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FORTUNATO DEPERO'S WORKS IN SAN FRANCISCO

Exhibition will showcase drawings, prints, and collages by the iconic futurist designer

To celebrate the first 100 years of the futurist Manifesto, the Italian Cultural Institute of San Francisco will host an exhibition of works by Fortunato Depero, the designer known all over the world for his Campari soda bottle (still in production). The show will open Wednesday October 14 as the kickoff event for the city-wide project *Metal + Machine + Manifesto = Futurism's First 100 Years*, presented by SFMOMA and Performa with the Istituto.

The exhibition consists of 41 original works and 10 vintage prints. The original works include drawings (pencil or Indian ink), collages and tempera. In this way the exhibit represents the various techniques employed by Depero for his graphic work and advertisements. It also includes the sketches he made "on the spot" (*di getto*), in which the ideas for his final printed designs were first conceived.

The works range from the beginning of 1914 with a "newly-futurist" Depero, to 1949 with one of his last ad campaigns. Altogether it is a solid ensemble of Depero's graphic design work over the course of approximately 35 years. The exhibition displays various working drafts for campaigns done for Campari, Strega, Matite Presbiterio, Vanity Fair, Camel Cigarettes, and American Lead Pencil Co., as well as other studies made in the States.

The materials are posters and magazine covers from 1926 to 1932 that show the quality of the "finished product". Among these many were made in New York.

Futurism is an artistic and social movement that originated in Italy at the beginning of the Twentieth Century. Though it was mainly an Italian phenomenon its influences spread around Europe and invested various cultural aspects of society from design to gastronomy.

Fortunato Depero (1892-1960) wrote the manifesto *Ricostruzione futurista dell'universo* ("Futurist Reconstruction of the Universe") together with Giacomo Balla in 1915. This important theoretical document proposed moving beyond the painting, making use of every possible material. It also proposed that the artist move beyond his "borders", affecting other areas of human life: architecture, furnishings, fashion, printing, theater, and advertising.

The exhibition *Fortunato Depero 50* will be the first event of the series *Metal + Machine + Manifesto = Futurism's First 100 Years*, the project that marks the West Coast preview of Performa 09, curator RoseLee Goldberg's acclaimed New York City biennial of visual art performance. In an unprecedented collaboration between Performa and a consortium of Bay Area cultural institutions (spearheaded by SFMOMA as part of its Live Art series), *Metal + Machine + Manifesto* will premiere two projects commissioned by Performa, offering the first chance to see them outside of New York.

"We are very proud of this magnificent exhibition and very excited about this project" says Amelia Carpenito Antonucci, Director of the Italian Cultural Institute. "Working with some of the best

artistic institutions of the Bay Area is an honor and allows our organization to reach a broader audience interested in Italian culture”.

Fortunato Depero 50 is curated by art critic Maurizio Scudiero, from the Depero Archive in Rovereto. The works are on loan from various collectors through Studio 53, a gallery in Rovereto Italy that specializes in Futurism. The exhibition celebrates the fiftieth anniversary of the Depero Museum in the artist’s hometown of Rovereto (Italy).

CALENDAR OF EVENTS (in chronological order)

Ticket information and details for all events are available at sfmoma.org/futurism
EXHIBITION OPENING AND WEEKEND KICKOFF

Fortunato Depero 50

Wednesday, October 14, 6:30 p.m.

Italian Cultural Institute, 425 Washington Street, San Francisco

PRINTMAKING EVENT

“Let me have my fun”: Aldo Palazzeschi on the Press

Kathleen Burch, cofounder, The San Francisco Center for the Book; John McBride, editor, *Invisible City*; Paul Vangelisti, translator and poet

Thursday and Friday, October 15 and 16, 2–5 p.m. (drop-in hours)

The San Francisco Center for the Book, 300 De Haro Street, San Francisco

PHYLLIS WATTIS DISTINGUISHED LECTURE

Marjorie Perloff on the Futurist Moment

Marjorie Perloff, literary critic

Thursday, October 15, 7 p.m.

Phyllis Wattis Theater, SFMOMA, 151 Third Street, San Francisco

PERFORMA 09 PREVIEW PERFORMANCE

Music for 16 Futurist Noise Intoners

Friday, October 16, 8 p.m.

Novellus Theater, Yerba Buena Center for the Arts, 700 Howard Street, San Francisco

SYMPOSIUM

Poetry + Painting + Politics x Professors =Futurism Past

Saturday, October 17, 1 p.m.

Phyllis Wattis Theater, SFMOMA, 151 Third Street, San Francisco

BANQUET

OPENfuture: Spinning Marinetti’s Wheels

OPENrestaurant, artist group; Luciano Chessa, composer

Saturday, October 17, 8 p.m.

Evelyn and Walter Haas Jr. Atrium, SFMOMA, 151 Third Street, San Francisco

PERFORMA 09 PREVIEW SCREENING AND PERFORMANCE

Action! Futurism Projected + Performed

Sunday, October 18, 4 and 7:30 p.m.

Brava! for Women in the Arts, 2781 24th Street, San Francisco

Metal + Machine + Manifesto = Futurism’s First 100 Years is coorganized by Performa and SFMOMA with the Italian Cultural Institute. The project is copresented with Brava! for Women in the Arts, The San Francisco Center for the Book, UC Berkeley Department of Italian Studies, and Yerba Buena Center for the Arts.

About the Italian Cultural Institute of San Francisco

The Istituto Italiano di Cultura of San Francisco promotes Italian language, culture and the best of Italy in its assigned consular area (Northern California, Oregon, Washington, Idaho, Utah, Montana, Alaska, Hawaii and the Pacific Islands) by disseminating information about Italy, offering scholarships, and presenting cultural events including art exhibitions, film screenings, concerts, lectures, book presentations, poetry readings, round table discussions and other events. Its goal is to foster mutual understanding and cultural cooperation between Italy and the United States. The Italian Cultural Institute of San Francisco presents a rotating exhibition schedule, video and book libraries containing Italian books, cds, dvds, journals and newspapers; and information and documentation on cultural matters in Italy.

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CALENDAR EDITORS PLEASE LIST:

WHAT: *Fortunato Depero 50*

WHEN: October 14 – November 13, 2009

WHERE: Italian Cultural Institute, 425 Washington St, suite 200, San Francisco CA 94111

ADMISSION: free (RSVP mandatory for the opening)

INFO: www.iicsanfrancisco.esteri.it; (415) 788-7142;

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