

# *Design for Everyday Life*

**Press release n.1**  
ROME ART WEEK 2019

LEONARDESQUE VICTUALS ZERO TWO  
GROUP EXHIBITION  
PALAZZO VELLI EXPO • PIAZZA SANT'EGIDIO 9  
From October 22 through 27



Botanical drawing by Leonardo da Vinci

Food and history are inseparably connected with each other. Whatever we eat, has its own story. In the course of time culinary anthropology has become a recognized discipline and permits us to discover infinite meanings on the background of our plates. Behind the artistic monographs of big masters we frequently discover a

passion for cooking and interdisciplinary its aspects, which does not even exclude Leonardo Da Vinci, celebre universal artist of the 15<sup>th</sup> century who excelled in creating extravagant banquets during the years of his service at the Court of Lorenzo de' Medici and Ludovico Maria Sforza in Milan, whose chronicles pass the image of Leonardo, designer of scenic ingenious elements and of great luxury, accompanied by ludic moments and performances of theatre, music and dance.

Five hundred years after Leonardo's death there are numerous theories regarding his culinary art which was initially defeated as people could not understand his ideas. But later on Leonardo was praised for his opulent choreographies of magic suggestion. To remember Leonardo's less known talent, Design for Everyday Life has the pleasure to contribute to the celebration with an artistic, poetic and scientific scenario dedicated to the rites of nutrition and practice in Renaissance period. The project is in harmony with Design for Everyday Life's mission to improve the quality of everyday life and to ennoble hundreds of small gestures rendering it more liveable through the contact with of culture.

On this purpose curator Beth Vermeer conceived a project entitled "Leonardesque Victuals" that unites the history, theory and practice of food, going beyond the concept of nutrition at Leonardo's times. Philosopher and writer Roland Barthes stressed out the fact that food is not only a selection of products for statistical studies and nutrition but also and above all a system of communication, a body of images, a protocol of habits, situations and behaviour patterns.

After its Florentine debut at Studio "Ottone Rosai" in March 2019 and the edition in the framework of Cassanoscienza 2019 in Apulia, the group exhibition "Leonardesque Victuals", dedicated to Leonardo da Vinci and his culinary alchemy, makes its third travel to participate in the "Rome Art Week" in October. Applying the modalities of a site specific exhibition lay-out generates a new project confronting itself with a huge space at Palazzo Velli Expo, the exhibition venue in Piazza Sant'Egidio in Rome that unites historical architecture and contemporary design in an excellent manner.

“Leonardesque Victuals Zero Two” focuses on young Leonardo da Vinci and his creative attempts to modify the behaviour customs of the people at table, their relationship with food in favour of a healthier life style in harmony with nature.

Going back to his Florentine years we discover his propositional and courageous qualities to find a job, even in a kitchen, a surprising side among his numerous ingenious occupations. The syntagmatic tale of our show built on a body of forty formally very different works is kind of a rebus that offers various accesses without losing the main plot: Man and alimentation, food and its symbology, from the religious, biological, botanical, artistic, anthropological point of view, starting from the Renaissance and its still very actual lessons handed over to us by Leonardo as a predecessor of a simple, natural and healthy diet.

The third edition gets enriched by a new group of artists presenting artworks that are mainly connected with the first part of Leonardo’s life, his relationship with food, botany, nature and his very up to date concept of ecology.

These are the participants of “Leonardesque Victuals” at Palazzo Velli Expo, ranging from painters to photographers, sculptors to installation artists and video makers: *Carlo Accerboni* Genoa; *Laura Accerboni* Geneva (Switzerland); *Stefania Alba* Florence; *Silvia Bibbo* Mar De Plata (Argentina); *Salvio Capuano* Naples; *Valter Luca De Bartolomeis* Naples; *Uri De Beer* Tel Aviv, Israel; *Maurizio Elettrico* Naples; *Marilena Faraci* Frankfurt; *Laura Fonsa* Viareggio /Sassari; *Francesco Geronazzo* Perth, Australia; *Fabrizio Gori*, Florence; *Yana Karamandzhukova* Bulgaria; *Andrea Mancini* Florence; *Elena Mantovani* Reggio Emilia; *Andreas Mares* Linz, Austria; *Françoise Morin*, Annecy (France); *Enzo Navarra*, Trieste; *Silvia Noferi*, Florence; *Antonello Paladino* Bologna; *Gloria Pastore* Naples; *Mario Pepe* Genoa; *Farzaneh Rostami* Tehran (Iran); *Claire Jeanine Satin* Dania Beach, Florida, US; and the Milanese artist and handicraftsman *Agostino Faravelli* with his handmade wooden catapults and dodecahedrons à la Leonardo.

The project takes also advantage of the presence of writers and poets like *Milena Buzzoni* Genoa; *Maurizio Fanni* Trieste; *Rosa Elisa Giangoia* Genoa; *Marta Mey* Chianciano Terme; *Mario Pepe* Genoa; *Laura Supino Ghiron* Genoa; *Marisa Tomicelli* Verona.

Moreover astronomer *Ruggero Stanga* Florence; composer and musician *Fabio Anile* Rome; live performer *Cri Eco* Genoa; a cappella singers *Rossana Damianelli* and *Paolo Fabbroni* Loro Ciuffenna; the Choir of Poets conceived by *Patrizia Battaglia* Genoa and *Cetta Petrollo* Rome; the choreographer *Vincenzo Abascià*, Genoa, with dancer *Noemi La Porta*, Genoa.

“Leonardesque Victuals Zero Two” will be inaugurated on October 23<sup>rd</sup> at 6.30pm at Palazzo Velli Expo, Piazza Sant’Egidio 9, Trastevere, with the curator’s presentation and a poetical Reading. The show will last until October 27<sup>th</sup>. Opening hours: 10am/1pm and 2.30pm/5.30pm. Sunday October 27<sup>th</sup>: 10am/1pm. Free Entrance.

The project offers a researched program of interdisciplinary collateral events: two dinners with Renaissance recipes, performance of Renaissance a cappella music; an astronomy talk with live-electronics; a poetry reading and the choir of poets and a contemporary dance choreography.

“Leonardesque Victuals Zero Two”, conceived and curated by *Beth Vermeer*, with the scientific coordination of *Design for Everyday Life*, is part of the agenda of the “Rome Art Week”. The project was produced in collaboration with *Valeria Cirone*, Palazzo Velli Expo, under the patronage of the Municipality Centro, City of Rome. Moreover the exhibition obtained the partnership of various public and private companies like: Cultural Association *Studio Ottone Rosai*; *Istituto Caselli De Sanctis di Capodimonte*; *Museo di Leonardo*, Florence; *Casa Schlatter* Florence; *Brunellesca You Art*; Cultural Association *Il Gatto Certosino*; *Mini mu* Trieste; *Laboratorio 2RC Viareggio*; *Satura Gallery* Genoa; *Esse Caffè* Bologna. Documentation and video: *Ludovico Morandi* Venice; Public Relations and press office: *Calliope Bureau*, Florence. Wines offered by *Casale del Giglio*.

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