A cultural shock.

Francesco Cascino – *Chairman of the Gallery Owners Committee of the Terna 02 Prize*

We thought a lot about the opportunity of devoting energy to art at a difficult time for the world and for Italy, particularly faced with the suffering of our fellow citizens in Abruzzo. Last year, when the project was created, our considerations were based on concepts such as the connection between contemporary creativity and the entrepreneurial world, and the wider public was finally able to perceive the economic and cultural value of the disciplines tied to visual arts. As part of these considerations, there are professional and cultural dynamics that guide Man, ever since, in his continuous evolution and in his relationship with history, with the environment and with knowledge. In view of the results obtained last year and above all because we believe in this blending of values, we believe that the project can serve also those who can and intend to be inspired by culture and the environment for renewing the concept of the quality of thought and of architecture, of evolution and national identity also linked to the themes chosen for the Terna 02 Prize.

We attempted to build a small example of a joint effort between different and integrated experiences and know-how, a synthesis between imagination and pragmatism. This year we included new elements into the project proposing as part of the contest a practical and concrete phase for aggregating national outstanding talents and creating an exchange with international culture.

Not only. Another novelty is represented by the involvement of the Committee of Gallery Owners.

The gallery owner is the only professional figure committed in real life to developing artists and their careers. Curators, advisors and technicians work with the gallery owners strongly contributing to the success of the initiatives, but the gallery owner is also the only one to take on the actual business risk, with fixed costs, expenses and totally private investments. The gallery owner is a key figure in the scenario of expertise that is necessary for building a more developed and evolved management context worthy of its name. For an artist, working with one or another gallery owner is what makes the difference.

We insisted on the concept of a system last year. In this edition we are insisting even more on the phase where models are materialized inviting Italian gallery owners through their sector association and its president to join us in this attempt of creating an alliance between art and the country and among all operators in the sector. A sector that in developed countries ranks first among national interests and that in other times, was the pride of our country. Excellence, however, requires ongoing change and interconnection among know-how, sensibility and expertise. The future is built by considering the past, but also and above all by building solid bridges between eras that resist every type of shock and that are crossed only by strong renewed energy.