

# ARTIST RESIDENCIES AMONG BOROUGHES AND CASTLES

Artists in residence  
**Simone Martinetto**  
**Daniele Ratti**  
**Saverio Todaro**

Art director  
**Patrizia Rossello**

From 14 October  
To 16 December 2018

**Govone**  
**Guarene**  
**Castellinaldo d'Alba**

Info

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*Creativamente Roero* is an important chance for our Municipalities to create an innovative cultural landscape as a main objective, through a stimulating dialogue between the language of contemporary art and the citizens.

These lands, so rich in beauty - masterly preserved over time - feel the need to open up to other interpretations of the every day life, making it a source of inspiration through knowledge.

It comes to existence an exchange where everyone becomes a protagonist and contributes to the production of works as real heritage of all of us thanks to the artists. They see the places with new eyes and approach in different ways, sharing projects with the people who get an awarness, maybe forgotten over the time.

*Giampiero Novara*  
Mayor of Govone

*Franco Artusio*  
Mayor of Guarene

*Giovanni Molino*  
Mayor of Castellinaldo d'Alba

*Creativamente Roero*, a project led by Centro Culturale San Giuseppe, aims to build up a net among the realities of Roero since the beginning, creating a common cultural workshop and its related artistic paths, a project favourably supported by the Municipalities. Local communities were not used to cooperate with each other until a few years ago. The recognition by UNESCO of the vineyard landscape of Langhe-Roero and Monferrato as World Heritage, brought about an in-depth operational change through coordinated movements designed to pass on the identity values of this land to future-generations.

*Creativamente Roero* entirely falls within this innovative overall view meant to grow and develop further, by leaving significant artistic charming traces in our boroughs.

*Roberto Cerrato*  
President of Centro Culturale San Giuseppe (Alba)  
Project coordinator

*Creativamente Roero – Artist residencies among Villages and Castles* was born in order to build up a net for the promotion of the Historical Villages of Roero and the places connected with wine and creativity, involving national and international artists.

The project aims to promote high-value cultural activities and, at the same time, to be a mean to attract tourists in the area.

Artist residencies will be organised every year in the villages involved in the project. At the end of the residencies the artists are asked to make a presentation of their works during a final event. The event will be held in the involved villages during a weekend , like a travelling festival.

Over the years it will be created an immersive art-route, which will go through villages and castles of Roero, as a continuous mean to promote the area.

*Aldo Buzio*  
*Monica Chiabrando*  
Project developers

## IL NOSTRO LAVORO

The Chinese Rooms of Govone Royal Castle are the source of inspiration for the first edition of *Creativamente Roero*. Its amazing wallpapers describe the production cycles of silk, tea, porcelain and rice; they offer, through the filter of art, a unique chance to known the ancient main production cycles of the Orient.

Today – like in the past – it is a priority to study the subjects related to the world of work. The contemporary artistic languages can be a useful mean of dialogue and analysis between the typical hard-working people of Roero and the constant need of research and study of artists. Simone Martinetto, Daniele Ratti and Saverio Todaro were invited to participate, since they are representative of the emerging artistic scene of our country, but also because their are able to be inspired from new places and communities with which they interact proactively.

The theme of work has been approached from three different perspectives and languages. Martinetto has focused his video installation, in Govone, on the relationship between education and work analysing how knowledge is conveyed.

Ratti has enhanced the Art Gallery of Guarene and its art history through the involvement of the audience in its projects.

Todaro has created a public work of art in Castellinaldo, you can enjoy it in an open-air museum, which symbolizes the link between the environment and its history.

*“The real discovery - as Proust said – is not finding new territories but seing with new eyes”.* That's true: art helps us to see what surrounds us in a different way. It gives us awarness and an innovative boost; it creates positive, unexpected ideas, so that none of us feels like before.

*Patrizia Rossello*  
Art Director





Simone Martinetto  
**Handover of offices**  
2018-08-27 video-installation (projection on a notebook), about 9 min.

What are the most important things school and family give us as a legacy to pass on and treasure? Two pieces about handover, about what we take and what we leave. A video projected on a notebook shows how two sisters (10 and 11 years old) view their lives in a small village of Roero. They attend school in a class with student of different ages and their family produces wine. The video questions: how much the teacher and the father passed down to them? Is work a transfer of knowledge and skills? What is each person able to learn? What are the most vivid memories and the dreams for the future. The second piece is a photographic installation produced during a workshop with the students of a primary school. It shows couples of portraits with handwritten notes, which represent the mutual communicative exchange between two people, a child and an adult.



Daniele Ratti  
**DT 1**  
2018, Guarene  
Photographic portraits  
Sizes 140x140 cm print on a transparent support

I tried to render the same intensity of a drawing when I photographed the people coming from the village or other places, who took part in the project. I used different instruments - the camera and the light - than the charcoal, in a set staged in the village square. The images hanging among the residential buildings of Guarene create a path going from the square to the Art Gallery. There, in the last room, you will find the charcoal drawing of Gabriella Ciocca by Dario Treves, 1972: an evocative, powerful and mysterious piece. The faces of the people in the pictures, printed on a transparent support, highlight a double component that strongly characterize them. People and spaces overlap and mix together, leading to a unique combination, an original and indivisible work of art.



**Roberto Cerrato**  
*President of Centro Culturale San Giuseppe*  
Project coordinator  
**Patrizia Rossello**  
*Art Director*  
**Monica Chiabrando**  
*Project developer*  
*Operational coordination*  
**Aldo Buzio**  
*Project developer*  
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**Elisabetta Serra**  
*Media Manager*  
**Elena Marcolin**  
*Secretary*  
**Mattia Gaido**  
*Video/photo maker*  
Turin Academy of Fine Arts  
**Laura Guarnier**  
*Organisational support*  
Project carried out in association with Phanes  
**Domenico Maria Papa** - President  
**Simonetta Carbone**  
*Media relations*  
**Shobyte Srl**  
*Visual identity: logo and website*

All materials printed by **Piedmont Region**



Saverio Todaro  
**Share**  
2018, Water Tower of Castellinaldo d'Alba  
Wall painting , Real dimensions of the tower

The water tower – which is not used anymore - is a cylinder placed on the view point overlooking the town. An empty glass, the container of a liquid memory that nourished the population and reminded the people of their dependence on the sky. Water is a common good and - as a primary resource - it must be preserved and shared. The symbol of the Share, the piece's title, refers to drawing of the three circles and it reflects a precise expressive need used in all technological devices which enables us to share contents. The symbol is painted on the tower walls in order to evoke the people who are connected like water molecules or the grapes of the same bunch. The green background, in the colour scheme, makes building a landscape extrusion; the white fluorescent icons get charged with daylight and give it back at dusk like stars in a luminous suspension of elements.



# OPENING CEREMONY SCHEDULE SUNDAY 14 OCTOBER 2018

Govone Royal Castle	
10:30 a.m.	Diavoletti band concert Suzuki Cultural Association, Asti
11:00 a.m.	Govone Castle Prize first edition
12:00 a.m.	Simone Martinetto's work opening ceremony
01:00 p.m.	Lunch in the square by Govone "Pro Loco"
02:30 p.m.	Transfer to Guarene with shuttle services
Guarene Piazza Roma	
03:00 p.m.	Welcoming with music – Fòra 'd Tuva brass band
03:30 p.m.	Daniele Ratti's work opening ceremony
04:30 p.m.	Transfer to Castellinaldo with shuttle services
Water Tower and Piazza del Castello Castellinaldo	
05:00 p.m.	Saverio Todaro's work opening ceremony (Water Tower)
06:30 p.m.	Aperitif offered by "Vinaioli di Castellinaldo" (Piazza del Castello) Before the aperitif there will be a demonstration on how truffles are found.
06:45 p.m.	Waiting for the sunset and the night-vision of the artwork with background music
07:30 p.m.	Return to Govone with shuttle services

**Free shuttle service connecting the municipalities of Govone, Guarene and Castellinaldo d'Alba is only available, by reservation, on 14 October.**

**Info about the exhibitions opening hours and duration and about how to reserve on: [www.creativamenteroero.it](http://www.creativamenteroero.it)**

**Govone municipality**  
*Mayor* Giampiero Novara  
**Govone Residenza Sabauda Association**  
*President* Luca Malvicino  
**Guarene municipality**  
*Mayor* Franco Artusio  
*Cultural Councilor* Giuliana Borsa  
**Art Gallery of Roero**  
*Direttore* Dino Pasquero  
**Castellinaldo municipality**  
*Mayor* Giovanni Molino  
*Deputy Mayor* Marina Cerrato  
Association "Vinaioli of Castellinaldo"  
*President* Roberto Costa  
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**Take part to Creativamente Roero**  
**Municipality:** Castellinaldo d'Alba, Govone, Guarene, Magliano Alfieri, Monticello d'Alba, Pocapaglia, Sommariva Bosco, Santa Vittoria d'Alba, Vezza d'Alba  
**Association:** Centro Culturale San Giuseppe, Phanés, Craft, Govone Residenza Sabauda, Maestri di Territorio, Castrum Ajnaldi, Anforianus, Vinaioli di Castellinaldo, Teatro degli Acerbi, Biblioteca di Pocapaglia  
**Project partners**  
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Asilo Bianco Association  
Arte Pollino Art Association  
Fine Arts Academy of Turin  
Govone Residenza Sabauda Association  
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ATL Alba  
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Leader of the project

Govone Municipality

Guarene Municipality

Castellinaldo Municipality

In cooperation with

With financial support from

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Project selected