

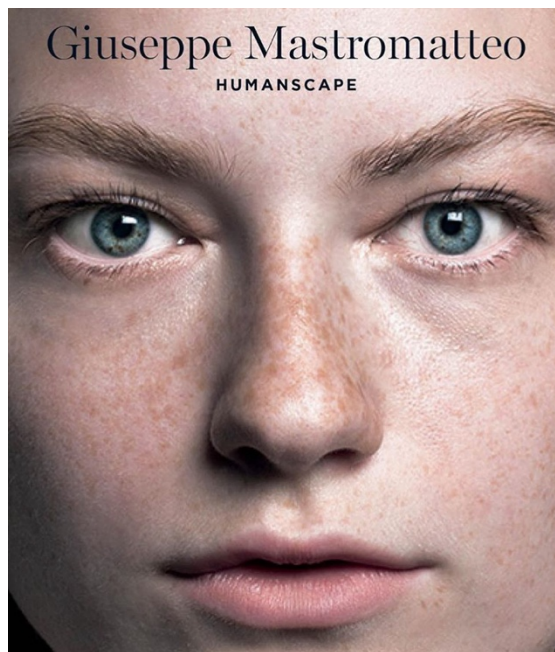
29 ARTS IN PROGRESS GALLERY, MILAN  
is pleased to present  
the solo exhibition of

**Giuseppe Mastromatteo**

**HUMANSCAPE**

Curated by Giovanni Pelloso

from October 4th to November 18th 2018



Showcasing the photographic work of Giuseppe Mastromatteo, the exhibition is a retrospective that spans fifteen years of artistic production, starting with his most recent project *Eyedentikit* and the celebrated series *Indepensense* culminating in the techniques and experimentations of the early 2000's.

From October 4th to November 18th 2018, 29 ARTS IN PROGRESS gallery in Milan (via San Vittore 13) will host the exhibition by Giuseppe Mastromatteo **HUMANSCAPE**. Curated by **Giovanni Pelloso**, the exhibition will show a selection of unpublished work alongside better known works by the artist to fully convey the central theme of his research: the nature of identity. Between essence and perception.

Mastromatteo focusses his investigation on the body and in particular faces, exploring the concept of perfection in relation to the unstable and ephemeral nature of man. Adopting an almost philological approach to digital technologies, manipulating and subtracting, he plays with these paradoxes so that the images disappear, creating firstly an effect of estrangement followed by recognition and identification between the subject of the image, the photographer and the audience.

“In the research of **Giuseppe Mastromatteo** the individual and his right to an individual identity remain clear however what differentiates the work is the decision not to isolate particular features or typical ethnic characteristics but rather to take a broader view focussing our attention on less immediately visible qualities, emphasizing them and rendering them manifest”, writes Giovanni Pelloso talking about his latest series *Eydentikit*.

A monograph of Giuseppe Mastromatteo’s work will be published at the same time as the exhibition edited by Silvana Editoriale and curated by Benedetta Donato. The book HUMANSCAPE tells the artistic and creative story of Giuseppe Mastromatteo: a retrospective in text and images including contributions and testimonials by noted authors and critics among them Rankin and Oliviero Toscani. The book celebrates photography as Mastromatteo’s creative medium of choice and explores the evolution and career of an artist that is highly prized among collectors and in the world of contemporary art.

**Giuseppe Mastromatteo. A brief biography.**

*Giuseppe Mastromatteo* (b.1970) has worked as an artist for fifteen years. After working in the record industry as a sound technician and musician, he is drawn to the art world choosing photography as his creative medium of choice choosing to study and specialize in Art Direction at the Academy of Communication in Milan.

Since 2005 his work has received significant critical attention and has been published in many art books and magazines. His work has been shown in art galleries, museums and industry / art festivals including in Milan, Paris, London, Miami, Peking, Basel, Istanbul and New York, where Mastromatteo lived for three years. In 2006 he collaborated with the Triennale di Milano in the role of Art Director to launch the Triennale of Bovisio whilst also working on other contemporary art exhibitions. Currently he holds the position of Chief Creative Officer for the leading advertising agency Ogilvy Italy whilst simultaneously pursuing on his own artistic projects working between Milan and New York.

He writes about art and teaches in leading higher education institutions in the field.

HUMANSCAPE will be Mastromatteo’s first artist monograph.

**HUMANSCAPE**

**Giuseppe Mastromatteo**

29 ARTS IN PROGRESS gallery - Via San Vittore 13, Milan

October 4th - November 18th 2018

**Opening:** Wednesday 3rd of October from 7pm

**Booksigning:** Friday 16th of November from 7pm  
(at Photo Vogue Festival)

**Opening hours:** Tuesday - Saturday, 11-7pm.  
Other days and hours by appointment

**Free entry**

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**Press release and images available online at** [www.29artsinprogress.com](http://www.29artsinprogress.com)