

# MEiS YOU

curated by Francesca Alfano Miglietti

A TenderToArt project

**From the 20th of October, the streets of London will be invaded by 31 pieces of contemporary art, created by 18 artists which, by defying the daily urban reality and intermingled with advertising banners, reflect upon the concepts of identity and relationships.**

Simple posters as a living form of contemporary art, which rebuff everyday life and verge upon beauty. A form of "enticement" to those people who do not regularly frequent art galleries and museums, but even to those who are recurrent visitors. The street becomes a place for all walks of life, where each may leave a mark, more or less subversive, more or less covertly.

Art: who loves it, who hates it, who doesn't understand it, who disagrees with it, and who – for the most part – ignores it and just passes it by without any notice.

And if, suddenly, whilst walking and lifting your gaze for a split second, one were to meet the insistent stare of a work of art, fixated on the passerby from a banner? If, for once, it is Art that looks upon the audience and not the other way around?

This is what takes place with **ME is YOU**, an expo directed by *Francesca Alfano Miglietti*, which will occupy the streets of London for two weeks, starting on October 20th, 2014.

**ME is YOU** is the third exhibition organized within the **TenderToArt** project, the contemporary art brainchild of *Moreno Zani*, founding partner and Chairman of Tendercapital, and *Francesca Alfano Miglietti*, art theorist and critic, professor at the Accademia di Belle Arti di Brera, started in 2011.

**ME is YOU** begins on the streets, with the aim to become a temporary fixture of the urban landscape of various cities, but mainly Milan and London. Eighteen artists display their works in rare and unconceivable venues, for a total of thirty one art pieces, all united by one common thread: the themes of identity, unique and at the same time manifold, and relationships, within oneself or with others.

An exhibition centered upon themselves, created as an ever-changing identity, an exploration of relationships which characterize these modern times, a probe of the theme of duplicity

and the ungraspable nature of events. One or two pieces of art have been selected per single artist, each containing a conceptual pair of people, animals, or inanimate objects. Rather than confined to a particular category, whose boundaries can be statically defined, we are faced with a tension field, a constellation of thematic elements which change between the different pieces of art.

**Franco B • Letizia Battaglia • Valerio Berruti • Matteo Carassale • Janieta Eyre • Cesare Fullone • Branko Jankovic • Francesco Jodice • Gilivanka Kedzior & Barbara Friedman • Shai Ignatz • Antonio Marras • Sebastiano Mauri • Roman Opalka • Qasim Riza Shaheen • Annalisa Riva • Manuel Vason • Paolo Ventura**

All the artists - Italians, foreigners, or stateless persons - have accepted that their works be reproduced in the form of a poster and hung on the streets of the city, openly exposed to the weather and to the scrutiny of its inhabitants, in a reversal of the conventional relationship between works of art and their viewers. Portraits, icons, secondary characters: expressions of art that engage both the observant and the distracted passers-by, until the atmospheric agents consume them and give way to other forms of communication. Art becomes a travelling companion, set away from art galleries and museums, that gets in touch with the everyday lives of people, as electrifying as a chance encounter. Until it moves away from our field of vision, returned to a state of indifference and disinterest.

*"ME is YOU is a collection of images that will not be forgotten – claims the curator – The aim is to keep the narrative transfixed in a unique and non-reproducible situation in which an event, or experience, is absorbed without explicitly defining the effects, without establishing and quantifying the change, without determining the starting point and hence without being able to account for the finishing point: art encountered on the streets, enveloped in curiosity, disturbed by illusions that fade away without yet leaving a mark, in the proclamation of life, in the ongoing desire of new discovery."* These urban "shocks" are portrayed by images and texts that can be found on the blog [tendertoart.com](http://tendertoart.com), where it will be possible to visualize the locations of the different art works throughout the city, and on the social networking site with official hashtag **#meisyou**. The project will culminate in a literary publication of not only all the art works created by the artists, but also a description of the different stages comprising the project in its entirety.

London follows the Milan events, where the exhibition received the patronage of the municipality, continuing the investigation of the concept of identity, unique and at the same time manifold, which changes with the convergences of different cultural and emotive realities.

## INFO

[www.tendertoart.com](http://www.tendertoart.com)

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**Francesca Alfano Miglietti (FAM)** is an art theorist and critic, professor at the Accademia di Belle Arti di Brera, Milan. Curator of exhibitions, shows, and conferences, currently residing in Milan. Her research focuses on the issues of contemporary transformations, such as the corruption of languages, the body and its changes, the impact of new technologies, and the relationships between the visible and the invisible. Commissioner at the Biennale Arti Visive di Venezia 1993, she organized and curated many exhibitions, including: "Rosso Vivo", PAC- Padiglione di Arte Contemporanea, Milan; "Erwin Olaf" Museo del Man, Nuoro; "Isabella Bordone" Palazzo delle Papesse, Siena; "Raymundo Sesma" Museo de Arte Moderno, México; "Della ferita - Corpi e Volti dell'Azionismo Viennese," Milan ; "Franko B I Still Love" at the PAC, Milan"; "Fabio Mauri. The End" Palazzo Reale, Milan. She is the founder and curator of the festival of contamination *ART LIVE*- art, fashion, music, theory, in Turin, Fondazione Sandretto Re Rebaudengo (four editions). She is also author of the following volumes: *Arte in Italia 60/85*, *Arte Pericolosa*, *Identità Mutanti. Nessun tempo, nessun corpo – Virus Arte - Virus Moda - Manuale delle Passioni - Per-Corsi di Arte Contemporanea-Dall'impressionismo a oggi*. She created and was editor of the magazine *VIRUS Mutations* and is currently editor of the free press magazine *RE-VOIR*. Author and writer of many TV programmes on art and culture, she is also the Art Director for the Nonostante Marras exhibition area in Milan.

**Tendercapital** is one of the more dynamic independent international operators in the asset management universe. Established in London with the conviction that the combination of talent, integrity, and simplicity/transparency are critical factors, it has now become an acknowledged reality. Tendercapital's philosophy and approach to finance finds its maximum expression and its completion in a world seemingly very distant from its original roots, the Art world, which is experienced not merely as a target for "sponsorships" but rather lived in terms of inspiration, creativity, commitment, courage, non-conformity: a sort of exchange of vital energies between the financial institution and the artists. The TenderToArt Project was created in 2011 and, now in its third edition, follows the footsteps of Tendercapital's "challenging attitude" and creates a link between the company and the artists. The project aims to provide an exchange of opportunities between Tendercapital and several main proponents of new artistic expressions, where the underlying common thread is the will and the desire to build together new horizons and new pursuits. TenderToArt aims to become a flexible and itinerate engagement, an exchange of opportunities between several protagonists of contemporary artistic expressions and Tendercapital, a challenger brand in the international markets.

[www.tendercapital.co.uk](http://www.tendercapital.co.uk) / [www.tendertoart.com](http://www.tendertoart.com)



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