

MONTEDELLARTE

Art happening in the Italian Alps near Biella.

Hikers will draw a physical map in the landscape by walking along a contour line. The world is watching!

SUNDAY 1 OCTOBER 2017

WHAT

MONTEDELLARTE is an art project from Belgian artist Griet Dobbels in collaboration with Cittadellarte-Fondazione Pistoletto, which consists of four parts:

- 1. Art happening on Sunday 1 October 2017 in Biella.
- 2. Virtual aspect and APP for hike
- 3. Exhibition in Cittadellarte (I) and Emergent (B) more info: www.grietdobbels.be
- 4. Artist Book The map is not the territory in collaboration with Publishing Viaindustriae (I).

MONTEDELLARTE has real and virtual hikers. The dynamic of convincing people to join is already part of the artwork. Virtual or real hikers sign up on <u>www.montedellarte.com</u>. They will be taken on an adventure trip and become part of an artwork.

MONTEDELLARTE is a non-profit event that wants to connect different groups of people.

MONTEDELLARTE questions the correlation between perception and reality and is about the fact that people sometimes confuse the representation of reality with reality itself.

WHY?

A land surveyor will measure the contour line as accurate as 1 cm with the most specialised measuring equipment. The contour line will be marked with surveyor sticks, which in turn will mark the path. Participants of the happening will walk this line and on the same time participants from around the world will follow the hike via their smartphones or computers. In this way a large group of people will be part of one large art work.



WHY VIRTUALLY?

The art happening on the altitude line in Biella is local. The virtual aspect goes global and is growing like a worldwide 'swarm'. The expedition starts with a funny image-questionnaire which defines our uniqueness and yet we do not mind sharing this: *Do you prefer The Beatles or The Stones? Is your big toe shorter that the next toe?* The data and results of this questionnaire, the dynamic of the growing 'swarm' and the nature in the Alps form the basis for new work that will be shown in Emergent (B) and Cittadellarte (I) and in the artist book.

https://www.montedellarte.com/enquete.html

CONTEXT

In 2012, the performance *The Map is not the Territory* was realised in The Flemish Ardennes in Belgium. By allowing a group of 200 hikers to walk along a contour line, a physical map was drawn in the landscape. This was a try out for grander plans. This dream will now come true in the Italian Alps! www.grietdobbels.be/map-not-territory

GRIET DOBBELS

Griet Dobbels graduated from the Royal College of Art, London, in 1996. Her work has been shown in exhibitions in museums and contemporary art spaces in Belgium, The Netherlands and the UK. Central to Griet Dobbels practice is the perception of nature and how our approaches to it are culturally determined. Works such as The Map is not the Territory and Montedellarte, visualize the multiple underlying structures and boundaries, and the ways in which they are transcended. Her work is largely determined by the dialectic between the local versus the global, and the real world versus the virtual.

Key concepts in her work: the dialectic between grandeur and insignificance, transience and timelessness, visibility and invisibility, constructing and dismantling, the perception of nature opposite culture, safeguarding borders and surpassing them, chaos and control, universality and individuality. She constantly attempts to visualize these themes through different media: drawing, animation, video installation, sculpture, landscape intervention and site specific installation.

CITTADELLARTE – FONDAZIONE PISTOLETTO

Cittadellarte is an innovative model of artistic and cultural institution implying art into the different sectors of society as modifying enzyme based on the conjunction

of autonomy and responsibility. Cittadellarte is the place where to experience a way of life built on the vision of the Third Paradise, of which Cittadellarte is the original seat. Cittadellarte is a non-profit organization of social utility, recognized by and under the patronage of the Region of Piedmont. Its headquarters are in Biella, in a 19th century former wool mill, itself a piece of industrial archaeology and protected by the Ministry of Cultural Assets.

C.A.I

C.A.I. supports MONTEDELLARTE with their know-how in organizing cultural events in the mountains, with provision of volonteers for signposting the walk, carrying equipment, health & safety during the performance, media attention and help spreading the word virtaly and in real. MONTEDELLARTE will be part of the mountain festival *Ripensare alla Montagna*, that will start with Mucrone day on 23-24 September 2017 and ends on 11 November 2017.

https://www.montedellarte.com/who.html



