

## POIUYT. Point Zero

### Critical practices in contemporary Italian photography

POIUYT

On **March 18, 2017 at 6.30 pm MLZ Art Dep** will host the opening of the exhibition **Point Zero. Critical practices in contemporary Italian photography**, the first initiative launched by the collaborative project **POIUYT**.

**POIUYT** is a research platform on images that aims at spreading a critical approach towards such key language in the contemporary world through reflection, collective exchange and participation.

The project, supported by **MLZ Art Dep** in Trieste, **Galleria Michela Rizzo** in Venice and **Metronom** in Modena, kicks off with **the exhibition Point Zero. Critical practices in contemporary Italian photography**, opening in Trieste on **March 18 at 6.30 pm**.

The exhibition introduces the group, which is composed of curators **Francesca Lazzarini** and **Gaia Tedone** and artists **Alessandro Sambini**, **Discipula** and **The Cool Couple**, at the moment when their interests intertwine and their collaboration starts. Although they all come from a background in photography, they share an inclination to push its boundaries. The platform was conceived in response to an urge to start a collective reflection on the dominating role of images in our networked society and on their political implications.

The rapid technology advancements in the last decades have radically changed the modalities of production, distribution and use of images at a global scale, questioning their very nature and opening new artistic and epistemological research paths.

In such a vein, *Point Zero* gathers a set of practices sharing a specific research trajectory, which is an alternative to both traditional documentary photography and to stylistic experimentations on the medium, as it is based on the integration of such opposite poles. Within such practices, a thorough research on content is juxtaposed to a reflection on the consequences deriving from the choice of specific devices. A constant thread, besides, is the awareness of the political meaning of images as key ingredients in the way the world is represented and reality is shaped.

The set of practices on display are exemplary of such research trajectory and share a precise strategy: the appropriation of existing models of key sectors in present-day society and their analysis through their re-contextualization within the exhibition space. Alessandro Sambini's installation encompasses within the imaginary room of a fan a number of elements relevant to *Replay!*, a TV game show based on the remake of viral videos inspired by iconic media events, like the death of Saddam Hussein or Gaddafi, or by iconoclast acts of recent times. *How Things Dream* by Discipula focuses on corporate culture through Aura, a company that provides a variety of services in different fields like domotics, safety and health, and whose identity is based on the merge of the Californian ideology of Silicon Valley with neo-liberalist promises. With the installation *Karma Fails* (the first chapter of the *Turbulent Times* cycle dedicated to the Anthropocene era) The Cool Couple reflect on the outburst of oriental philosophies in Western society and on the use of meditation techniques as a bio-political tool.

POIUYT's website will be launched during a **special event at Galleria Michela Rizzo in Venice on May 11 at 12 pm** alongside the contributions that artists such as Fabrizio Bellomo, Francesco Jodice, Bruno Baltzer & Leonora Bisagno and Swedish duo Klara Källström & Thobias Fältd have given to the initial phase of the project. In addition, the first of a series of publications relevant to the platform's initiatives will be presented.

Upcoming activities from POIUYT include an exhibition at Galleria Michela Rizzo, scheduled for February 2018 and another at Metronom, to be held in fall 2018.

*The 'poiuyt' is an impossible object, a complex and paradoxical figure that changes according to where the attention of the beholder is focused. An optical illusion that imposes a reflection. The 'poiuyt' becomes the symbol of a critical tendency that is necessary to consciously handle the way we deal with the power of images. The name derives from the last six letters in the top alphabet row of a computer's keyboard, typed backwards.*

**Discipula** is a collective operating in the field of contemporary visual research founded in 2013 by MFG Paltrinieri, Mirko Smerdel and Tommaso Tanini that through image-based art projects, printed matter, lectures and workshops focuses on the exploration of the role and use of images in the contemporary mediascape. Discipula refers to images as political and economic tools, means of power and control whose ambiguous nature can be controlled to determine shifts in the perception of reality. Discipula's collective and solo shows include: Krakow Photomonth, Unseen Photo Fair - Amsterdam, Photo 50 - London Art Fair, Matildenhohe Darmstadt, FORMAT Festival - Derby, Kunsthalle Budapest, Tokyo Institute of Photography. The collective has been awarded with prizes including: Les Rencontres d'Arles - Author Book Award 2015, Premio Francesco Fabbri 2016, Premio Bastianelli 2015, Premio Pesaresi 2014. They were invited by Fotomuseum Winterthur to Plat(t)form 2017. ([www.discipulaeditions.com](http://www.discipulaeditions.com))

**Alessandro Sambini** (Rovigo, 1982) lives and works in Milan, where he moved after graduating in Art & Design at Libera Università in Bolzano and further to completing an MA in Research Architecture at the Visual Cultures department of Goldsmiths College, University of London. In Milan, he started working with images, video and mixed media, exploring the needs and modalities that regulate the production of new images, their circulation and dissemination, and the various relationships that exist between the image itself and its viewers. His works have been exhibited in major museums such as MUSEION, FORMA, MUFOCO, MAST, MA\*GA, Triennale di Milano and at the Kunsthaus in Graz. He was selected by Fotomuseum, Winterthur for Plat(t)form 2017. ([www.alessandrosambini.com](http://www.alessandrosambini.com))

**The Cool Couple** (often abbreviated to **TCC**) is a Milan-based artist duo established in 2012 by Niccolò Benetton (1986) and Simone Santilli (1987). Their research focuses on the friction points that are generated daily in the relationship between people and images. The idea that images act as active hubs in a network, combined with a strong emphasis on production, results in the use of several forms of expression, ranging from fine art photography to electrostatic wipes, meditation rooms and Chinese cover-bands. TCC's works have been exhibited internationally at Centro di Cultura Contemporanea Strozzi, Fondazione Bevilacqua La Masa, Unseen Photo Festival, Centquatre, Les Rencontres des Arles, MACRO Museum. They were selected by Fotomuseum, Winterthur for Plat(t)form 2015. TCC received the Premio Fabbri for contemporary photography in 2014, the Premio Graziadei in 2015 and the Premio Gruppo Euromobil Under 30 2017. Niccolò and Simone co-founded the cover band Rui & the Rainbow Dragons. ([www.thecoolcouple.co.uk](http://www.thecoolcouple.co.uk))

#### **POIUYT. Point Zero. Critical practices in contemporary Italian photography**

March 18 - June 18, 2017 (opening Saturday March 18, 6.30 pm)

**MLZ Art Dep** - Trieste, via Galatti 14

[www.mlzartdep.com](http://www.mlzartdep.com) - [marco@mlzartdep.com](mailto:marco@mlzartdep.com)

#### **POIUYT. The project**

Thursday May 11, 2017, 12 pm

**Galleria Michela Rizzo** - Venice, Ex Birreria, Giudecca 800/Q ('Palanca' Vaporetto stop)

[www.galleriamichelarizzo.net](http://www.galleriamichelarizzo.net) - [info@galleriamichelarizzo.net](mailto:info@galleriamichelarizzo.net)

#### Upcoming exhibitions

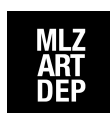
February 2018: **Galleria Michela Rizzo** - Venice, Ex Birreria, Giudecca 800/Q

Fall 2018: **Metronom** - Modena, Viale G. Amendola 142

[www.metronom.it](http://www.metronom.it) - [info@metronom.it](mailto:info@metronom.it)

*Contact:*  
[info@poiuyt.it](mailto:info@poiuyt.it)

*Press Office:* Tamara Lorenzi communication  
[me@tamaralorenzi.com](mailto:me@tamaralorenzi.com) | [www.tamaralorenzi.com](http://www.tamaralorenzi.com)  
+39 347 0712934



GalleriaMichelaRizzo

