

HEART OF Italy

FERRARA

2^a BIENNALE della CREATIVITÀ

curated by Francesco Saverio Russo and Salvatore Russo

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EFFETTO ARTE Fondazione

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WELCOME TO FERRARA, HEART OF ITALY

The art critic Salvatore Russo, the artistic consultant Francesco Saverio Russo and the Effetto Arte Foundation warmly welcome you to the HEART OF ITALY.

Your art has been chosen with great care to proudly represent your nation in the evocative setting of Ferrara, a city located in the most creative and internationally acclaimed part of Italy, Emilia Romagna.

This land is steeped in history and culture, a place where artists like you can connect with a rich and diverse artistic tradition.

In the heart of Emilia Romagna, a land of gastronomic and motoring excellence, Ferrara is surrounded by legendary Italian brands that have conquered the world. Ferrari, Ducati, Parmigiano Reggiano, Maserati, Lamborghini, Barilla, Paganì, are just some of the emblems that make Italy a global icon.

Your presence in Ferrara adds value to this tradition, creating a bridge between the cultural roots of the past and the artistic innovation of the present. The Effetto Arte Foundation is thrilled to have your participation, recognizing your unique contribution which will further enrich the artistic fabric of the event.

THE WORLD OF ART MEETS IN FERRARA

After the success of the first edition at the Palaexpo in Verona, the Biennial of Creativity stops in Ferrara, presenting an event of international importance conceived and organized with care by the Effetto Arte Foundation. From 16 to 20 November, pavilions 3 and 4 of the Ferrara Fair will become the stage for a broad overview of contemporary creativity. A place of gathering and comparison between tradition and innovation will be a prestigious artistic space in which visitors will have the opportunity to purchase works of art from all over the world.



Above detail of Palazzo dei Diamanti.

Facade of the imposing Estense Castle.

FERRARA

With its rich history and cultural influence, Ferrara emerges as a place of extraordinary relevance in both the Italian and international context.

During the Italian Renaissance, the city distinguished itself as an important cultural center, attracting artists of great renown such as Cosmè Tura, Francesco del Cossa and Dosso Dossi, who contributed significantly to the artistic heritage of Ferrara. The Palazzo dei Diamanti, famous for its distinctive diamond-shaped facade, represents an eloquent example of the Renaissance architecture that characterizes the city. Ferrara boasts a historic center of exceptional beauty, an intricate labyrinth of medieval streets that wind between Renaissance palaces and historic monuments, including the Estense Castle, an imposing medieval fortress and symbol of the city.

The recognition of its importance is confirmed by the designation of the historic center of Ferrara as a World Heritage Site by UNESCO, thus its inestimable cultural value.

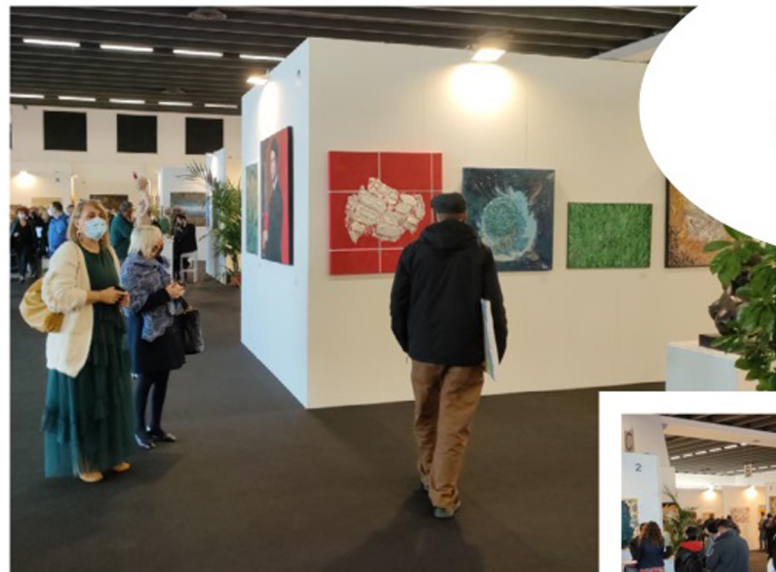
Ferrara, in addition to being a reservoir of history and art, presents itself as a lively center of cultural activity, significantly underlining the Italian cultural scene and keeping its extraordinary liveliness alive.



A FAIR IN FERRARA, A BIENNIAL EVENT TESTIMONY TO CURRENT CREATIVITY



Actively participating in the Biennial of Creativity in the "Heart of Italy" section, represents an extraordinary opportunity to make your art emerge on an international level. By contributing your work, you have the opportunity to share your vision and creativity with a diverse audience, creating a unique cultural dialogue that transcends national borders. This exhibition is not only an opportunity to exhibit your work, but also to connect



HEART OF Italy

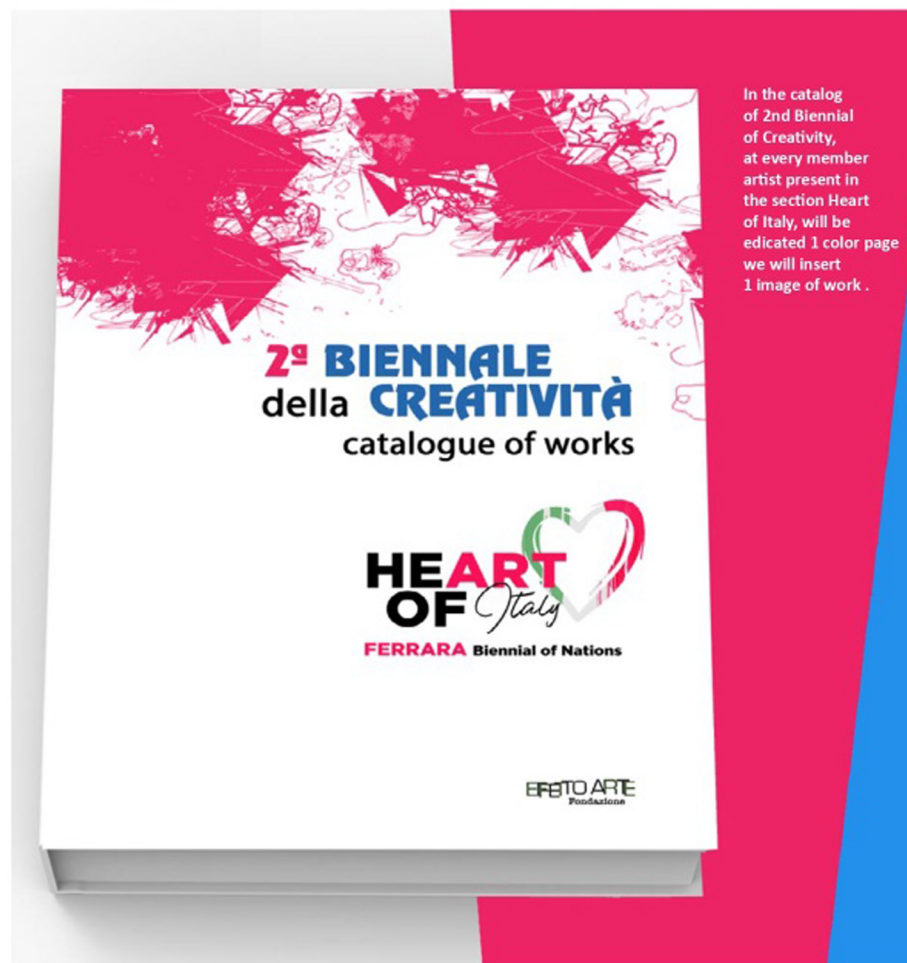
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with other artists from different parts of the world, thus broadening your network and enriching your artistic background. The "Heart of Italy" section becomes the place where foreign nations merge artistically, creating a mosaic of cultures and creative expressions. We are thrilled to welcome you to this extraordinary context, confident that your participation will contribute to further raising the prestige of the Ferrara Creativity Biennial and consolidating your role on the international art scene. Your exhibition space will be a unique opportunity to present your art in a setting that reflects your artistic vision.



In the catalog of 2nd Biennial of Creativity, at every member artist present in the section Heart of Italy, will be dedicated 1 color page we will insert 1 image of work.

A BIENNIAL OPEN TO THE MARKET

The first art biennial open to the market, with thousands of potential buyers visiting.



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Ferrara Expo

The artists admitted to the project will have the opportunity to receive 200 flyers (size 10x15 cm) containing the image of the work exhibited, a brief biographical note and the contact email address.

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TO ALL ARTISTS ADMITTED

- Exhibition of one or more works at the Ferrara Fair Stands 3 and 4 from 16 to 20 November 2024.
- Opportunity to compete for the awarding of cash prizes for a total of 25,000.00 euros and further awards assigned by the critics Marco Rebuzzi and Emanuele Beluffi, together with the scientific committee of the Effetto Arte Foundation, according to the following methods: 2,500.00 euros for each of the two artists awarded the "Critics Award", awarded by the critics Marco Rebuzzi and Emanuele Beluffi; 5,000.00 euros for each of the 4 artists whose works will be reported by the scientific committee of the Effetto Arte Foundation; Participation in an exhibition in Paris for 30 artists selected by the scientific committee of the Effetto Arte Foundation; Creation of a 48-page monograph (print run of 200 copies + digital version) for the artist selected by Sandro Serradifalco, President of the Effetto Arte Foundation; Exhibition of one or more works on the occasion of the prestigious Pio Alferano Award, selected by the President of the Pio Alferano Foundation and Virginia Ippolito; Creation and publication of a 2-page article in the bimonthly "Cultura Identità" to the artist selected by Edoardo Sylos Labini, President of the Città Identitarie Foundation, and others.
- Publication of the admitted work in the official event catalog and copy of the catalogue.
- Certificate of participation on parchment paper with motivation for selection by the scientific committee.
- Insertion of your name on totems and any event posters.
- Publication of the admitted work and short biography on the official website: www.biennaledellacreavità.it
- Cocktail party on the occasion of the inauguration ceremony.
- Unpacking, placing and re-packing of the work.
- Invitation to the meetings that will take place from 16 to 20 November 2024.

HOW TO PARTICIPATE

The event involves different creative aspects (painting, sculpture, photography, video art, ceramics, design) in an innovative fruition experience. The works must have these characteristics: a format not exceeding 100x100 cm for paintings and 100 cm H. - max weight 30 kg for sculpture.

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Ferrara

pittura / scultura / grafica
fotografia / design
artigianato / videart

Ideation and organization

Headquarters:
via L. Ariosto, 19 - 90144 Palermo
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Tax Code: 97367540826

Exhibition venue

Ferrara Expo

Via della Fiera, 11, 44124 Ferrara - ITALY

Collaborations

FONDAZIONE
PIO ALFERANO
E VIRGINIA IPPOLITO

FONDAZIONE
Città
Identitarie