



**COMMERCIAL ROAD**

**PROJECT**

**ROME IN A SHOWCASE IN LONDON**

cura.magazine in collaboration with the London Metropolitan University and a network of Roman galleries - **Federica Schiavo Gallery**, **1/9 unosunove**, **Monitor**, **Furini Arte Contemporanea** and **T293** - presents "commercial road project".

From October 2011 to October 2012, five international emerging artists - **Andrea Sala** (IT), **Per-Oskar Leu** (N), **Jesse Ash** (UK), **William Cobbing** (UK) and **Pennacchio Argentato** (IT) - will alternate their work within the space of a year, presenting new and site-specific works in the display window of the University, giving into Commercial Road, in the East End, a few steps from the historical Institution of the Whitechapel Gallery.

The artists are therefore invited to re-interpret the original space of a showcase, that due to its nature, constantly visible to the public, will transform every work into an out-and-out project of public art

With this initiative cura, also activates in the physical space an opportunity of encounter between artists and international curators, put side-by-side in a critical analysis of the works in each intervention.

A catalogue edited by cura.books, with the critical essays and the photographic documentation of the five projects will be published at the end of the five events cycle, on November 2012.

All the information concerning the project is available at:

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

**FIRST APPOINTMENT**

October 13 - November 15, 2011 - Andrea Sala  
Opening October 13 at 6.30 pm

**PROGRAMME**

October 2011 – Andrea Sala (Federica Schiavo gallery)  
January 2012 – Per Oskar Leu (1/9 unosunove)  
March 2012 – Jesse Ash (Monitor)  
June 2012 – William Cobbing (Furini Arte Contemporanea)  
October 2012 – Pennacchio Argentato (T293)

**ANDREA SALA** (Como, 1976) lives and works between Milan and Montréal, Canada. He graduated in Milan at the Brera Academy of Fine Arts. Since his early works he developed a specific attention to the forms of design and architecture, questioning the materials that constitute them and their formal values.

Selected personal and group exhibitions: M/S/M, Molinari Foundation, Montréal, 2011; Totem e Taboo, Museums Quartier Wien, Vienna, Austria, 2011; L'Ultima Sigaretta, Federica Schiavo Gallery, Rome, 2011; Manimal, Kaleidoscope Project Space, Milan, 2010; SI – Sindrome Italiana: le jeune création artistique italienne, Le Magasin – CNAC, Grenoble, Francia, 2010; La Scultura Italiana del XXI secolo, Arnaldo Pomodoro Foundation, Milan, 2010; Ciccognino, Optica Center for Contemporary Art, Montréal, Canada, 2009; Design of the show Actions: What You Can Do with the City, CCA, Montréal, Canada, 2009; Networks, Federica Schiavo Gallery, Rome; Allunaggio and other Landings, MACO, Mexico, 2008.

**FEDERICA SCHIAVO** founded the Roman gallery in January 2009, once concluded her role ad head of the curatorial department of Hangar Bicocca in Milan. The space opened with the first solo show in Italy of the American artist Jay Heikes and focused its attention on the research, development and promotion of a new generation of artists coming from the whole world, on the variety of medium, among them video, performance and painting. In the last years, the gallery was selected by the fairs Artissima, Turin (2011/2010/2009) and Frieze Art Fair - Frame London (2010). The artists represented are: Salvatore Arancio, Simona Barbera, Bhakti Baxter, Pascal Hachem, Anne Hardy, Jay Heikes, Ariel Orozco, Gabriele Porta, Ishmael Randall Weeks, Andrea Sala, Rob Sherwood.

**CURA.** is a curatorial project that revolves around the production of a quarterly magazine (cura.magazine), a publishing house (cura.books) and a space (cura.space), through which it investigates the contemporary artistic production and promotes the most actual developments of the emerging practice, thanks to the collaboration with international artists and curators, the production of artists books, limited editions, exhibition projects and curatorial consulting.

### **LONDON METROPOLITAN UNIVERSITY / THE CASS**

The Cass (Sir John Cass Faculty of Art, Media and Design) is internationally renowned for its unique range of courses, state-of-the-art facilities and high quality teaching. Staff include working practitioners – many internationally celebrated in their fields of research—visiting lecturers, industry freelancers and artists-in-residence. We are located within the vibrant creative community of galleries, designers, artists, museums and cultural industries that surround the City campus.

Students have access to excellent workshops, studios and specialist technologies to support their learning, including Metropolitan Works Digital Manufacturing Centre. Strong links to employers and industry offer access to live projects and commercial briefs- students have recently done work for the BBC, Orange, Transport for London and Habitat. The Cass has excellent relationships with institutions such as the British Jewellers' Association, the Design Museum, Whitechapel Gallery and The Worshipful Companies of Furniture Makers and Goldsmiths. The Cass is involved in a variety of festivals and projects including Eat My Shorts, The Animal Gaze Symposium, London Design Festival, London Jewellery Week and Photomonth. Cass students have displayed work at international festivals and have won competitions such as the 100% Design Award, RSA Design Directions, Goldsmiths Craft Council Awards, The Formica Award, Channel Mesh scheme, and European Animator of the Year.

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a project by cura.

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

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### **PARTNER**



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