

29 ARTS IN PROGRESS gallery

presents

ON SEDUCTION

Giuseppe Mastromatteo | Toni Meneguzzo | Rankin

Curated by Giovanni Pelloso

From September 23 to November 28, 2020



© Giuseppe Mastromatteo - Eclipse, 2020

From September 23 to November 28 2020, 29 ARTS IN PROGRESS gallery in Milan (Via San Vittore 13) will present the group exhibition “On Seduction”: curated by Giovanni Pelloso, the show investigates the theme of seduction through a selection of works by the artists Giuseppe Mastromatteo, Toni Meneguzzo and Rankin.

*Leading back to itself, but also diverging. To conquer, but also to take away.
To appear, but also to dissolve.*

Although dealing with the same theme, exhibiting artists embody the art of seduction with their distinctive vision: an art understood as a refined ability - not only erotic - to attract and evoke charm.

Giuseppe Mastromatteo's new study on the subject of identity, a never before seen body of work deviates from the obvious and the hyper-real, the easily categorised. In his new series *Eclipse 2020*, seduction embraces the dialectic process whereby nothing is ever fully revealed, where nothing is ever fully expressed or clearly defined: a mystery that provokes desire.

Toni Meneguzzo's large format Polaroid photographs are pervaded by an evanescent atmosphere of a suspended time where sensuality is all about small gestures and soft forms of his elegant women.

Reality is shattered leaving space to an imago which opens a door onto the unexpected and the unforeseen. Each Polaroid, with the triggering of the sign, activates the passion and curiosity for the mysterious world of appearances.

The series by **Rankin** holds an undeniable energetic charge. The images return our gaze, take on a power of their own, become autonomous.

Here, the act of seduction is so fierce a force of attraction as to take the viewer hostage. A constructed world, a bombastic, energy-rich, instinctive world cloaked in violent colour.

Giuseppe Mastromatteo. A brief biography.

Giuseppe Mastromatteo (1970) has been working as an artist for fifteen years. Following important work experiences in the music industry as a sound engineer and musician, he approached the world of art choosing photography as his expressive medium; he continued his studies, graduating from the Accademia di Comunicazione di Milan with a degree in Art Direction.

Since 2005, his works have been at the centre of critical attention, subject to in-depth articles in art catalogues and trade journals. His works have been exhibited in art galleries, museums and trade fairs in numerous locations, including Milan, Paris, London, Miami, Beijing, Basel, Istanbul and New York, where he lived for three years. In 2006 he was appointed Art Director of the Milan Triennale, for the launch of the Bovisa Triennale and other contemporary art exhibitions.

His current post is Chief Creative Officer for the Ogilvy Italia communications agency, while also dedicating time to his own artistic practise between Milan and New York. He also writes about art and teaches at prestigious institutions of higher learning within the field. HUMANSCAPE is Mastromatteo's first artist monograph.

Toni Meneguzzo. A brief biography.

Toni Meneguzzo (1949) is an internationally renowned photographer and researcher. During his successful career started 40 years ago, he developed unique photo techniques that defined his iconic style, like the large format Polaroid photographs (8×10 in.) for the fashion industry, that became his distinguished mark, and soon was adopted by many others.

His work has been shown all over the world, both in personal and collective exhibitions, and it has been published by the most important international magazines (Condé Nast Group publications, New York Times, Harpers' Bazaar, Elle, etc.) and books on photography, fashion, lifestyle, design.

Thanks to his long and successful career in fashion, he extended his vision to different fields including anthropological research. Toni's stop motion videos have been shown at the Triennale Design Museum in Milan, at the Musée des Arts décoratifs du Louvre in Paris, and at the Whitney Museum of American Art in New York.

Rankin. A brief biography.

Rankin (1966) co-founded the seminal magazine *Dazed & Confused* with Jefferson Hack in 1991 and has since published the likes of *AnOther* and *AnOther Man*, alongside over 40 books and the biannual fashion, culture and lifestyle print and digital platform, *Hunger*.

His photography has been published everywhere from his own publications to Elle, Vogue, Esquire, GQ, Rolling Stone, and Wonderland, and exhibited in galleries around the world, including MoMA, New York, and the Victoria & Albert Museum, London.
He lives in London with his wife Tuuli and their dogs.

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29 ARTS IN PROGRESS gallery – Via San Vittore 13, Milano

September 23 – November 28, 2020

Private viewings by reservation only:

Tuesday 22 and 29 September (time slots: 3-6 pm/6-9 pm)

Please register in advance at: staff@29artsinprogress.com

Opening hours: Tuesday - Saturday, 3 – 7 pm
Other days and hours by appointment
Free entry

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