



**MARIO SCHIFANO
PAESAGGI TV**

1 June - 3 September 2023

PHOTOLOGY ONLINE GALLERY



PRESS RELEASE

MARIO SCHIFANO SELLING ONLINE

Photology is particularly proud to present Mario Schifano's first entirely online exhibition. The project takes inspiration from the exhibition for collectors entitled "Paesaggi TV" set up during the first months of 2014, in the spaces of Photology Gallery in Via Moscova, Milano.

For this new online experience Photology has worked in close collaboration with the Schifano Archive in Rome, and around seventy works have been selected: vintage overpainted color prints from the 80s-90s and original Screen Prints from the 70s. Each work is accompanied by a certificate of authenticity realized by the Schifano Archive.



Mario Schifano, *Untitled*, 80's - 90's
2 Vintage color prints, each handpainted - Each Cm 10 x 15 ca
© Archivio Mario Schifano Roma, Courtesy Photology

PAESAGGI TV

This part of Mario Schifano's work is considered of keen importance for understanding the whole work of the Roman master, who passed away in the height of his artistic activity in 1998. In fact, already at the beginning of the 70s Mario Schifano had a crisis with painting, a crisis that coincides with a general rethinking of the pictorial tradition, triggered by the success of the conceptual neo-avant-gardes. The artist then elaborates a completely new imaginary, based on the media images that flow uninterrupted on TV screens which he keeps on at all times in his studio.

With his particular multimedia sensitivity, Schifano shoots images of all kinds transmitted by television, takes and recasts the image with an operation that permeates photography and painting. He works, as always, with immediacy and speed. His photographic work passes through a pictorial dexterity and is frozen in time. The concept of "flow of images" of which Schifano's life and art is made up is perfected and clarified: reality is constantly mediated by a filter, which transforms it into an image.

The process had started immediately, with the "Monochromes" of the early sixties, where the edge that define the image field recalled the shape of a photogram or slide. In the 1970s, the concept crystallized in the series *Paesaggi TV*, which represent the new deal of his production in this decade (although the very first experiments in this direction date back to 1969).

Images, photographed directly from his TV screen, are set in the curvilinear frame of the cathode ray tube, frozen in a kind of indifference of meaning, and the painting almost withdraws, limiting itself to a few spots of transparent enamel. Initially pictures taken in the United States were handpainted and inscribed (works such as the Pentagon, Medal of Honor, Nuclear Era, NASA, Alamo Gordo from the Los Alamos Archive), and later just images transmitted daily and incessantly by television networks.

These overpainted photographic prints were massively produced in the 80s and 90s, and basically represented his way of being part of the media system day after day. Working with a TV on at all times gave him the opportunity to create thousands of snapshots and images which were handpainted or retouched with pens and brushes. A continuous flow of images capable of generating abstract perceptions of reality. It was obsessive like a clock with a time signal, which indicates the exact time repeated within its cycle, ironically and tragically.

It is not each TV program that inspired him, but the culture developing afterwards.



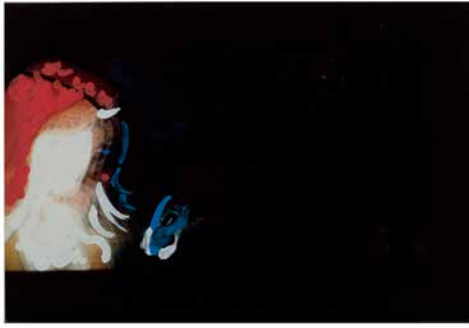
Mario Schifano, *Untitled*, 80's - 90's
2 Vintage color prints, each handpainted - Each Cm 10 x 15 ca
© Archivio Mario Schifano Roma, Courtesy Photology

MARIO SCHIFANO A BIOGRAPHICAL PREMIERE

Mario Schifano was born on 20 September 1934 in Homs in Italian Libya. After the end of the war he returned to Rome. Considered by many to be the leading exponent of Italian pop art, he was considered the heir of Andy Warhol (Schifano, however, did not like labels or being framed within specific artistic currents). Together with the “cursed painters” (Franco Angeli, Tano Festa etc.) he represented a fundamental point of Italian and European contemporary art; his performances among hundreds of students and enthusiasts remain memorable with the creation of huge paintings made with enamels and acrylics.

He attracted the interest of critics by creating the so-called Monochromes, which present only one or two colors, applied on wrapping paper glued to canvas; in this type of work we recognize the influence of Jasper Johns as regards the use of numbers or isolated letters of the alphabet, but it is also possible to trace analogies with the work of Robert Rauschenberg. These works created by Schifano during the sixties are still incredibly topical today. Among the most important, we recall the series dedicated to advertising brands (Coca-Cola and Esso) to bicycles, flowers (homages to Andy Warhol) and nature in general (very famous are also the series of Anemic Landscapes, Interrupted Views, The Tree of Life, The Extinct and the Wheat Fields).

Passionate student of new pictorial techniques, in the early 70s he began to transfer the images seen and photographed on TV onto emulsified canvases, isolating these visual fragments from the narrative rhythm of the sequences to which they belong.



Mario Schifano, *Untitled*, 80's - 90's
2 Vintage color prints, each handpainted - Each Cm 10 x 15 ca
© Archivio Mario Schifano Roma, Courtesy Photology

AN ARTISTIC SAGA

At the end of the 70s he projected the images onto canvas, while in the following years he worked with small-format color photographic works on which he intervened with decisive brushstrokes, which make these works iconic and unique pieces. Schifano, already fascinated by media communication and contemporary icons created by television, is among the first to experiment with grafts between painting and other forms of art such as music, cinema, video, photography, in fact he used the computer to create works, and succeeded to process images from the computer and transfer them to emulsified canvases (the "Computerized Canvases").

Close to pop culture and the beat musical environment, along the lines of Andy Warhol who had discovered and produced the Velvet Underground, he collaborated with a group, Le Stelle di Mario Schifano, who recorded an album at the end of 1967, with a cover designed by himself; he also designed covers for other Italian groups, such as Equipe 84.

In 1971 he made a documentary film entitled Human non-human, which boasts the presence of several prominent figures including Adriano Aprà, Carmelo Bene, Mick Jagger, Alberto Moravia, Sandro Penna, Rada Rassimov, Keith Richards.

In 1984 Mario Schifano was invited to the Venice Biennale (he had already participated in 1982), at the same time Alain Cueff presented the Unknown Natural cycle at the Piombi where his particular attention to nature emerges. Thus are born the water lilies, the wheat fields, the waves... the paintings with sand on the deserts for the exhibition in Jordan; even the canvases donated to Gibellina after the earthquake stem from this new impulse that seems irrepressible.

In 1985 in Florence, in Piazza Santissima Annunziata, he painted La chimera, a monumental work of four meters by ten, in front of six thousand people, inaugurating the exhibition on the Etruscans. He marries Monica De Bei with whom he has his son Marco, his painting becomes denser and richer in suggestions. The last period in Schifano's production is particularly marked by the media and multimedia, interrupted only by a few more purely "pictorial" cycles, in a phase of full awareness of his role as artist-man of his time.

In 1990, after a decade of intense, vibrant, sumptuous painting, where he produced many of his most exciting works (Extroverted by Mazzoli in Modena), he inaugurated the reopening of the Palazzo delle Esposizioni in Rome with Divulgare dalla "vulgata" by Dante referring to the television language, a review of works of exceptional dimensions elaborated with the first digital technologies. The reproduced images combine the dimension of the unconscious with the reality filtered daily by television, the works represent the new visions from the satellite, the environmental emergencies, the war, few artists have advanced like him into the last conflicts in the Middle East. During one of his trips to Brazil he makes a happening in the favela of Rio de Janeiro, painting a shack white as a protest against the mayor's decision to paint all the favelas green to standardize them and make them "invisible".

Mario Schifano suffered a heart attack and died in Rome on January 26, 1998. After his death he was celebrated as one of the major Italian artists of the 20th century, with exhibitions in Europe and South America.



Mario Schifano, *Untitled*, 80's - 90's
2 Vintage color prints, each handpainted - Each Cm 10 x 15 ca
© Archivio Mario Schifano Roma, Courtesy Photology

MAIN EXHIBITIONS

- 1963 Schifano. Tutto – Roma, Galleria Odyssia.
1966 Inventario con anima e senza anima – Milano, Studio Marconi.
1967 Tuttestelle – Milano, Studio Marconi.
1970 Paesaggi TV – Milano Studio Marconi,.
1975 La pittura come macchina del desiderio. Mario Schifano 1960-62 – Roma, Galleria D’Alessandro-Ferranti.
1976 Documenti. La tendenza pop, una situazione italiana. Mario Schifano – Modena, Galleria Civica d’Arte Moderna.
1980 Viaggiatore notturno. Collages, disegni, serigrafie, fotografie, film – Roma, Istituto Nazionale per la Calcografia.
1983 Opere recenti – Milano, Galleria Bergamini Diarte.
1985 Mario Schifano LIVE – Firenze, Piazza Santissima Annunziata.
1987 Perdita d’occhio, cento per settanta – Parma, Galleria Mazzocchi.
1988 Le secret de la jeunesse éternelle: un Faust dionysiaque – Parigi, Galerie Adrien Maeght.
1990 Divulgare – Roma, Palazzo delle Esposizioni.
1996 Musa ausiliaria – San Paolo del Brasile, Fundação Memorial de América Latina.
1998 Per esempio – Napoli, Museo di Capodimonte.
1998 Musa ausiliaria – L’Avana, Centro Wifredo Lam.
1999 Arte istantanea – Milano, Arte Contemporanea Antonio Colombo.
2001 MarioSchifanotutto – Roma, Galleria Comunale d’Arte Moderna e Contemporanea.
2002 Paesaggi TV – Milano, Galleria Gió Marconi.
2003 Deserts – Tripoli, Museo Archeologico.
2007 Mario Schifano: paintings 1960-1966 – New York, Sperone Westwater Gallery.
2007 Fotoartisti d’Italia - Paris Photology Hotel de Ville.
2008 Pop Explosion - Milano Marittima - Spazio HD
2009 Fotoartisti d’Italia - Bologna Visionnaire
2014 Paesaggi TV - Milano Photology Gallery
2017 Laboratorio Schifano - MACRO, Roma
2017 Mario Schifano nelle collezioni private e non solo - Appartamenti della Rustica, Palazzo Ducale, Mantova

PHOTOLOGY AND MARIO SCHIFANO

Photology has been including his unique works in Artfairs installations and in various exhibits such as Italian Photoartists with venues in Paris and Bologna in 2007; Pop Explosion at HD in Milano Marittima in 2008; Landscapes TV at Photology Milano in 2014.

PHOTOLOGY ONLINE GALLERY

If there were one trait that characterizes Photology it would be its ability to evolve and keep up with the times. A spirit of adapting that, in its 30 years of activity, has allowed us to organize more than 350 exhibitions worldwide, collaborating with international artists, archives, foundations, galleries, Museums and Universities.

After opening various exhibition spaces worldwide - Milan (1992-2015); Cortina (1992- 1995); London (1997-2000); Bologna (2000-2003); Paris (2007); Noto (2013-ON); Garzón, Uruguay (2015-ON) - Photology has chosen a new path, actualizing the concept of a gallery as a physical space, with the creation of a new virtual reality: Photology® Online Gallery. Since September 2020 commercial exhibitions produced by Photology are entirely and uniquely visible on-line. Therefore allowing a broader range of viewers to enter our exhibition space, and to have the opportunity to purchase photographic works directly through our website www.photology.com.

This 3D platform has been developed with a system of navigation that permits users to navigate within a virtual space that is totally realistic. Extensive textual references are included in our exhibition context, including videos, books and other useful information. In case of interest in a private viewing of any of the artworks, our Photology team may be able to fix private appointments in major European cities.

INFOS

Photology Online Gallery

1 June - 3 September 2023

<https://www.photology.com/marioschifano/>

COVER

Claudio Abate, *Mario Schifano, 1959*

Lambda Print - Cm 120 x 150

© Archivio Claudio Abate Roma, Courtesy Photology

FREE DOWNLOAD OF THE 14 PHOTOGRAPHIC WORKS, CLICKING BELOW.

<https://drive.google.com/drive/folders/1wyARI1KkQVisO1Dk1VHp-mNRHjMAc0yA?hl=it>



Mario Schifano, *Untitled, 80's - 90's*

4 Vintage color prints, each handpainted - Each Cm 10 x 15 ca

© Archivio Mario Schifano Roma, Courtesy Photology

COLOPHON

Exhibition

1 June - 3 September 2023

Photology

Daide Faccioli

Production & Organization

Photology (trademark used by permission)
Chiave srl, Via Arnaldo da Brescia 19, Noto
96017 (SR) Italy - gallery@photology.com

Press Office

Photology Online Gallery
gallery@photology.com

Collaboration & Copyrights (promotional use)

© **Archivio Mario Schifano, Roma**
www.marioschifano.it

© **Archivio Claudio Abate, Roma**
www.claudioabate.com

Still Life Photography

Aldo Castoldi, Milano

Website & 3D Virtual Exhibition

Emanuele Melli, Bit Boutique, Bologna

Graphic support

Marta Romagnoli, Tipolito Farnese, Piacenza

Legal support

Maria Rosaria Santangelo, Bologna

Logistic Partners

Emilian Press, Bologna
Apice, Mestre (VE)

Transportation and delivery of artworks are curated by the above external partners, in direct contact with each client. Estimated transportation costs and eventual custom duties will depend on site of geographical destination.

Special thanks

Giulia Abate, Riccardo Abate, Emilio Fantin,
Giulia Guaitoli, Emilio Mazzoli, Monica Schifano,
Rosario Urso