After spending its first 5 years exhibiting 1960s Milanese artists - with exhibitions dedicated to Lucio Fontana, Enrico Castel- lani, Dadamaino, Turi Simeti and Paolo Scheggi - Tornabuoni Art Paris inaugurates the opening of a second path through Italian art: Roma Pop.

In the 1960s, the artistic climate in Rome is very different from Milan. The capital has a stronger dialogue with the United States and is subject to a strong influence of the language of American Pop Art.

By the late 1950s, Roman Pop precursors emerged, such as Mimmo Rotella with his appropriation of street posters through a painstaking peeling; followed by Mario Ceroli, the School of Piazza del Popolo, Tano Festa, Franco Angeli and Mario Schifano.

This experiment and research on the image differs from the other Italian art scenes of the moment being the Milanese mo- nochrome, the formal expression of the Gruppo Forma and the informal expression of the Gruppo degli Otto. It appears in a crucial time in the evolution of Italian society and customs of the 20th century: between the economic boom and its typical dolce vita.

In fact, this Italian language, similar to the American Pop, develops its own peculiarities defined by cultural references to the past, art and history. Mickey Mouse, Marilyn and Coca-Cola are then swapped for Mona Lisa or Michelangelo.

For example, Tano Festa focuses on the Renaissance's masters, in particular Michelangelo, and re-populizes these images, part of Roman people's daily life.
In the same way, the Riace bronzes can be found in Mario Ceroli’s work. His aim is to honour the great classics of the history of art and the Greco-Roman civilization.

Meanwhile, Mimmo Rotella retrieves images from the street to raise them to the rank of art. He uses posters, advertisements with which he for instance created in 1958 his famous Cinecittà series, inspired by the history of Italian and American cinema.

Franco Angeli focuses on American capitalism and the strategies of power, mixing ancient and modern symbols, icons and tragic memories of human horror. In this work can be found the swastika, the hammer and sickle, or the “Half Dollar” Eagle, symbol of a US currency produced in the 1960’s during the Civil War.

Roma Pop aims to explore Italian Pop culture in all its variety and originality. It will be presented in parallel to The World Goes Pop now at the Tate Modern and the preparation of an exhibition about narrative figuration in the 1960s Italy at the Guggenheim in Venice.

Following Italian spatialism, the Roma Pop exhibition is presented as the key step, leading the gallery to a new path: Arte Povera in Turin.

About the gallery

Tornabuoni Art in Paris presents the work of Fontana, Castellani, Manzoni, Dorazio, Bonalumi, Dadamaino and Boetti together with the major protagonists of the Italian Novecento such as De Chirico, Morandi, Balla, Severini and Sironi. The gallery also proposes works of essential artists of the 20th Century such as Picasso, Mirò, Kandinsky, Hartung, Poliakoff, Dubuffet, Lam, Matta, Christo, Wesselmann, Warhol and Basquiat.

Since inaugurating its Parisian space in 2009 with an exhibition dedicated to Lucio Fontana, Tornabuoni Art has organized numerous monographic exhibitions, always in close consultation with the artists or the foundations that represent them.


Besides these solo shows, the gallery also presents group shows such as «The Monochrome Under Pressure» (2012), «Bianco Italia» (2013), «Between Sign and Writing: a path through Italian art» (2014) or «Ceci n’est pas une idée» (2015) brought together by different curators who are given carte blanche, each show offering a unique approach to the gallery’s collection. The gallery has added a touch of contemporary art to the family tradition and love for Italian art, in particular with the artist Francesca Pasquali.

In October 2015, the gallery opened a new exhibition space on 46 Albemarle Street in London’s Mayfair, an important meeting point for the European and American art market, with an exhibition dedicated to Lucio Fontana.

Press contact
Sylvie Robaglia
Art & Communication
+33 6 72 59 57 34
sylvie@art-et-communication.fr
www.art-et-communication.fr

Gallery contact
Francesca Piccolboni
director
+33 7 85 51 36 42
fpiccolboni@tornabuoniart.fr
www.tornabuoniart.fr

For more information on the history of the gallery and its activity, please visit www.tornabuoniart.fr.
Follow us on Twitter (@TornabuoniArt), Facebook (@TornabuoniArt), Instagram (@TornabuoniArt) via the hashtags #RomaPOP #TornabuoniArt.

Artwork: Tano Festa, Sequenza di balletto, 1965, Enamel on canvas, cm 150 x 200 / in 59.1 x 78.7
Photos available

Mario Ceroli, Tuffatore, 1990
Russian pine wood
cm 240 x 118 x 50 / in 94.5 x 46.5 x 19.7
 Courtesy Tornabuoni Art

Tano Festa, Sequenza di balletto, 1965
Enamel on canvas
cm 150 x 200 / in 59.05 x 78.7
 Courtesy Tornabuoni Art

Mario Schifano, Ricordando Balla, 1979
Enamel on canvas
cm 180 x 120 / in 70.9 x 47.2
 Courtesy Tornabuoni Art

Pino Pascali, Veliero, 1962
Mixed technique on panel
cm 110 x 170 / in 43.3 x 66.9
 Courtesy Tornabuoni Art

Franco Angeli, Frammenti, 1979-1982,
Varnish on canvas
cm 160 x 130 / in 63 x 51.2
 Courtesy Tornabuoni Art

Cesare Tacchi, Per i Beatles, 1965
Painting on cloth relief laid on panel
cm 200 x 260 / in 78.74 x 102.36
(two panels of cm 200 x 130 / in 78.7 x 51.2)
 Courtesy Tornabuoni Art