

The Two Artists for the Seventh Edition Announced

The VII edition of *Artisti per Frescobaldi* begins, an art commissioning project conceived by the Frescobaldi family for the CastelGiocondo estate.

Conceived by Tiziana Frescobaldi
Curated by Ludovico Pratesi
In collaboration with MAO Museo d'Arte Orientale, Turin

Tenuta CastelGiocondo, Montalcino

The new edition of *Artisti per Frescobaldi*, conceived by Tiziana Frescobaldi and curated by Ludovico Pratesi, involves two internationally renowned artists, the Italian **Giulia Cenci** and the Korean **Sunmin Park**, alongside an additional evolution, which sees **for the first time a collaboration between *Artisti per Frescobaldi* and an Italian museum institution.**

Artisti per Frescobaldi aims to explore the connection between contemporary art and the wine heritage of the Frescobaldi family. The project, which began in 2013, transformed in 2023 into a direct commissioning platform dedicated to the most interesting voices in the international art scene. The artists involved are invited to create artworks designed to engage with the nature and history of the Tenuta CastelGiocondo, producing unique works specifically conceived for the location where they will be displayed.

Tiziana Frescobaldi explains: “*This year, we have involved two artists, the Italian Giulia Cenci and the Korean Sunmin Park. As a woman, I am very interested in their perspective on the world of wine and, in particular, on CastelGiocondo, as well as their interpretation of the natural environment of the estate. Coming from different contexts, I am convinced that they will create works of great impact and significant relevance for the project and for the Collection at CastelGiocondo.*”

The artistic practices of Giulia Cenci and Sunmin Park explore the **relationship between humans and the environment** from two different yet complementary perspectives. Giulia Cenci engages in a dialogue between natural and artificial elements, creating complex, hybrid sculptures inspired by the condition of the post-Anthropocene world. In contrast, Sunmin Park focuses on ecological themes and the multifaceted relationships between humans, nature, and architecture.

Ludovico Pratesi, curator of the project, explains: “*The seventh edition of *Artisti per Frescobaldi* involves two artists from different generations, the Italian Giulia Cenci and the Korean Sunmin Park, both attuned to ecological themes but interpreted through different perspectives and techniques. We are delighted to work with Giulia and Sunmin, who will draw inspiration from the genius loci of the Tenuta CastelGiocondo to create permanent works that are sure to have a significant formal and conceptual impact.*”

As in previous editions, Giulia Cenci and Sunmin Park are invited to spend a **residency period at CastelGiocondo** to explore its nature and immerse themselves in the surrounding landscapes. Following the residency, they will **conceive and create an artwork** destined to become part of the permanent

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Artisti per Frescobaldi art collection, as well as an **artist-designed label** for a limited series of CastelGiocondo Brunello di Montalcino wine bottles.

As part of the seventh edition of Artisti per Frescobaldi, a collaboration with the MAO Museo d'Arte Orientale in Turin begins. The museum showcases the art of Sunmin Park during the exhibition *Rabbit Inhabits the Moon*, highlighting the joint commitment of Frescobaldi and the institution to supporting contemporary art and fostering cultural exchange in the year marking the 140th anniversary of diplomatic relations between Italy and Korea.

PRESS CONTACTS

PCM Studio founded by Paola C. Manfredi

Via Carlo Farini, 71 - 20159 Milano

www.paolamanfredi.com | press@paolamanfredi.com

Carlotta Biffi | carlotta@paolamanfredi.com | +39 345 392 4956

For Marchesi Frescobaldi:

Andrea Orsini Scataglini | Andrea.Orsini@Frescobaldi.it

LINK TO THE PRESS KIT:

<https://drive.google.com/drive/folders/12mCYe638YeGTCQqQMr2bQJx6XTZd3Mqr?usp=sharing>

BIOGRAPHICAL NOTES

GIULIA CENCI

In her observational process, Giulia Cenci (Cortona, 1988) selects irrelevant elements and details from industrial objects and everyday life, capable of expressing the vulnerabilities, promises, and failures of human activity.

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The consequences of our past (more or less recent), the structure of society with its complex rules and infrastructures, and the conditions of the self in a contemporary world defined by a globalized culture that expresses itself through products and avatars, suggest to the artist views of hypothetical habitats where mass-produced items and waste mix and interact with the very materials from which they are refined. In these saturated landscapes, figures often appear, formed through fragments of animal and human prototypes. Organized in serial groups or isolated in search of a more defined subjectivity, the figures create environments with the surrounding structures where it is difficult to establish a logical hierarchical order. Concepts of belonging to a species or gender are often questioned, in an attempt to overthrow the real dominance of one group or individual over another.

In these complex installations, objects and sculptures exhibit dualities: both a belonging to familiar forms and designs repeated in our present, and a declared craftsmanship that has carved, shaped, reduced them to the bone, or petrified them. However, these two characteristics conflict within the individual objects, becoming incomplete qualities, unsuccessful ones, and transforming the objects into hybrid and strongly impure volumes, in which the consequences of an exaggeration of sculptural actions (manual and mechanical), gestures, and things that make up our imagination emerge. These include technique and technology, repetition, accumulation, resemblance, nature, representation, and the idea of reproduction.

SUNMIN PARK

Through meticulous and detailed observation under the microscope and the macroscopic vision of binoculars, Sunmin Park (born in Seoul) experiments with what is intercepted and with elements that extend into the blind spots of human senses. Her work spans a variety of media, including photography, video, drawing, spatial installation, publishing, and writing, questioning the relationship between the binary worlds of civilization and nature, interior and exterior. By carefully examining external factors such as the size and shape of an object, Park has linked her observations to her own inner qualities to construct her artistic world. Her works create three-dimensional relationships between them, resembling a network. The forms created by these interwoven relationships represent the artist's process of seeking her own unique form in time and space. Like the relationship between image and language, which creates 'attachment' through 'separation,' Park observes objects by modulating and modifying the distance between herself and the world. Through the camera lens, she observes natural phenomena on a micro level and reflects them on a macro level, deciphering the fragments found in the cracks of unstable life in the city. She graduated from the Department of Sculpture at the Seoul National University of Fine Arts and moved to Germany, where she obtained the title of Meiterschülerin under the guidance of Rosemary Trockel at the Kunstakademie Düsseldorf; she currently lives and works in Seoul.

TIZIANA FRESCOBALDI

She graduated in Modern Literature from Sapienza University of Rome. After some experience in the field of journalism, she joined Marchesi Frescobaldi in 1993, where she worked in Communications for 15 years. She is now the President of Compagnia de' Frescobaldi S.p.A., the holding company of the group.

Passionate about art, in 2012 she conceived *Artisti per Frescobaldi*, a project to combine the art of wine with contemporary art and to continue the Frescobaldi family's long-standing tradition of supporting art and artists. She is a freelance journalist and has previously collaborated with various Italian publications.

She co-founded, with two partners, the *Associazione Città Nascosta* in Florence to promote the knowledge of the historical and artistic heritage of Florence and Tuscany.

LUDOVICO PRATESI

Born in Rome in 1961, he lives and works in Rome. A curator and art critic, he is currently the Director of Spazio Taverna, Artistic Director of the Giovani Collezionisti association, and Curator of the *Artisti per Frescobaldi* project. He is a professor of Art Education at the IULM University and was the Artistic Director of the Centro Arti Visive Pescheria in Pesaro from 2001 to 2017. A critic for the daily newspaper *La Repubblica*, he regularly collaborates with *Arte Mondadori*, *Artribune*, and *Exibart*. He has written several essays, including *Arte come identità*, *Perché l'Italia non ama più l'arte contemporanea*, and *L'arte di collezionare arte contemporanea nel mondo globale*, published by Castelvechi.

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ARTISTI PER FRESCOBALDI

The *Artisti per Frescobaldi* project was founded in 2012 by Tiziana Frescobaldi, who has directed it since its inception with the curatorship of art critic Ludovico Pratesi.

Drawing inspiration from the patronage tradition that saw the Frescobaldi family supporting the work of illustrious artists such as Brunelleschi and Donatello since the Renaissance, the project is rooted in the firm belief that, today as in the past, art has the power to represent and change the present, inspiring new generations.

This vision laid the foundations for the creation of the *Artisti per Frescobaldi* award, a biennial event featuring the stunning natural landscapes of the Tenuta CastelGiocondo in Montalcino.

From 2012 to 2021, there were five editions of the award, each featuring the participation of three artists. Each artist was invited to create a work of art that captured the essence of CastelGiocondo, offering a unique and creative vision of the connection between culture, territory, and wine.

Nel 2023 il progetto è diventato una commissione e ha coinvolto due artisti italiani, Daniela De Lorenzo e Massimo Bartolini, nella realizzazione di due opere site-specific dedicate al territorio e al mondo del vino.

La collezione che ne è nata, composta da venti lavori permanentemente esposti negli spazi della tenuta, è aperta al pubblico su prenotazione attraverso il sito www.artistiperfrescobaldi.it, è affiancata dalla produzione di una linea di etichette d'artista in edizione limitata, destinate al vino CastelGiocondo Brunello di Montalcino.

In 2023, the project evolved into a commission and involved two Italian artists, Daniela De Lorenzo and Massimo Bartolini, in the creation of two site-specific works dedicated to the territory and the world of wine. The resulting collection, made up of twenty works permanently displayed in the estate's spaces, is open to the public by reservation through the website www.artistiperfrescobaldi.it. It is accompanied by the production of a limited edition of artist labels, destined for CastelGiocondo Brunello di Montalcino wine.