

GALLERIA POGGIALI | FLORENCE

Goldschmied & Chiari

CLOUD

From 30 September to 18 November 2023

Via Benedetta, 3r

On Saturday 30 September 2023, from 6 pm on, the exhibition *Cloud* by the duo *Goldschmied & Chiari* will open in the Florence venue of the Galleria Poggiali. The event is part of the Florence Art week that involves all the leading contemporary art institutions in the city, starting on 28 September.

This is the third solo show with the Poggiali Gallery by the artists Sara Goldschmied (Arzignano, 1975) and Eleonora Chiari (Rome, 1971), following their previous appearances in Pietrasanta and Milan, and after their success at the Venice Biennale in 2022.

In this show, the Via Benedetta premises will be occupied by an original immersive video *Cloud*, specially conceived for the occasion. In addition, a new circular photographic work on glass and mirror of a diameter of 140 cm synthesises the performances using smoke bombs – also portrayed in the video *Cloud* – that have become one of the duo's most iconic expressive hallmarks.

Cloud, full HD with a runtime of 9'30", was conceived in the attempt to sculpt an immaterial substance such as smoke, and the video installation was specifically designed for the Florence venue of the Poggiali gallery. On entering, the spectator is immediately immersed in the performative space of Goldschmied & Chiari where the entire architecture is transformed by exploding clouds of coloured smoke. The movie camera moves around the cloud to create a 3D effect, making it three-dimensional and solid in time and space through 360-degree, slow motion shooting.

The original soundtrack is by Zu, taken from the track 'The Dawning Moon of the Mind' on the *Jhator* album. Goldschmied & Chiari and Zu know each other well and have been collaborating since the beginning of their careers.

In the video, the artists explore the physicality of smoke and its ethereal nature, capturing its impermanence on film as if it were a sculptural object in continual evolution. It can be observed from any angle whatsoever and, just as it is gradually perceived, it vanishes, leaving the space empty.

Smoke as hyperobject, an example of a complex and elusive phenomenon, ephemeral and temporary, but with a long-term impact that extends in multiple directions. Something that disappears rapidly but has an influence that extends in time and space: a symbol of what is hard to define.

The title of the work – *Cloud* – has become a buzzword, but nevertheless its true nature is often beyond our understanding. It is at once an abstract concept and an element that is ubiquitous in our lives. The cloud is a transnational, invisible ecosystem that connects people, data and devices all over the world. It is the guardian of our collective digital memory.

The project originated in a commission from the collector Bruno Paneghini, CEO of the Reti company: one of the leading Italian players in the IT consultancy sector. This work was developed in close liaison with the company's HQ and business activities.

A catalogue including a critical article by Sergio Risaliti will be published.

Sara Goldschmied (1975 Arzignano (VI) and **Eleonora Chiari** (1971 Rome) formed the duo in 2001. They work in Milan with different media such as photography, performance, video and installation exploring the concepts of history and memory "with a provocative approach always played on the thin border between irony and parody, between displacement and visual and semantic 'detournement' ". Throughout their work, Goldschmied & Chiari focus their gaze on sexuality and female identity, in many cases using themselves as performers of their works.

SOLO EXHIBITIONS (selected): *Magnifica*, IA&A, Washington (2021) *Paesaggi Artificiali / Artificial Landscapes*, Galleria Poggiali, Milan and Pietrasanta (2019-2020); *Eclisse*, Museo Novecento, Florence (2019); *Gioielli di famiglia*, The Open Box, Milan (2018); *Tre studi per un ritratto*, Galleria Cracco and Sky Arte, Milan (2019); *Fumo negli occhi*, Exchiesetta, Polignano a Mare, Italy (2018); *Untitled Views*, Renata Fabbri arte contemporanea, Milan (2017); *Vice Versa*, Kristen Lorello Gallery, New York City (2017); *Dove andiamo a ballare questa sera?*, Atelier House, Museion – Museo d'arte moderna e contemporanea, Bolzano, Italy (2015); *La démocratie est illusion*, Centre d'Art Contemporain Passerelle, Brest (France), and Villa Croce Museo di Arte Contemporanea, Genoa (2014).

GROUP EXHIBITIONS (selected): *Quelle Nature !*, Galerie Albert Bourgeois, Fougères, (2022) , France ; *Il latte dei sogni*, Venice Biennale (2022) *Mirabilia*, Casa Italia per i giochi Olimpici 2021, Tokyo, *Utopia Distopia: il mito del progresso partendo dal sud*, Museo Madre, Napoli (2021) *Sansréserve, plongée dans une collection d'art contemporain*, FRAC Bretagne, Rennes, France (2020); *The Quest for Happiness – Italian Art Now*, Serlachius Museums, Mänttä, Finland (2019); *Powder and Light*, nm>contemporary, Monte Carlo (2019); *Foresta urbana*, Palazzo Belmonte Riso and various spaces, Museo Riso – Museo Regionale d'Arte Moderna e Contemporanea, Palermo (2018-2019); *Dancing is What We Make of Falling*, OGR – Officine Grandi Riparazioni, Turin (2018); *Corpo a Corpo*, Galleria Nazionale d'Arte Moderna e Contemporanea, Rome (2017); *Organic Matters – Women to Watch 2015*, National Museum of Women in the Arts, Washington, DC (2015); *La storia che non ho vissuto (testimone indiretto)*, Castello di Rivoli, Museo d'Arte Contemporanea, Rivoli, Italy (2012).

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