

Art to Art

Arte All'Arte

LOCATION

Poggibonsi, Italy

TIME PERIOD

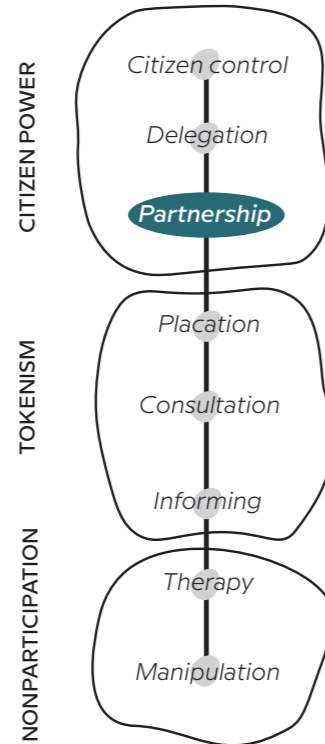
From 1996 to 2006



THE PROJECT

"Art to Art" is a public art project born in 1996 thanks to an idea of "Associazione Arte Continua" and concluded in 2006. The project aimed to promote the municipalities in the province of Siena and Florence as an agri-environmental art district, linking and balancing contemporary art with the beautiful Tuscan historical heritage.

Each of the ten editions of Arte all'Arte has produced several interventions by international artists in the public space. For the space analysis, we focused on the 9th edition carried on in 2004 in Poggibonsi, specifically on the artwork by Antony Gormley, "Fai spazio, Prendi posto" (Making Space, Taking Place).



DESCRIPTION OF THE SPACE

Poggibonsi is an Italian town of 29,009 inhabitants in the province of Siena in Tuscany. Since the Middle-Age, the place has had a particular **commercial vocation**. Thus, it cannot be defined as a small and remote place from an infrastructure or economic point of view. However, it **suffers from an "aesthetic inferiority"** compared to other municipalities surrounding it. In this town there are several squares and meeting places that respond to people's different needs: three cinemas, a couple of theaters and a beautiful public library recently restored.

INITIATION AND ACTORS

"Arte all'Arte" has been promoted by "Galleria Continua" of San Gimignano and was born thanks to the support of the art critic Luciano

Pistoï.

Each year **professional curators were invited to select an international artist** for each town or city. After visiting the site and workshops and meetings with the local population, the artists conceived and executed a project to transform or reinterpret the site through a site-specific installation.

ROLE OF THE LOCAL COMMUNITY & METHODS USED

Gormley's project consisted of **producing and installing seven iron sculptures created from body casts**. Advertisements were placed in local and national newspapers to recruit volunteers to have plaster molds taken of their bodies and then cast in iron. **Six local inhabitants plus one external one were chosen to participate**. A temporary workshop was set up in the town to produce the molds.

At the same time, the artist has worked on creating a **collective memory map**. Sociological research has been led by asking Poggibonsi inhabitants which memories they instinctively associated to specific places of their town.

The sculptures were then installed in seven different spots in the town, familiar places of present times and forgotten areas of the past, ranging from squares, parks, railways, a fortress, and a supermarket (represented on the right page for this latter).

RESULT

There is no specific information about the achievement of the targeted impact. For sure, the project, together and in connection with the other art-related initiatives and associations present in Tuscany, contributed over the years to attract more visitors to the territory. Regarding the change of perception towards contemporary art, it is still challenging to make non-art-related people understand the value of this kind of creative work. In general, we could say that the local community and creative sector are the primary beneficiaries of this project which has created new artistic landmarks in the territory and tried to address this "aesthetic inferiority."

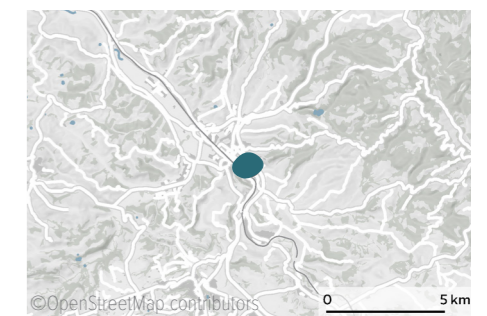
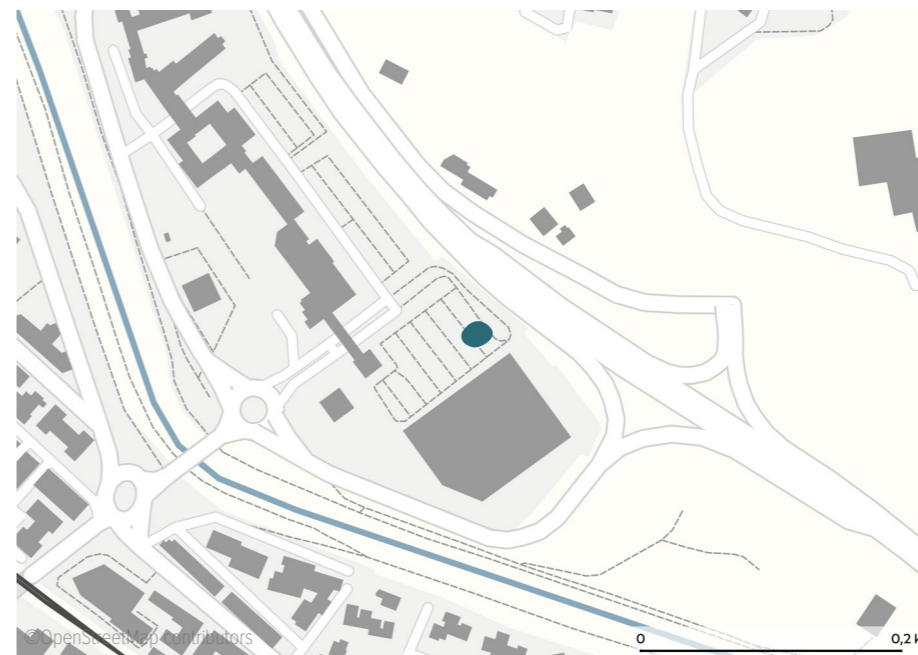
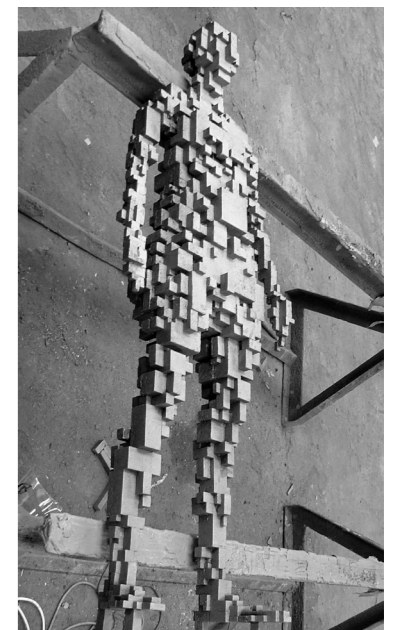


One of the sculptures of Antony Gormley in Shopping center Valdelsa
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One of Antony Gormley's sculptures
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Making the molds to produce the statues
©Associazione Arte Continua



Poggibonsi, Tuscany, Italy

more about this project

