

A PROPORTION FOR A BALANCED EVOLUTION

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One year ago, in what was the building site of the MAXXI museum, we presented the first edition of the Terna Prize. During the press conference we spoke of our objectives, ambitions and expectations that we had placed in the artists, the media, the public and in other parties to be involved. One year as of that presentation, we are pleased to underline that we reached many partial objectives, but that we also understood what change to make based on our experience in the field, without ever taking anything for granted. Confirming our flexible attitude similar to intelligence, we have grown with the desire to grow, knowing that we are adults, but never fully.

Today we are once again at the MAXXI, even if things have physically changed for both: the Terna Award is a project with a recognizable and appreciated identity, MAXXI is a museum that is being completed and is about to open its doors to a global public. We are taking off from here with the ambition of building something that is malleable, yet lasting, the concept our group shares with the architectural structure of Zaha Hadid: dynamic and solid flow, experimentation and clarity, novelty and historical tradition.

Many aspects will be confirmed for the Terna Prize 02 also because it would be senseless to change a formula that was so successful under so many different angles. Faithful to the promise of not being simply a contest, but a cultural platform, we have added many novelties that will improve the project's technical aspects.

The blend between success and improvement has created a proportion that embodies something more than an inspirational theme. Energy, Mankind, Future and Environment are terms that we consider being closely connected with one another, four parts of a formula that we should absorb like a lay mantra to be applied to our daily actions. The theme intends to be a guideline for artists, a sort of viable route for channelling creative characteristics, personal style, aesthetic language and concepts inherent to the artwork. We are not interested in a closed and didactic theme, as we already mentioned last year when we added “contemporary metaphor” into the theme of energy transmission. We want all artists to feel channelled, but not limited, inspired, but not obligated. We wish for the theme to be open, to be a spark, an idea for channelling one's linguistic expression

Happy proportions to all!