



fiera internazionale d'arte
moderna e contemporanea

international exhibition
of modern and contemporary art

Bologna
24/26.01.2020

The project *Artworks that ideas can buy* by Cesare Pietroiusti, presented at Arte Fiera 2019, has now concluded.

The results

Bologna, 28 May 2019 –twenty-two Italian and foreign artists involved, two hundred and thirty ideas proposed and thirteen artworks assigned. These are the highly satisfying results of **Cesare Pietroiusti's *Artworks that ideas can buy***, one of the projects in the programme of **Oplà - Performing activities**, the performance event curated by Silvia Fanti as part of the latest edition of **Arte Fiera**, the activities of which did not conclude with the completion of the art fair in Bologna, but continued also in the following months.

Pietroiusti's work consisted of a stand of works by international calibre artists, not dissimilar to those at the fair, the particularity of which resided in the fact that the artworks on display could not be bought with money but rather **by visitors submitting their own ideas in a special form of exchange**. This stimulating and proactive dialogue between artists and the public was notable for its capacity to generate individual and creative responses.

Each visitor was invited to write their thoughts, critiques or suggestions about one of the works on display on a piece of paper and to consign them in a sealed envelope. Later the artists could decide if one of the ideas formulated by the visitors was, in their opinion, "worth" the same value as their work. If the artist accepted the exchange the visitor could then keep that artwork. If, however the artist was not satisfied with the ideas, the work would then be returned to him/her.

Overall, during the days of ArteFiera, visitors left **two hundred and thirty envelopes** with ideas and proposals of every type. The **thirteen artists** who considered at least one of the visitors' proposals to be valid were: Ludovica Carbotta, Francesco De Grandi, Sam Durant, Jimmie Durham, Emilio Fantin, Valentina Furian, Giancarlo Norese, Luigi Presicce, Aldo Spinelli, Alessandra Spranzi, Serena Vestrucci, Cesare Viel and Luca Vitone. Those who did not find the ideas sufficiently interesting were Maria Thereza Alves, Adam Chodzko, Michele Di Stefano, Caterina Morigi, Ana Prvacki and Luca Trevisani

Among the more curious exchanges was that of Ludovica Carbotta, who exchanged her artwork for a child's idea, while Sam Durant was convinced by a letter from an activist to deliver his work to the director of an Italian agency that counters international tax evasion.



BolognaFiere spa

Viale della Fiera, 20 - 40127 Bologna, Italia
Tel. +39 051 282111 - Fax +39 051 6374004
segreteria.generale@bolognafiere.it
PEC bolognafiere@pec.bolognafiere.it
Capitale sociale 106.780.000,00 i.v.
C.F. - P.IVA e Reg. Imp. BO 00312600372 - REA BO367296

Show Office

Piazza Costituzione, 6 - 40128 Bologna, Italia
Tel. +39 051 282111 - Fax. +39 051 6374019
artefiera@bolognafiere.it - www.artefiera.it



fiera internazionale d'arte
moderna e contemporanea

international exhibition
of modern and contemporary art

Bologna
24/26.01.2020

Some artists, however, responded to the proposals with counter-proposals: Roberto Fasone offered to meet the individual concerned for dinner in person; Margherita Morgantin invited all 12 visitors that had written proposals to create a new work based on one of Simone Weil's reflections on the failings of the capitalist system; Massimo Bartolini adjudged the best idea to be Cesare Pietroiusti's project itself; Luca Vitone asked the proponent of the best idea to frame it, just like an artwork; Jimmie Durham gave his artwork as a gift to another artist participating in the initiative; Emilio Fantin proposed an exchange of dreams, to take place at a distance of ten years.

Cesare Pietroiusti first created the project **Artworks that ideas can buy** some years ago at the Wilkinson Gallery in London. At the conclusion of this year's event he declared, "In addition to thanking Silvia Fanti for having invited me and convinced me to be here, and my heartfelt thanks to the twenty-two friends who accepted to put a piece of their art at stake, as well as their hard work, I would like to stress that a work of art belongs, above all, to those who may (or not) think of it, and less, therefore, to those who have money to buy it."

CONTACTS

Press Office Arte Fiera

Sara Zolla | press@sarazolla.com | +39 346 8457982

Product Communication and Event Manager

Isabella Bonvicini | isabella.bonvicini@bolognafiere.it | +39 051 282920 / +39 335 7995370

Press Office BolognaFiere

Gregory Picco | gregory.picco@bolognafiere.it | +39 051 282862 / 334 6012743



BolognaFiere spa

Viale della Fiera, 20 - 40127 Bologna, Italia
Tel. +39 051 282111 - Fax +39 051 6374004
segreteria.generale@bolognafiere.it
[PEC bolognafiere@pec.bolognafiere.it](mailto:PEC.bolognafiere@pec.bolognafiere.it)
Capitale sociale 106.780.000,00 i.v.
C.F. - P.IVA e Reg. Imp. BO 00312600372 - REA BO367296

Show Office

Piazza Costituzione, 6 - 40128 Bologna, Italia
Tel. +39 051 282111 - Fax. +39 051 6374019
artefiera@bolognafiere.it - www.artefiera.it