

Circularart II - Art interwoven with the supply chain

The second edition of CirculART is starting, the project that brings together companies, artists and fashion designers to give life to new forms of language capable of inspiring change.

a project curated and produced by Cittadellarte - Fondazione Pistoletto

The meeting and integration of two apparently distant and different dimensions can only generate unexpected and innovative results and potential improvements compared to a status quo that is no longer sustainable. This is why Cittadellarte – Fondazione Pistoletto is launching the second edition of CirculART: *CirculART II – Art Interwoven with the Supply Chain*, a project for social renewal, the result of a process of integration and inclusion between the worlds of art and industry, which will culminate in an exhibition opening in Biella in October 2022.

CirculART II involves four **artists** – Silvia Giovanardi, Ryts Monet, Giulia Pellegrini and Marcello Pipitone – and thirteen textile companies of excellence with which they have been called to open a dialogue. The pure and unprecedented interpretation of industrial reality by the artists will serve to outline and reveal, through four original works of art, new design paradigms based on circular economy and ethics. Works that aim at inspiring not only the textile industry, but all the productive sectors, to realign their activities with the ultimate promise of doing business: to respond to humanity's real needs.

“Today,” – says Paolo Naldini, director of Cittadellarte, – “humanity feels the need to wake up from a long lethargy. We are experiencing a general development of self-awareness, dictated by the strong signal that the intelligence of nature is communicating to us. We therefore have the responsibility to drive, and not just witness, the changes taking place, to show love for our neighbour, for an ever more equitable society, and for the planet that so generously accommodates us. Through CirculART, we intend to reveal, involve and above all unite the widest possible audience around the theme of the Third Paradise, the visionary project of the artist Michelangelo Pistoletto, who has identified the need to create a new paradigm where man lives in harmony with nature and technology in a context of mutual balance and synergy”.

Also in this perspective, companies and artists will tell, through the works created for the project, how we can be conscious innovators by bringing concrete elements of social resilience and drawing inspiration from the current needs of the ecosystem in which the new humanity is taking shape.

CirculART II is therefore not the point of arrival but the starting point of a new path aimed at finding a balance between business, society and nature.

The network

The partner companies of the initiative are: Cotonificio Albini SPA, Eurojersey SPA, Flainox srl, Filatura Astro srl, Lanificio F.lli Cerruti, Lenzing Group, Milior sas, Officina+39, Ribbontex srl, Taroni SPA, Tessuti di Sondrio, Tintoria Emiliana and Vimar 1991.

These thirteen businesses are united in their diversity by ideals of social and environmental justice that define their sustainable development strategies and innovative production processes at every stage of the supply chain. By consulting and integrating the artistic research, these companies have the opportunity to explore in an original way how the technologies, materials and processes they have developed to date can help inspire the drafting of a new chapter of the industrial revolution in progress, necessarily aimed at reconnecting and rebalancing with natural and social dimensions that have been exploited for too long.

The aim of the project is also to lead artistic research to deal with the different sectors that make up the textile supply chain, working with organisations that have chosen to embrace the idea of sustainability and to develop their businesses in an innovative and forward-looking way. The artists/fashion designers will introduce themselves between the warp and weft of the life cycle of clothing production, and will be the unexpected lenses through which the public will be able to observe the textile production processes, generating new attitudes towards the products we buy.

Through their works, the artists/fashion designers will interact with the textile industry chain, itself part of the enhancement process that Cittadellarte and its partners have conceived for the project.

The programme

The works created in the context of the initiative will be presented/launched in a first installation in Biella, during the next edition – its 23rd – of Arte al Centro, Fondazione Pistoletto's yearly festival of exhibitions and events. The project, as specified by the organisers, mainly aims at being an educational tool, and for this reason, after the presentation event, *CirculART II* will be available to partner companies for their international events. Thus, for one year – from the end of 2021 and for the whole of 2022 – a journey will begin and stop at the most important textile fairs. The visits to the factories have been scheduled between June and July 2021: the purpose of the visits is to introduce the artists/fashion designers to the products, the processing procedures and the use of innovative techniques and environmental resources of each of the partner companies. After these site visits, they will be able to elaborate their ideas and make any specific requests of materials or information useful for drafting their proposals. The four artists/fashion designers will take part in a three-week residency at Cittadellarte to start working on their projects by defining the details with the project coordinators and with the companies involved. The preparation for the final event will start in the last week of September.

Cittadellarte is a new model of artistic and cultural institution that places art in direct interaction with the different sectors of society. A place of convergence of ideas and projects combining creativity and entrepreneurship, education and production, ecology and architecture, politics and spirituality. A multifaceted and multiform organism created to produce civilization by activating a necessary and urgent responsible social change at local and global levels.

Cittadellarte is the original home of the Third Paradise project, the place where to experience a way of life based on the vision of the Third Paradise.

Cittadellarte has established **Cittadellarte Fashion B.E.S.T.**, a laboratory which represents the implementation of a process, a place of work, exchange and research designed to connect all the links in the fashion supply chain, from the producer to the final user. www.cittadellarte.it

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