Valentina Cameranesi

"Panorama"

under the curatorship of Annalisa Rosso

With this exhibition, the designer Valentina Cameranesi follows an impulse to build a world according to her likeness, thereby wanting to explore the hypothesis of happy eyes. Five display windows open onto the display, giving a panoramic view of her inner landscape. The installation makes explicit a number of cardinal elements in her work: subject, visual language and conversation partner. New materials such as metal are added to elective ones such as fabric and ceramics, pointing to recent developments in her intense, complex artistic exploration – most of it unseen until now.

Our eye is guided through a rarefied atmosphere, an illusory comfort zone transcending canons and definitions. But the subconscious is at work, and the careful observer will discern disturbing factors of subtle interference in the superficial harmony. These background noises are the true key to this creative process. Her uninterrupted dabbling with references to the 1980s and '90s, with clichés, literature and frozen frames from movies and video clips is an exercise in appropriation, elaboration and finally, their portrayal in a new form. It is a deliberate attempt to face the past, but one that is concentrated in the present and projected onto the production of objects and the designing of space. Here, Cameranesi takes standard elements of industrial production and processes them through a personal filter in order to make them an integral part of her vision.

Her study involves the mechanisms of desire. It uses photography as a medium to transmit suggestions and control the eye. It is the fantasy reconstruction of an important, transitory phase in Valentina Cameranesi's musings. It is executed with the aim of immersing herself freely in her imagination. This exhibition is dedicated to the eyes without didactic or definitive presumptions.