

## Ca' Corniani – Avant-Garde Land

25/06/2019  
PRESS RELEASE

Landscape, art, and agriculture: Genagricola gives the historical estate of Ca' Corniani back to the community, as a symbol of a renewed countryside.

Today, the three contemporary artworks by Alberto Garutti called “The Three Thresholds”, which will welcome visitors to Ca' Corniani, were inaugurated.

*At the heart of the landscape renewal project is a 32 km cycling path connecting Ca' Corniani with the surrounding land, including 5 km of pollination strips, 7 km of tree rows, and a conservative recovery of part of the historic infrastructure.*

*The redevelopment of Cà Corniani belongs to a wider process of development by Genagricola, the agri-food holding company of Generali Italia, which combines cutting-edge agricultural techniques with targeted initiatives for the renewal of the landscape for multifunctional purposes.*

**Giancarlo Fancel, Chairman of Genagricola and Chief Financial Officer of Generali Country Italia, stated:** *"The ability to look ahead is the common thread that has connected business, land, and community together at Ca' Corniani since 1851. Today's redevelopment project makes Ca' Corniani the symbol of a renewed campaign to benefit the community and attract millions of tourists to visit our beaches, and includes the development of new landscape infrastructure, as well as cultural, natural, and functional advancements throughout the entire property. With this new interpretation, the 1770 hectares of Ca' Corniani are being returned to the community, to increase the overall wellbeing of the entire area and its people through smart, sustainable growth."*

Caorle (VE). The ribbon has been cut at "**Ca' Corniani – Avant-Garde Land**", a landscape renewal project at the historic estate of **Genagricola** that combines agriculture, art, and landscape. Ca' Corniani, with its 1770 hectares of land in the countryside of Caorle (Venice) is one of the largest agri-food companies in Italy.

The renewal project began in 2017, according to a 2015 master plan by the architect Andreas Kipar of the international studio LAND.

The project includes various “ordinary” interventions spread throughout the property, realized in collaboration with Genagricola’s agricultural management, and an “extraordinary”, site-specific contemporary art installation, “The Three Thresholds”, at the estate’s entrance.

The site’s interventions, designed to enhance its historical and cultural identity, include 3 hectares of new groves, 7 km of rows of trees, and 5 km of pollination strips (to encourage the reproduction of bees) with flowers throughout the spring-summer period, the introduction of 32 km of cycling paths connecting Ca' Corniani with the surrounding area, a bicycle station, and several equipped rest areas.

### **THE THREE THRESHOLDS – WORKS BY ALBERTO GARUTTI**

The site’s innovative combination of art and agriculture is represented by the works of the artist **Alberto Garutti**, who won the international competition for the installation, created by **Andreas Kipar**. These works are entrusted to **Eight Art Project**, with the artistic curatorship of **Elena Tettamanti** and **Antonella Soldani**. They embody “The three thresholds” through which visitors have access to the estate, made up of three site-specific works that, by means of an innovative approach, communicate the richness of the “Ca' Corniani – Avant-Garde Land” area and its strong inclination for agriculture and production. A **large golden roof for an old abandoned farmhouse**, a **LED sign that lights up with every bolt of lightning that strikes in Italy**, and **sculptures of dogs and horses living on one of the farms** — these are the works that will greet visitors to the historic estate of Ca' Corniani. Today, as in the past, the estate returns to the community to increase the overall well-being of the area and its people through smart, sustainable growth, with the same innovative approach that has historically marked the site.

### **THE RESTORATION**

The estate’s most historically and symbolically valuable buildings— i.e. the wine cellar and the dewatering pump—have undergone a major restoration and now house multimedia installations that guide visitors through the various historical periods of Ca' Corniani. In the cellar, a photographic exhibition curated by Alinari tells the estate’s story with original documents from the archives of Ca' Corniani and the historical archives of Generali, as well as from private collections.

The combination of art, agriculture, and openness to the community are part of the philosophy of **Valore Cultura**, a Generali Italia’s program launched in 2016 to increase public access to art and culture. The project combines this mission with the innovative approach that has historically distinguished Ca' Corniani.

### **GENAGRICOLA, WITH MORE THAN 8,000 HECTARES IN ITALY, THE COUNTRY’S LARGEST AGRIBUSINESS, COMBINING AGRICULTURE, INNOVATION AND SUSTAINABILITY**

The redevelopment of Cà Corniani is part of a wider development process by Genagricola, the agri-food holding company of Generali Italia which, with 23 companies in Italy, combines cutting-edge agricultural techniques with targeted initiatives to renew the landscape for multifunctional purposes. Genagricola bases

its activities on the principles of safety at work, sustainability, and compatibility with the needs of the community. At the forefront of technology and agriculture 4.0, the company uses the most modern technologies for the cultivation of its estates, including agrometeorology stations, predictive systems to support decisions, satellite imagery, digital mapping of farms, self-driving machines, and chemical soil analysis, with the aim of minimizing environmental impact. This context of precision agriculture gave rise to the masterplan for "Ca' Corniani as "Avant-garde Land", with which the company is reinventing itself as a multifunctional center open to the community and cultural initiatives.

### **ALBERTO GARUTTI**

An artist and a teacher, Alberto Garutti held the Chair of Painting at the Brera Academy in Milan from 1990 to 2013, and currently teaches at the IUAV in Venice. He has participated in major international events such as the Venice Biennale, the Istanbul Biennale, Art to Art (2000 and 2005) and the Memory Marathon at the Serpentine Gallery in London (2012).

His search for an open dialogue between contemporary artwork, spectator, and public space has earned him invitations to create works for cities and museums around the world. Among his most famous works are "To those born today" dedicated to the cities of Bergamo, Ghent (Belgium), Istanbul (Turkey), Moscow (Russia), Plovdiv (Bulgaria) and Rome; Piccolo Museion in Bolzano; "Dedicated to the inhabitants of houses" for the 21st Century Museum of Contemporary Art in Kanazawa (Japan); the permanent installation realized for the Zegna Foundation in Trivero; "All the steps" installed in Siena, Antwerp (Belgium), at the Malpensa Airport and Cadorna Station in Milan, in Piazza Santa Maria Novella in Florence, outside the LAC Museum in Lugano (Switzerland) and Kaunas (Lithuania); and the work in Piazza Gae Aulenti, in the heart of the Porta Nuova district in Milan. On the occasion of the solo exhibition at Milan's Padiglione d'Arte Contemporanea, edited by Paola Nicolini and Hans Ulrich Obrist, the book *Alberto Garutti, caption/caption* was published. In 2019, on behalf of the Ministry of Culture, he will create a permanent work for Palazzo Ardinghelli in L'Aquila, curated by the Maxxi Museum in Rome.

On July 2nd, the work "To those born today" will be inaugurated in Piazza del Popolo in Rome as part of the exhibition "The Street. Where the World is Made", curated by Hou Hanru for the Maxxi Museum.

### **CA' CORNIANI**

Ca' Corniani is one of the largest agri-food companies in Italy, with 1,770 hectares of land planted mainly with herbaceous crops. Once a salt marsh—the farm is located a few hundred meters from the Adriatic coast at an average altitude of 70 cm below sea level—it became the scene of the first and largest reclamation by private individuals in the history of Italy in 1851, 70 years before the great state-run reclamations. Today it is a model farm, encompassing three out of four of

Genagricola's main sectors of activity: herbaceous crops, viticulture, and production of renewable electricity. The considerable size and centuries of experience in the area also make it an ideal place for the development and testing of sustainable agriculture, in line with the philosophy of Genagricola.

-----

### **Genagricola**

Genagricola SpA, an agri-food holding company controlled by Generali Italia, is the largest Italian agri-food company, with a cultivated area of over 15,000 hectares on 26 farms—23 in Italy, with a cultivated area of about 8,000 hectares, and 3 in Romania with a total of 7,000 hectares. The company's activities cover several sectors: viticulture (900 hectares of vineyards), fruit growing, herbaceous crops, seed and animal feed sectors, livestock breeding, and two forests, as well as energy production from biomass.

### **LAND**

LAND – Landscape Architecture Nature Development – is an international landscape architecture studio founded in 1990 in Milan by Andreas Kipar and Giovanni Sala. The LAND group is made up of landscape architects, agronomists, and planners. The holistic approach of this team combines research and innovation to offer solutions adapted to contemporary social and environmental challenges. Its design experience includes strategic master plans on a regional scale, open commercial and corporate spaces, urban parks, and waterfronts, as well as environmental recovery and urban regeneration of disused industrial sites and abandoned areas on an international scale, such as in Russia, Turkey, Brazil and the Middle East. LAND encompasses the companies LAND Italia Srl, LAND Suisse Sagl and LAND Germany GmbH under a single brand.

### **Eight Art Project**

Eight Art Project is a company founded on the initiative of Elena Tettamanti, an architect, graduate of Politecnico di Milano, an expert in applied arts and an artistic curator. Eight Art Project researches and selects themes of contemporary art and design with an interdisciplinary character, inspiring the production and implementation of artistic projects in collaboration with public and private institutions with the aim of making cultural enterprise. For the research and curation of its projects, Eight Art Project relies of the contribution of its founder Elena Tettamanti and a team of experts and collaborators.

### **Generali Italia**

Generali Italia is the most well-known insurance company in Italy and a market leader with over 23 billion total premiums, 10 million customers, a widespread network of over 40 thousand distributors, in addition to online and bancassurance channels, 13 thousand employees, more than 16 billion services provided per year, and 120 billion assets under management. Generali Italia is the parent company of Alleanza Assicurazioni, Das, Genagricola, Genertel and Genertellife, Generali Welion and Generali Jeniot.

**Press Office:**

Ufficio stampa e P.R. –  
Genagricola Gagliardi & Partners  
T. + 39 049 657311  
E. [gagliardi@gagliardi-partners.it](mailto:gagliardi@gagliardi-partners.it)

Media Relations Generali Italia  
Carla Di Leva  
M. +39 345 6068447  
E. [carla.dileva@generali.com](mailto:carla.dileva@generali.com)  
Arcangelo Daraio  
M. +30 333 2006732  
E. [arcangelo.daraio@generali.com](mailto:arcangelo.daraio@generali.com)