



CREATING BEYOND METAPHORS

Gianluca Marziani

The imagination finally goes to power. No fear, the healthy fantasy will be left to the artists who will interpret energy transmission as a contemporary metaphor. We were firm on our basis for having structured a new Italian award for visual arts. The imagination I am speaking of embodies the old dream of a formula that brings Italian artists closer in an open and constructive way, without the partialness that is of no benefit to the growth of a homogeneous cultural context. We started by considering what has been proposed up to now by other national awards, in particular by focusing on the more successful ones. An historical memory and sense have therefore shifted the much loved imagination to a more innovative formula for this award. Three categories were created, a "triple circuit" that aims at creating a network formed by the highest creative expression of our art world. The Terna Award was created by an enlightened company (also literally due to its mission in the electricity field) that opens a cultural path along the social aspects of the country. It is no coincidence that the award will create a close dialogue between the Italian cultural elements. The Award is interested in reopening a debate, a comparative scenario without ideology or moralism, following present day communication channels, the logic where emerging and established talents can challenge each other in the name of certain principles: aesthetic quality, ethical rigour, conceptual tension. In addition to its typical aspects, the project will be divided into a series of informative, didactic and exhibition sessions: with the purpose of informing about the artistic world and bringing contemporary art closer to the population. Notice that I did not refer generally to "people" (everyone and no one) but to "population" (that touches on the individual and collective identity), a lazy and timid entity, yet curious, available and ready for new discoveries. What are the reasons why many people have not been drawn closer to the artworks of our times? With the due exception, it was the snobbish approach that was wrong, a language and form of expression reserved only for an elite system, being closed in a stale and vicious circle. Something is now changing in the social models, we perceive it around us and we are beginning to reap the benefits. A lot more, however, still needs to be done, aware of the fact that Italy has lagged considerably behind compared to global acceleration. We are doing something about this by having created this competition which is not intended only as an award. Having carried out activity and research together with Mannheimer is the signal that underlines a new approach towards the community. The other significant novelty of the award is represented by devolving part of the prizes to a social initiative in the cultural field, sign of a common wish to strengthen the artist's ethical involvement in the civil context. The Jury, selected among the highest representatives of the Italian intelligentsia (art, film, design, fashion, economy and finance), proposes a less partial approach to judgment and evaluation, searching for a balance that gives the present the multi-faceted taste of innovation. The distance from innovative processes has made people unfamiliar with any type of impact with what is new. Since the existence of humanity, innovation borders with the elastic perimeters of Culture. Succeeding in involving and intriguing someone's curiosity before an artwork depends on educational models, on how the story is told, from the tones and ways that are used to draw attention. We are not trying to create a society of implacable art collectors, that would be a foolish dream where only the imagination would win (as well as boredom). What we aim for is a broadened public of careful readers, a public that is aware and curious, a public that is not restrained by censorship, a public that has a passion and love for research and original ideas. Many should be reminded that Caravaggio and Michelangelo changed the world because someone at the right moment gave them the time and space to do so. The masters that we boast of today lived their times with great courage and innovative ideas, ready to overturn the expressive language, to wipe out the common morality, to shift the center of the vision. This was and will always be the task of the artist. Everything else is purely decorative.