

IX FLORENCE BIENNALE

BIENNALE INTERNAZIONALE D'ARTE CONTEMPORANEA

MEDIA RELEASE

FOR IMMEDIATE RELEASE
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ETHICS, DNA OF ART: FLORENCE BIENNALE RETURNS

The IX Florence Biennale presents: hundreds of artists from around the world at the Fortezza da Basso from November 30th through December 8th, 2013 that will include collateral events throughout the entire city.

The theme of the 9th Edition of the **Florence Biennale** is “**Ethics, DNA of Art**”. An exhibition entirely dedicated to contemporary art has drawn thousands of artists to Florence since 1997. Created and structured as an entirely independent and self-financed event, under the new art direction of Rolando Bellini the Florence Biennale is committed to “scan” the genetic code of art to expose one of its fundamental matrices: Ethics.

Hundreds of up and coming artists are expected to exhibit in the 2013 edition from November 30 to December 8 at the historic Fortezza da Basso. The nominees for the “Lorenzo il Magnifico” Lifetime Achievement Award assigned by an international jury are still top-secret. The Florence Biennale’s recurrent high caliber personalities that attend the Biennale, last year’s Lifetime Achievement award was presented to **Josè Luis Cuevas** and **Agatha Ruiz de la Prada**, whereas the previous editions brought to Florence **Marina Abramovic**, **Shu Yong**, **Gilbert & George**, **Christo & Jeanne-Claude**, **Richard Anuszkiewicz**, and **David Hockney**, among others.

The collateral events program is abounding with exciting projects. They will engage the entire city of Florence with temporary exhibitions, performances, and installations that will appear for the first time in several locations throughout the year, creating a continuous dialogue between past and present with the places and symbols of what came to be known as the “Birthplace of the Renaissance”, but also a path to contemporary art that leading to the ten days of the Florence Biennale.



Florence Biennale 2007, DNA Interactive Installation, Ars Electronica Center

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FLORENCE BIENNALE

Founded in 1997, as a convocation of all artists, in all their diversity, to promote art in all its forms to create a reference point for creative energies, a place of gathering and make visible all forms of art and of culture, at the same time, host innovative events of great originality and importance.

In 2001, the Florence Biennale became part of the program "Dialogue among Civilizations", promoted by the United Nations to develop an understanding of different cultures through artistic expression. In eight editions more than five thousand artists from over 70 countries have gathered in Florence exhibiting over 2000 works for art, making the Florence Biennale one of the few events able to offer an overview of contemporary artistic production at an international level.

The International Award "Lorenzo il Magnifico" was developed from the first edition with the intention of paying tribute to distinguished personalities of the international art world and cultural as well as institutions that have distinguished themselves and have played central roles in the promotion of the arts. As well as the awarded participating artists deemed worthy by the International Jury during each edition of the Biennale. The Biennale is given patronage by the President of the Italian Republic, by the Ministry of Cultural Heritage and Activities, by the Regional Administration of Tuscany, by the Province of Florence, and by the City Council.

FLORENCE BIENNALE TEAM

Pasquale Celona

President, Florence Biennale

Since his youth, an innate passion for art helps him develop cultural activities. In the 1970s he approaches the world of contemporary art, starting a rich and prolific activity as exhibitor. Whilst never discontinuing his artistic production, from the 1980s he integrates his activity with the organization of exhibitions and cultural events in Florence and around the world, creating with his brother Piero the Salone Italiano dell'Arte Contemporanea in 1986, with cultural exhibitions dedicated to the great masters of the Twentieth Century—including Giorgio De Chirico, Virgilio Guidi and Amedeo Modigliani—and the 1997 International Biennale of Contemporary Art in Florence, today at its Ninth Edition. Creator of the "Lorenzo il Magnifico" International Award for the Biennale, he has established enduring relations with world-class artists such as Marina Abramovic, Agatha Ruiz de la Prada, the great master José Luis Cuevas, Chen Cheng Hsiung, David Hockney, Christo & Jeanne-Claude, Richard Anuszkiewicz, Gilbert & George, and Shu Yong. As a renowned painter, he was invited to participate in Italy's Booth at the 54th Venice Biennale supervised by Vittorio Sgarbi.

Piero Celona

Vice President, Florence Biennale

Since the very first exhibition of contemporary artists in 1986, Piero Celona has devoted himself to organizing exhibitions and cultural events in Florence and around the world, including the 1986 exhibition

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on the Famed Masters of the Twentieth Century (Virgilio Guidi, Giorgio De Chirico, and many other Tuscan artists), the 1990 exhibition of Amedeo Modigliani's drawings at Palazzo degli Affari and at the French Institute of Culture in Florence, and a 1991 exhibition on the occasion of Aligi Sassu's 80th birthday. In 1997 he co-founds with his brother the Florence International Biennale of Contemporary Art, which—thanks to the work of the International Jury, the International Selection Committee, and the Organization Staff—has now reached its Ninth Edition.

Rolando Bellini

Art Director, Ninth Edition of the Florence Biennale

Critic, art historian, and professor at the Brera Academy of Fine Arts, Milan. Florentine by birth, after collaborating for years with Carlo Ragghianti and holding an executive position at the Ministry of Cultural Heritage and Activities, he devoted himself to teaching and to the direction of museums (he currently serves as a curator for the MAP Plastic Art Museum in Castiglione Olona and project manager for the Museum Center in the same city) and research facilities. He is one of the most illustrious critics of Fifth, Seventh, and Twentieth-Century Italian and European art, focusing mainly on Leonardo, Michelangelo, Rubens, and Mirò. He currently collaborates with a number of specialist magazines, such as Critica d'Arte, Il Ponte, Architettura e Arte, Il Protagonista, Il Corriere dell'Arte, and La Nuova Città.

Jacopo Celona

General Director of Florence Biennale and Director of LINEA Spazio Arte Contemporanea

He comes into contact with both the Florentine and international artistic and intellectual scene from his early years, by undertaking studies in history and art. He joins the Biennale's staff as early as 2001, working on the communicative project of the event. In 2005 he takes on the management of Public Relations with Governmental Authorities and Institutions, and works in close contact with several personalities such as Prof. John T. Spike, Emanuel von Lauestein Massarani, and Prof. Stefano Francolini, whilst maintaining his position as communication manager. In 2012 he takes charge of the Florence Biennale direction, adopting a new approach that favors the emerging generations of artists. During the same year, he founds and directs LINEA, a permanent space at the Biennale for the promotion of contemporary art in Florence. He is currently President of the Rotaract Club Firenze, a project of the Rotary International for young men and women.

Lilia Lamas

Exhibition Curator and Exhibition Manager of the Florence Biennale and LINEA Spazio Arte Contemporanea

Mexican-American from California, USA, Lilia Lamas obtained a Bachelor's Degree in Art from California State University, Long Beach, and a Master's Degree in Fine Arts in Exhibition Design and Museum Studies from California State University, Fullerton. She has worked in the non-profit sector and has served as a curator for numerous projects including: MetaDataPhile: Collapse of Visual Information, Begovich Gallery, CalState, Fullerton, CA (2010) as a co-curator, From Rome to Santa Ana (2009), Rojo, Azul y Verde (2008) at SolArt Gallery Cafe, Santa Ana, CA. Member and curator of SixPack Projects for the organization of exhibitions in Southern California (since 2009). She has collaborated on exhibitions and projects with

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ETHICS: DNA OF ART
30th november - 8th december 2013 | Fortezza da Basso | Firenze, Italy

Gregorio Luke, international art lecturer and former director of the Museum of Latin American Art, Long Beach, CA USA (since 2008).

Angelina Herrera

General Event Coordinator and Organization Manager

Since 1999 Angelina Herrera has served as Event Coordinator and Organization Manager for the Florence Biennale and for Effetto Biennale. She holds Bachelor's Degrees from the Istituto per Interpreti e Traduttori, Alliance Française of Mexico, the Anglo-Mexican Institute of Culture, the Oxford College, and the Academy of Mexican Dance of Bellas Artes in Mexico City, Mexico. She holds membership in the International Committee of the "Passion For Life" international charity program for scientific research and prevention against cancer created by Canadian artist Antoine Gaber.

For further information, please visit www.florencebiennale.org

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