



Galleria Francesco Zanuso

Florencia Martinez

**La chiamavano Millemiglia. Insisterò fino alla fine/
They called it Mille Miglia. I will insist until the end**

curated by Silvia Fabbri

from 13 to 30 June 2014

grand opening on Thursday, 12 June at 6.30pm

press release, 12 June 2014

The Francesco Zanuso Gallery hosts the original exhibition "Florencia Martinez. La chiamavano Millemiglia. Insisterò fino alla fine/Florencia Martinez. They called it Mille Miglia. I will insist until the end" curated by Silvia Fabbri from 13 to 30 June 2014, which presents an installation made with collectable old pedal toy cars and art works on board made with bright-coloured embroidered fabrics.

Florencia Martinez is an Argentinean artist who for a while now has been widely researching themes such as the female identity, the journey seen as an abandonment, the complexity of family dynamics. On this occasion the installation "La chiamavano Millemiglia. Insisterò fino alla fine/They called it Mille Miglia. I will insist until the end" brings back the moods and atmospheres of Italy during the "economic miracle" with a series of old toy cars, burned by fire, surviving from a blaze which left almost only their frames. The small pedal cars of the 1930s, 1940s and 1950s come from the collection of an entrepreneur from Brescia who as a pilot took part in mono-brand races, Alfasud Trofeo and Renault, between 1970 and 1980.

With these model cars, perfect reproductions of the Bugatti cars purchased by Tazio Nuvolari in the 1920s-1930s and of the Cisitalia 202 with which he raced in the well-known Mille Miglia of 1947, Florencia Martinez recreates the voices and faces of those years and the emotional intensity which links us to that atmosphere, that for us is still mythical and wonderful, wrapping and covering almost obsessively pieces of handle bars, broken wheels and sunroofs, with intertwined fabrics, firmly tangled, sewn and sewn again; also adding pictures of children as a form of reconstruction of what the fire destroyed and of that period of Italian history which times have erased.

At the same time as conceptual opposition to these symbols of "disenchantment and the cruel fury of time", the artist exhibits a series of never seen before works on board with wrapping fabrics, soft colourful "chorizones", which expand in consecutive overlaps around the canvas, where the embroidery acquires the literary value of an obsessive slogan, a leitmotiv "Insisterò/I will insist" marked by each character and image.

They are very colourful fabrics, rolled, with abstract patterns and rough surfaces, which take indefinite shapes, in an obsessive, fascinating work, which gains strength and vigour in a chromatic and compositional compliance. In these wonderful tangles the eye gets continuously

lost in the details, in an imaginary world, deeply feminine and extremely original, which makes Florencia Martinez absolutely original in the contemporary art scene.

Biography

Florencia Martinez was born in Buenos Aires in 1962 and since 1990 works and lives in Milan. Since 1984 she exhibited in several group and solo exhibitions in Argentina, Brazil, China, Cuba, Europe (France, Italy, Holland, Austria) and the USA.

Several critics curated her exhibitions, among which there are: Achille Bonito Oliva, Vittorio Sgarbi, Francesca Pasini, Angela Madesani, Luca Beatrice and Valerio Dehò.

Details

Title Florencia Martinez. La chiamavano Millemiglia. Insisterò fino alla fine/
Florencia Martinez. They called it Mille Miglia. I will insist until the end.

Curated by Silvia Fabbri

Venue Francesco Zanuso Gallery
Corso di Porta Vigentina, 26 - Milan

Dates 13 - 30 June 2014

Grand opening Thursday, 12 June at 7.30pm

Opening hours Mon-Fri 3.30pm-7pm
visits by appointment, mornings and other hours

Entrance fee free admission

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