ourselves more about our **existence** and human **relationships**.

The **type** of **alienation** we want to focus on is how **ONESELF** relates to a space, **socially** or **culturally**.

The topic is relevant from a social point of view because this eternal condition of alienation to which we are destined has become amplified and has involved a multitude of people after the months spent at home due to the pandemic. The home has become our work, our family, our intimacy, our leisure, OUR ESSENTIAL SPACE.

RQM4 an Entourage provides an understanding of a common **emotion** that has been living in us for a while. The **EXHIBITION** will not only analyze what this **FEELING** has been for the **human**, but it will also try to counter it.

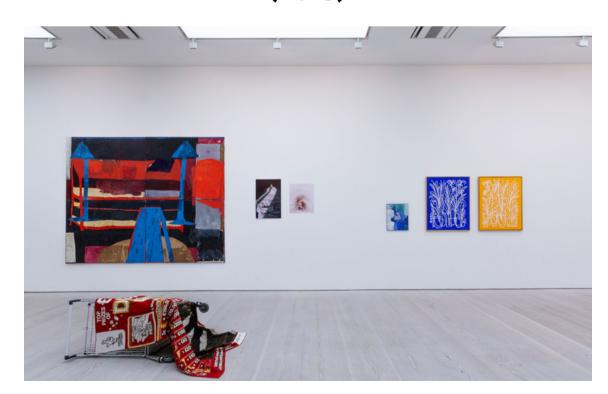
The **artists** participating in the project have the uniqueness of seeking **INTERCONNECTION** with others and resisting a condition to which **we are destined**.

Every single **ARTIST** with a different **past** and **background** will contribute with their art to the **recreation** of an almost **LOST** connection, which allows the human being to be **rediscovered** and **understood**.

PREVIOUS EXHIBITIONS ON THE TOPIC



"Antarctica: An Exhibition on Alienation" at Kunsthalle Wien (2018)



"Antisocial Isolation" at Saatchi Art Gallery/Delphian Gallery, London, (2021)

- "Aesthetics of Alienation" at Tate Modern, London (2004)
- "Antarctica: An Exhibition on Alienation" at Kunsthalle Wien (2018)
- "Alienation/Estrangement" at Elgiz Museum of Contemporary Art, Istanbul (2019)
- "Alienation?" at Eli Klein Gallery , New York, (2020)

• "Antisocial Isolation" at Saatchi Art Gallery/Delphian Gallery, London, (2021)

ARTISTS

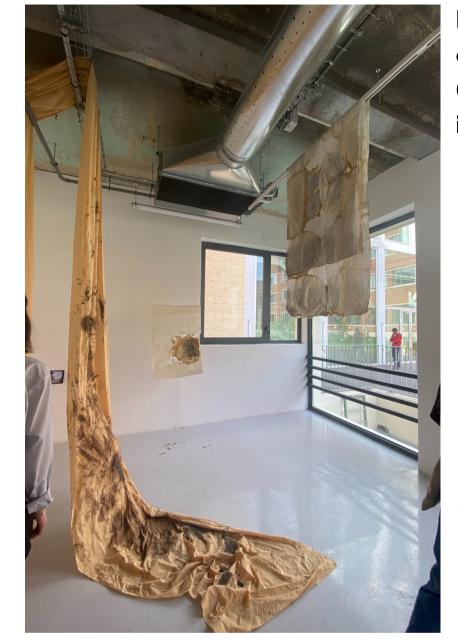
SIX Artists:

Aditi Somani, Carolina Attalla & Mario Uliassi, Marion Guerineau, Nefeli Papadimouli, Paola Siri Renard.

All of whom are **LINKED** through the theme of **CONNECTIVITY**, stemming from feeling alienated in a given **SPACE**.

ADITI SOMANI Indian Artist

- Lives and works in Paris
- Installation and mixed media artist, along with her work she does poetry.
- Studied at Parsons Paris
- The driving force behind Aditi's work is the process of **self-healing** and **spiritual exploration**.
- Her work investigates liminal states, isolation, homesickness, displacement, and ecology.



Remembering a Body as it once was (is)/a mud bath (ongoing work), 2022, installation

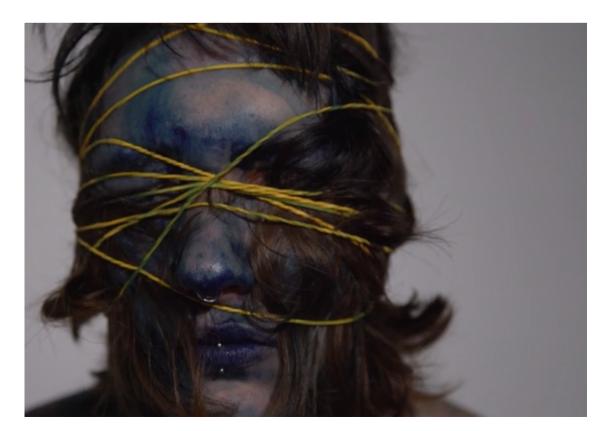
SO, YOU THINK I SHOULD STAY HERE, HERE AS IN WHERE, HERE AS IN PRESENT HERE AS IN REALITY. HERE AS IN ON YOUR MIND HERE AS IN IN MY MIND . HERE AS IN ALIVE AS IN AC IN WHERE

Poetry selection 2021-2022

CAROLINA ATTALLA&MARIO ULIASSI Italian Artists



Tsupu, Video Installation, 2021



- Live and work in Milan
- Video and installation artists
- Studied at IED Milano and NABA Milano
- In their works they often tends to reproduce their vision, sometimes intimate and direct, of things and people, focusing on details that reveal and tell hidden truths about our society and world.
- The work will consist of an installation that will talk about **memories**. The intimate and personal memories that are preserved thanks to **new technologies and means**.

Portrait of a dirty morning, Video Installation 2021

Should they, 2018, 42cm x 29,7cm, Screen-print

MARION GUERINEAU

French Artist



Who needs to go to Sleep When I got you Next to Me, 2020, 28cm x 22cm, Collage

- Lives and works in Paris
- Artist and graphic designer
- Studied at Chelsea College of Arts and Design in London, UK
- Her work consists of collages, monotypes, and photographs.
- Her varying publications display her unique interpretation of the Self, but also how the Self is a fluid entity, adapting to, and coping with, the external Other.



NEFELI PAPADIMOULI

Greek Artist

- Lives and works in Paris
- Artist and architect
- Was a student at Beaux-Arts de Paris
- Various media ranging from participatory
 action in the public space to sculpture and
 moving image, with installation and
 performance being the current focus of
 her practice.
- She is attempting to question notions that inhabit our **societal systems** such as activity passivity, difference repetition, union opposition, individual collective, human non-human and explore where those dichotomies break down.

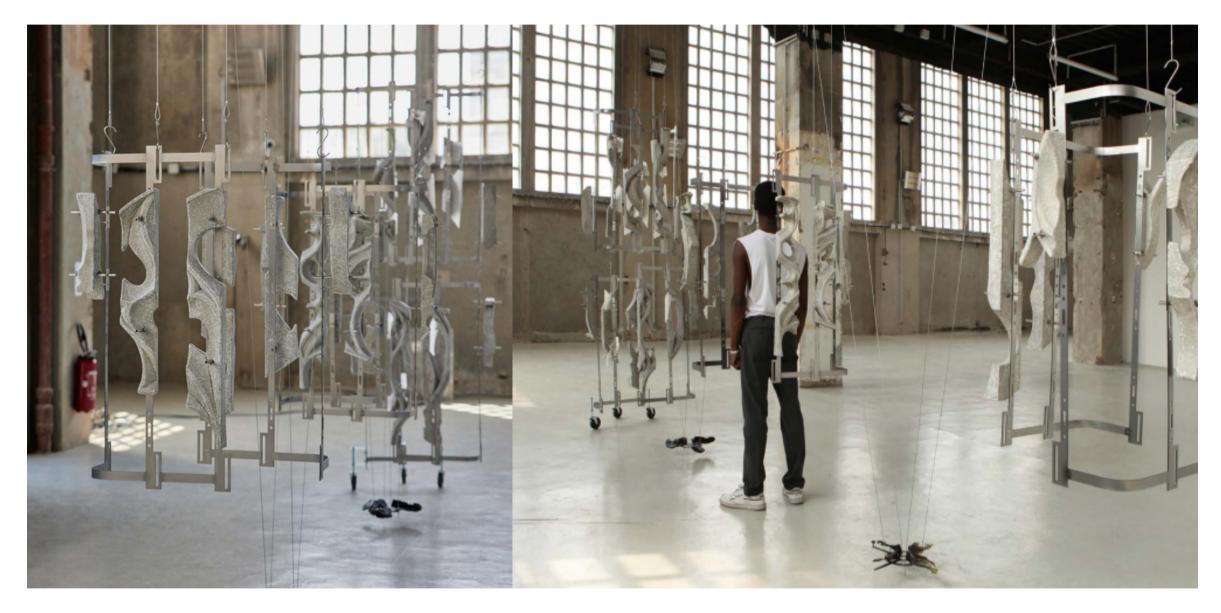
Skinscapes, 2021
Textile works, Mounted on Wooden Structures
400 * 240 * 50 cm 460 * 240 * 50 cm 480 240 * 50 cm.



Être Forêts, 2020-2021 Cotton, Metal, Tread, Various haberdashery, Variable Dimensions

PAOLA SIRI RENARD

Swedish/French Artist



Armour Leftovers, 2021
Acrylic plaster, Cast glass, wax, steel, aluminium, cables, Jeune Création 72ème Édtion, 2022,
Foundation Fiminco, Paris

- Lives and works between Paris and Ghent
- Sculptor and installation artist
- Was a student at Beaux-Arts de Paris
- Her sculptures are microarchitectures through which any individual can reclaim imperceptible architectural, cultural, and normative realities via bodily experiments.
- Her sculptures reveal formal grids and political structures which shape spaces and condition social interactions insidiously.

MEDIATION & CATALOGUE PLAN

<u>Catalogue</u>

Designed and **printed** (along with a QR code) **catalogue**, approximately 20-25 pages with artist **interviews**, **essays** on the topic of alienation, and **extra information** about artworks and the artists.

<u>Vernissage</u>

Opening with a performance from *Nefeli Papadimouli*. Exhibition catalogues, food, and beverages. Sponsored by independent brands.

Panel Discussion

This discussion will be with **professionals in the field** who focus on alienation or discourse around/connected to the topic.

POTENTIAL PANELIST

• Curator of *II Triangolo Galleria D'arte*

Raffaella Colace, an Italian art historian professionally active in the field of modern art but also attentive to the contemporary art system.

One Psychologist

Alessandra Capra, an Italian educational psychologist who specializes in couples and family relationships with twenty years of experience.

One Sociologist or Sociologist student

Two Graduate Students of philosophy

Perparime Bekshiu, graduate student in Philosophy with a specialization in Phenomenology.

Giovanni Orlando Mustacciuoli, graduate student in Philosophy of language and moral philosophy.

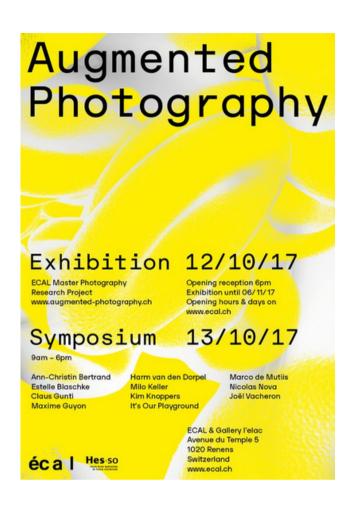
ROUND TABLE DISCUSSION

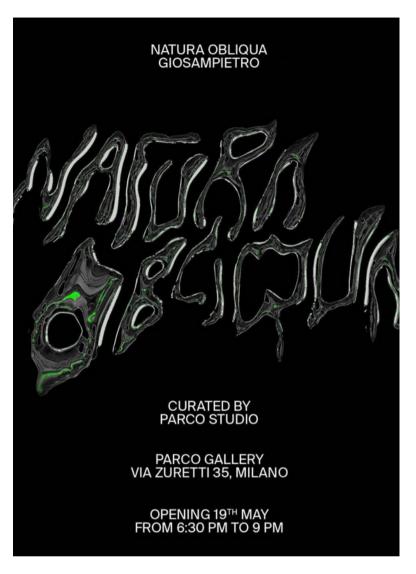
Point of view of four **essential figures** with **different roles** in our **society** who can answer a **linear** but **profound question**:

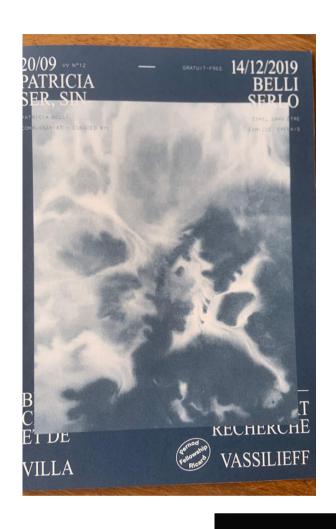
WHAT DOES ALIENATION REPRESENT TO YOU?

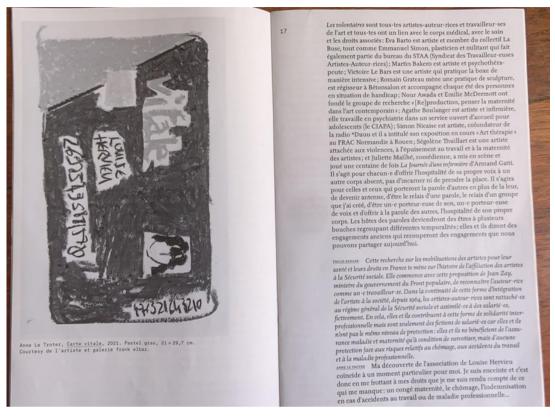
In which **SOCIAL CONTEXT** do you live it? Do you think that **ART** is able to create a **CONNECTION** that leads to the **CANCELLATION** or **DIMINUITION** of this eternal condition?

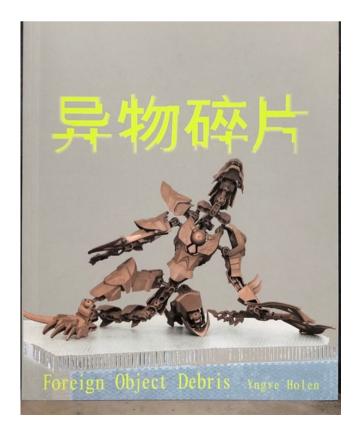
MOODBOARD FOR CATALOGUE

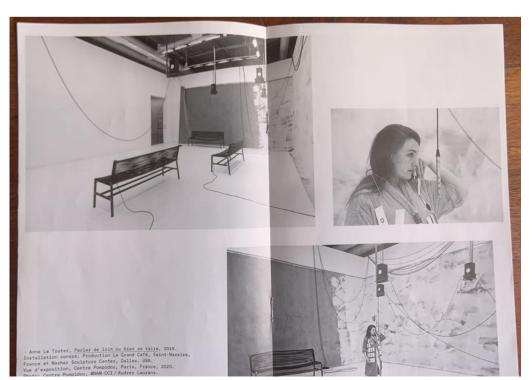








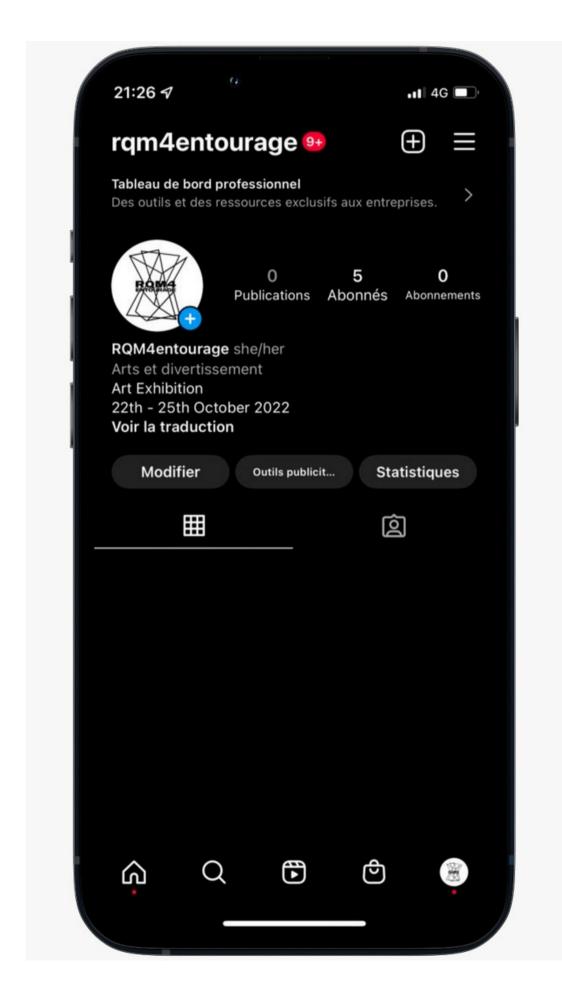




SOH rAn-duhm sOH hAHt



MARKETING STRATEGY



Website

We will design a website with all the information detailed for the event

Instagram page

Instagram posts and stories about the project and artists along with paid Instagram ads two weeks before the event

Posters

Strategically designed to fit our image and placed around Paris

E-mail Marketing

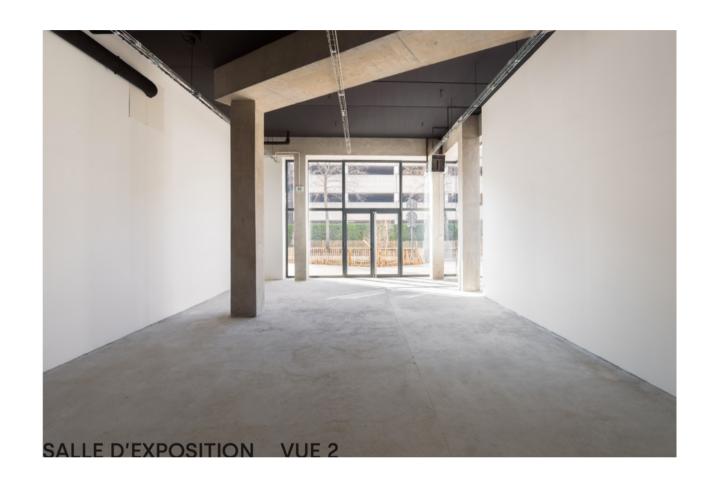
Newsletter will be sent to a specific Press List

Istituto italiano della Cultura

RQM4 Entourage will be mentioned in the Newsletter of the *ISTITUTO ITALIANO DELLA CULTURA* in Paris

POTENTIAL VENUE/LOCATION





Galerie Maelle, 29 Rue de la Commune de Paris, KOMUNUMA, Romainville, 93230

SPONSORHSIP: Galleria il Triangolo, Cremona

- Contemporary art gallery run by a young professional
- Interested in promoting emerging artists
- Eager to expand his gallery on an international level
- In 2020 the gallery had already held an exhibition, "Lo Spazio Vuoto", on alienation/isolation in society



Raffaella Colace (Artistic Director), Leonardo Caldonazzo (Gallery manager)



Wrong Vision exhibition, January 2022

PARTNERSHIP AND CROWDFUNDING

Partnership

- Food and Beverages for Vernissage by Ristorante Pizzeria La Perla
- Coin d'Art Gallery for Art Handler
- **Dj set** for vernissage *Bromo* & *GLF Music*

Crowdfunding

An online campaign to generate necessary operating funds on **gofundme**

PRODUCTION TIMELINE

	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
			1			
ADMINISTRATION		Provisionary Budget				
L	Venue Scouting	6	1			
		Contact Venues	1 0 5 11			
			Launch GoFundMe			
			Finalise Location	F' ' ' D .	1	
				Finalise Budget		
			Look for catering options		F: " C	
					Finalise Catering	
					Artist Contracts	
0		5.6	1			
CURATION		Define Concept				
		Curaturial Text				
		Finalise Artists	D 1 11 D 111			
			Reach out to Panelists			
			Finalise artworks (size, titles, etc.)			
			Write curatorial text for artists			
			F: !:			
PRODUCTION			Finalise event format			1
						Installation day
						Note damages
						De-installation day
					Incompany to the first	Note damages
					Insurance submission	
MARKETING			VA/ 1 - % - 1 1			D- 1 P-17 P-17
MARKETING			Website launch		Social modia posting	Poster distribution
			Social media launch		Social media posting	Control and the second and a
			Start of Crowdfunding			Social media paid ads
MEDIATION			Starting to small cont	ext for the catalogue	Drinting Catalagues	Panal discussion
WEDIATION			Starting to create context for the catalogue Take pictures of the artists and artists work		Printing Catalogues Organize Pane	Panel discussion
			, and pietal of or are all about it all about it of		Organize Panel discussion	

BIBLIOGRAPHY

- G. W. F. Hegel, phenomenology of the spirit, 1807
 - L. A. Feuerbach, The essence of religion, 1846
- K. Marx, Economic Philosophical Manuscripts, 1844.
 - H. Marcuse, One Dimensional Man, 1964
- R. Goldberg, Performance Art: From Futurism to the Present, 1979

Zhang, G., Chan, A., Zhong, J., & Yu, X. (2015). Creativity and social alienation: The costs of being creative. The International Journal of Human Resource Management, 27(12), 1252–1276. https://doi.org/10.1080/09585192.2015.1072107

SITOGRAPHY

Bhattacharjee, D., 2021. MARXIAN NOTION OF ALIENATION – A PHILOSOPHICAL OVERVIEW. [online] Available at: http://www.iaeme.com/IJM/issues.asp?JType=IJM&VType=12&IType=3 [Accessed 16 June 2022]

Cai, P., 2020. Alienation ? - Exhibitions - Eli Klein Gallery. [online] Galleryek.com. Available at: http://www.galleryek.com/exhibitions/alienation [Accessed 16 June 2022]

Crewsdon, G., 2004. Aesthetics of alienation: Edward Hopper II. [online] Tate.org.uk. Available at: https://www.tate.org.uk/tate-etc/issue-1-summer-2004/aesthetics-alienation [Accessed 16 June 2022].

Debnath, S., 2020. Concept of Alienation in Hegel's Social Philosophy. [online] PhilPapers. Available at: https://philpapers.org/rec/DEBCOA-5
[Accessed 16 June 2022]

Feldman, M., 2019. "Antarctica. An Exhibition on Alienation" at Kunsthalle Wien – Mousse Magazine and Publishing. [online] Mousse Magazine and Publishing. Available at:

https://www.moussemagazine.it/magazine/antarctica-exhibition-alienation-kunsthalle-wien-2019/>
9/>
[Accessed 16 June 2022].

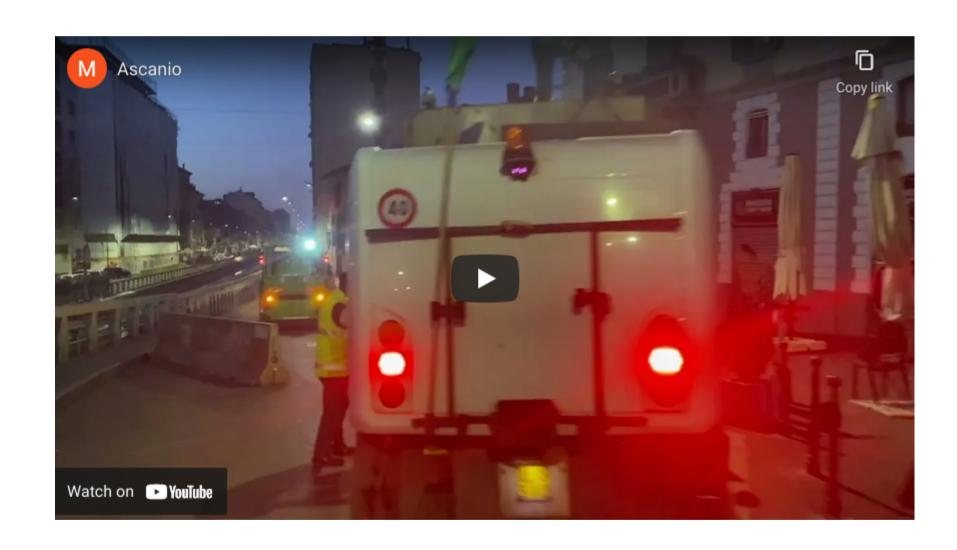
Leopold, D., 2018. Alienation (Stanford Encyclopedia of Philosophy). [online] Plato.stanford.edu.

Available at: https://plato.stanford.edu/entries/alienation/

[Accessed 16 June 2022]

Saatchigallery.com. 2021. Antisocial Isolation - Exhibition - Saatchi Gallery. [online] Available at: https://www.saatchigallery.com/exhibition/antisocial_isolation [Accessed 16 June 2022]

VIDEO ARTISTS VIDEOS



https://www.carolinattalla.com/

THANK YOU!

Contact Info

Email: rqm4entourage@gmail.com

(O') *Instagram:* @rqm4entourage













