



KUNSTVEREIN

(MILANO)

evolution  
de l'art

present

## évolution de l'art

The gallery for immaterial works  
of art, now also in Milan

Artists:

Paola Anziché, Heman Chong,  
Michelangelo Consani, Ivan  
Moudov, Daniele Maffeis, Ruth  
Sacks & Simon Gush, Alessandro  
Nassiri Tabibzadeh, Italo Zuffi

Curated by:

Kunstverein (Milano) and Valerio  
Del Baglivo

Opening:

Friday 13 April 2012, 6-10pm

With live actions initiated by  
Daniele Maffeis, Alessandro  
Nassiri Tabibzadeh, Italo Zuffi

Opening hours parallel to MiArt:

Saturday 14 April 2012, 3-8pm

Entrance: free (on appointment)

Frigoriferi Milanesi

Via G.B. Piranesi, 14 – Milano

Passante Ferroviario /

Porta Vittoria

Autobus / 73 - 90

Tram / 12 - 27

For Information and appointments:

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339 3283315

www.evolutiondelart.net

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info@kunstverein.it

In collaboration with:



With the support of:



A.K.A. Kunstverein (Milano)

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# évolution de l'art

The gallery for immaterial works of art, now also in Milan

*évolution de l'art* is a gallery for contemporary art, which only sells artworks that are immaterial, with no physical residue, and it does not release certificates of authenticity, nor statements or receipts. After Amsterdam, Bratislava and Brussels, *évolution de l'art* opens a branch in Milan with the intention to trace some of the most interesting artistic practices.

The gallery *évolution de l'art* arises from a collaboration between SPACE (Juraj Carny, Diana Majdakova and Lydia Pribisova) and Cesare Pietroiusti in 2007. *évolution de l'art* takes the well-known lecture by Yves Klein, entitled "L'évolution de l'art vers l'immatériel" (1959) as its starting point. In it Klein foresees an immaterial future for artistic practice and research. Kunstverein (Milano), in collaboration with independent curator Valerio Del Baglivo, continues thus, its survey of the field of contemporary artistic languages, with the intention to reflect, also, on the value of artistic production and its capacity to generate experimental art market strategies.

The Milanese venue of EdIA intends to focalise its offering on three specific principles, conceived as a way to reflect on the value of artistic production and its capacity to generate 'profit' in the broadest sense of the term: 1. Interpersonal Relations; 2. Reciprocal Exchange (barter); 3. Investment.

*évolution de l'art* counts about 80 affiliated artists. On the occasion of the opening of the Milanese branch eight additional and new works of art are presented: Paola Anziché offers a personalised coaching session to liberate oneself of the use of chemical products for personal hygiene; Heman Chong proposes a performance to be executed by the 'acquirer' of the work: one hour of silence for 365 consecutive days; Michelangelo Consani suggests the purchase of a blog dedicated to the notion of disappearance, which will disappear at an unknown moment; A Lesson of "fair" shopping provided by Daniele Maffeis; and whereas Ruth Sacks & Simon Gush allow an investment in their own personal monetary union; Ivan Moudov proposes investments in the publishing business; Alessandro Nassiri Tabibzadeh keeps important personal revelations save, and, a visit to an old masterpiece is rewarded with gratitude by Italo Zuffi, who also makes some of his personal letters public, at a certain cost, during the opening of Evolution de l'Art, Milano.

## Program of the "Notte Bianca", Friday 13 April 2012

6:30-10pm artworks by Alessandro Nassiri Tabibzadeh, Daniele Maffeis and Italo Zuffi may be acquired 'live'.

7:45pm live skype connection with Cesare Pietroiusti

## Next appointment Kunstverein (Milano): Salone del Mobile 2012

From 17 - 22 April 2012, Kunstverein takes part in the exhibition **The Weather in Milan**, at Studio Zeta, Via Friuli 26 (Milano) on the occasion of the collateral events during the Salone del Mobile 2012.