



## Ca' Corniani. Terra d'avanguardia.

### Press Release

**Ca' Corniani. Avant-garde land: the historic Genagricola estate is reborn with a landscape enhancement project and an international art competition.**

**Monica Bonvicini, Alberto Garutti, Carsten Höller, Tobias Rehberger and Remo Salvadori are the artists invited to devise the works for the three access points to Ca' Corniani.**

**Proclamation of the winner at the Milan Triennale on 12 October.**

With the Competition for the Three Thresholds – a restricted international art competition curated by Eight Art Project – the project gets under way for the landscape enhancement of Ca' Corniani, the historic Genagricola estate that is one of Italy's largest agricultural companies, with its 1700 hectares stretching across the hinterland of Caorle in the province of Venice.

**Five European artists** – Monica Bonvicini, Alberto Garutti, Carsten Höller, Tobias Rehberger and Remo Salvadori – **have been invited** by Elena Tettamanti and Antonella Soldaini, artistic curators of the competition, **to create site-specific works for each of the three access points to Ca' Corniani with the aim of marking the entrance to the estate and telling the story of the richness of this area with its strongly agricultural and production-oriented vocation.**

The award ceremony is envisaged for 12 October 2017 at the Milan Triennale.

The winning project will be officially inaugurated in late May 2018, on the occasion of the 16<sup>th</sup> International Architecture Exhibition at the Venice Biennale.

The idea of using contemporary art to establish a new relationship between the culture of agricultural production, the nature of the locations and the community came about directly from the landscape masterplan, the planning of which was begun in 2014 by the LAND international landscape architecture studio and Andreas Kipar, the author - along with Giovanni Sala - of the entire enhancement strategy and landscape curator of the art competition.



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### Ca' Corniani. Avant-garde land

**“The capacity to look forwards”** – underlines Giancarlo Fancel, President of Genagricola S.p.A. – **“is the thread running through the history that holds together enterprise, territory and population at Ca' Corniani.** Talking about avant-garde when referring to agriculture, our society's oldest productive economic sector, might seem a little ambitious. Yet this sector, today still fundamental for life, has always lived with an avant-garde attitude and through innovation”.

“With this spirit, Ca' Corniani is now ready to go along a new and as yet unexplored path, **integrating its business model with new activities with a cultural vocation. And Culture will be the new *avant-garde* of Agriculture**”, adds Alessandro Marchionne, Managing Director of Genagricola.

“Embracing the idea of an art competition as one piece in a more extensive plan for the increased appreciation of Ca' Corniani” – confirms Andreas Kipar – “demonstrates the attention that Generali Italia and Genagricola devote to their heritage: **landscape, art and agriculture are today together to trigger a cultural process of the gaining and sharing of knowledge of a location** going beyond its geographical value, making the community responsible and growing over the years to bear fruit”.

### The Competition for the Three Thresholds

The competition is an opportunity for interacting and relating between the artists and Ca' Corniani: on one hand it introduces them to the high historical and productive value of the location, on the other it prompts forms of sharing with the local and extended socio-cultural context, so that **art and agriculture can stably integrate as a new line of development and revitalisation of the territory.**

“We decided on these five artists” – say Elena Tettamanti and Antonella Soldaini, artistic curators – “in the certainty that they will be capable of experimenting and interacting with the specificity and uniqueness of this environment. **Bearing in mind the peculiarities of the territory, we asked them to focus on the concept of “threshold”**, a theme that highlights its character well, together with the hospitable and welcoming attitude the property has always possessed”.

In fact Ca' Corniani has the interesting peculiarity of being a completely flat territory surrounded by water, the confines of which are delimited by the banks of the River Livenza and the artificial canals built at the time of the land



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reclamation in 1851. **The three access points, reachable by land and water, are therefore strategic for the estate: Three Thresholds**, physical and symbolic, the meaning of which is to be interpreted in the sense given by Robert Venturi of “a point tension between two polarities”. The works created for these three key points will be capable of attracting interest and sparking a process of discovery of the location, taking into consideration the reality of Ca' Corniani, what it has represented in the past and what it will become in the future.

An **international jury**, composed of **Gabriella Belli** (Director of the Foundation of Civic Museums of Venice), **Pippo Ciorra** (Senior Curator, MAXXI Museum), **Philippe Donnet** (Managing Director and Group CEO, Assicurazioni Generali), **Giancarlo Fancel** (President of Genagricola and Chief Financial Officer of Generali Italia), **Andreas Kipar** (Founding Partner of LAND), **Beatrice Merz** (President of the Swiss Merz Foundation and the Mario Merz Prize), **Marco Sesana** (Country Manager and Managing Director of Generali Italia), **Elena Tettamanti** (Founder of Eight Art Project) and **Vicente Todolì** (Artistic Director, Hangar Bicocca), will have the task of evaluating the five projects presented and identifying the winning artist, who will be assigned the task of creating three works for the Three Thresholds.

### More info:

[cacorniani.genagricola.it/](http://cacorniani.genagricola.it/)

### Press kit and images:

<https://goo.gl/Pmf2Be>



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