

THE FIRST EDITION OF 2008 "Transmitting energy: a contemporary metaphor"

The Terna Prize was created in 2008 from an idea of Terna, the company that owns and manages the national transmission grid, for promoting contemporary art and artists through a strong synergy between the business and cultural worlds. The project consisted of a group of activities for spreading, promoting and enhancing contemporary art. Among these the most important was the contest open to all. The primary focus was on establishing cooperation between artistic research, the business world and society as a "corporate response" to the enormous creative potential and the participation of artists in our country.

When a company uses the territory so widely, coming into contact with the environment and the territory, it has the duty to restore value to the community and in this regard, Terna is constantly involved and committed for the sustainable development of the electricity grid and for supporting and promoting culture and art, Italy's invaluable heritage.

The Terna Prize presents many innovative elements: introducing a theme for inspiring artists, open and free participation to artists of all ages, using the Internet by uploading the artworks online in real time, creating a category only by invitation devoted to the great masters, launching research in the sector, creating new public-private partnerships and signing a memorandum of understanding with the Ministry for Cultural Heritage and Activities.

The first edition of the Prize, curated by Gianluca Marziani and Francesco Cascino, received a wide interest among artists, the public and the media: 3,000 participating artworks among which 24 by the great masters of Italian contemporary art, 400 articles in the press, radio, web and TV, 3 million pages visited in the website www.premioterna.it and 120 thousand online votes of the public to express their preference on one of the artworks participating in the contest.

The winners of the 2008 edition were: **Luigi Ontani**, with 'Electricthrone', for the Terawatt category; **Francesco Arena**, with 'Pannello spaccato con testa di Nietzsche', for the Gigawatt category (under 35); **Andrea Chiesi**, with 'Kali yuga 57', for the Megawatt category (over 35), **Hotel de la Lune** with "I giorni del silenzio - devozioni IX - I" for the online award. The winners were followed by: Giovanni **Ozzola**, Elena **Baldelli**, Gabriele **Giugni**, Riccardo **Albanese**, Davide **Eron Salvadei**, Gabriele **Bonato**, Laura **Cantarella**, Rocco **Dubbini**, Davide **Bertocchi**, Raffaella **Mariniello**, Antonio **Riello**, Giovanni **Albanese**. The great masters included: Olivo **Barbieri**, Gabriele **Basilico**, Paolo **Canevari**, Bruno **Ceccobelli**, Enzo **Cucchi**, Alberto **Di Fabio**, Chiara **Dynys**, Flavio **Favelli**, Renato **Mambor**, Carlo Maria **Mariani**, Eva **Marisaldi**, Gino **Marotta**, **Masbedo**, Dino **Pedriali**, Achille **Perilli**, **Perino e Vele**, Alfredo **Pirri**, Vettor **Pisani**, Fabrizio **Plessi**, Carol **Rama**, **Sissi**, Marco **Tirelli**, Massimo **Vitali**.

The winning artworks of the Terna Prize 01 were already displayed at an exhibit held at the Palazzo delle Esposizioni in Rome last November, in the principal squares of Rome's historic center at the end of December through light projections, in Milan on the façade of the Castello Sforzesco during the Miart, the International Fair of Modern and Contemporary Art and at the RestArt, an art event organized during the Environment G8 in Siracusa. In June they will be exhibited in New York at the Chelsea Art Museum.