



an artistic itinerary for the Fresia Gardens, Cuneo, Italy. 2013

Press release

The call for submissions for the twelfth edition of ZOOart, the international exhibition of contemporary art in the public spaces, has begun.

Organized by the cultural association Art.ur for the city of Cuneo (Italy), the event will take place during the first three weeks of July in its usual location, the Fresia Gardens, the ex-zoo gardens of Cuneo city, now a green recreational area within the heart of the old city centre.

Young Italian and international artists will be invited to intervene in the spatial and temporal dimensions of the Fresia Gardens with their own site-specific projects that may be installations, sculpture, paintings, photography, drawings, video, performance and new media.

The location of the exhibition, the ex-zoo garden, gives it a formula that is unique in Italy, where the public role of the gardens is maintained even during the event and so interacts with the exhibition itself.

As always, ZOOart remains faithful to its mission, dedicated to the insertion of artistic projects within the urban landscape in order to develop a transversal relationship between art and society in contrast to certain self-referring attitude of a certain contemporary art domain.

With the intent of inspecting the art-nature relationship, the new edition intends to continue, as it has during the last two exhibitions, reserving particular attention to works that effectively engage with the environment, a complex issue that is more relevant than ever.

Persons interested in submitting an artwork are invited to read the conditions of entry included in the application form which can be downloaded from the website www.zooart.it.

Admission to the contest is free and participating artists will be supported by the organizers in the planning phase and during the installation of artworks onsite and will be hosted in Cuneo (Italy) where they will setup their work and take part in all the additional ZOOart events.

Among the extra events proposed, the Local art contest is of particular interest, supported by the CRC Foundation in collaboration with the association Art.ur, is envisaged to promote artists from the local Cuneo area. The details of the contest will be published soon along with the call for submissions for ZOOart.

Finally, a range of diverse ZOOart parallel events are confirmed for 2013 including: ZOOlive, a festival that blends electronic music and performance art; ZOOincittà, an itinerary of urban installations in the old city centre, especially in Via Roma and Contrada Mondovì, which unites architects and designers and is organized in collaboration with the Polytechnic Institute of Turin and the Order of Architects; and finally the educational workshops ZOObimbi, organized in the Fresia Gardens and reserved for the creative experimentation of children.