



# 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](http://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 [www.montedellarte.com](http://www.montedellarte.com). 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.



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 than 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.

