

## PRESS RELEASE

14.01.2021

**Riccardo Ten Colombo, *Cromoblock***

Curated by Ilaria Bignotti

14 January – 14 April 2021

Vera Canevazzi Art Consulting

[www.vera-artconsulting.com](http://www.vera-artconsulting.com)

Vera Canevazzi Art Consulting inaugurates the **first ever exhibition in augmented reality (AR)**: the artworks are not located in a real or virtual gallery but hosted in the homes of the users, who will be able to see and buy them directly in the AR gallery on the page <https://www.vera-artconsulting.com/en/augmented-reality-gallery/>

The first episode of this exhibition program is dedicated to the Turin-based artist **Riccardo Ten Colombo** and it showcases new artworks, specially designed and created for this occasion. *Cromoblock* is a new project by the artist Riccardo Ten Colombo, curated by Ilaria Bignotti. Equilateral and right-angled iron triangles, painted with industrial colors, are arranged on magnetic boards, forming a composition of precisely-designed cubes and parallelepipeds, which emerge from the black background, thanks to their three-dimensional illusion.

Magnetic tables and geometric shapes create dynamic three-dimensional configuration, potentially always in transformation: in fact, the viewer can manually modify the artworks. Color, perception, experience and interaction are the crucial elements of this new production, which, due to its language and research, fall within the historical line of the international kinetic and programmed avant-gardes.

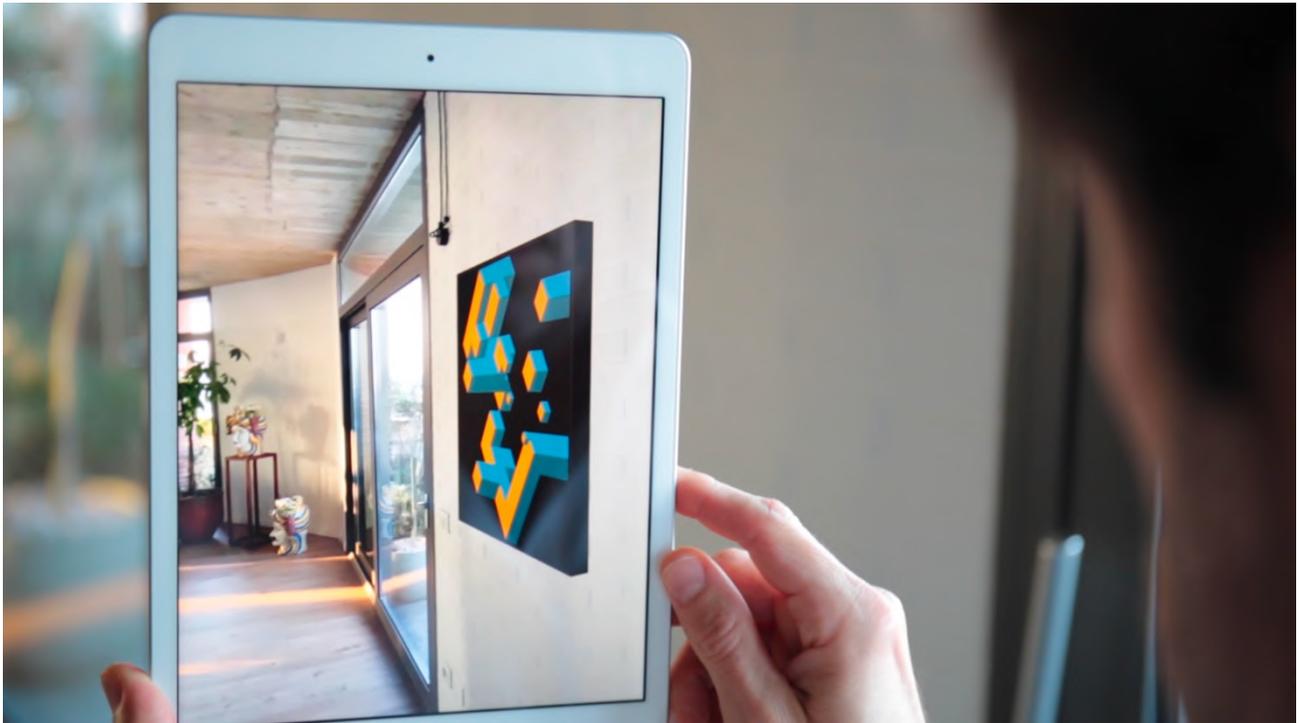
The combination of plastic power and dynamic energy of the artworks, as well as their flawless, crisp form, make these boards magnetic for the gaze too, by attracting it to the form-generating field

The visual seduction attracts the viewers and invites them to take an interactive action: the compositional elements can be broken down and remodeled on the table.

What will happen?

Not even the artist knows: the artwork, brought into the world by its own creative and constructive capacity, can be transformed every time by its owner.

The exhibition is accompanied by a critical text in Italian by Ilaria Bignotti



*Image 1 - Artwork by Riccardo Ten Colombo viewed through the Augmented Reality Gallery on Vera Canevazzi Art Consulting website, screenshot from the video "Art Consulting goes digital" by Francesco Clerici.*

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Critical Essay: Ilaria Bignotti

Direction: Vera Canevazzi

Exhibition coordinator: Caterina Frulloni

Social Media Advisory: Life&Co di Chiara Mortaroli

## **LINKS**

<https://www.vera-artconsulting.com/en/augmented-reality-gallery/>

## **CONTACTS**

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