

Fiae

Iuav University
of Venice
Library System
School of Doctorate
Studies

Fiamme fifty contemporary magazines: art, fashion, architecture and design

May 5 — June 1
2017

Tolentini, Library
Santa Croce, 191
Venice

the exhibition is
promoted by the
Library Commission

curated by
Mario Lupano
Saul Marcadent
with
Camilla Salvaneschi

graphics
Metodo studio
(Paolo Palma,
Alessio Romandini)

opening
Friday May 5, 2017
from 12 pm

opening hours
Monday — Friday,
9 am — 8 pm

discussion panel
Tuesday May 9, 2017
from 2 pm

Fiamme (Flames) looks at the contemporary periodical publishing scene with special attention to art, fashion, architecture and design magazines. These magazines are on paper and cover niches and specificities. The exhibition unfolds fifty international titles, born in the new millennium, specifically in the last ten years, after the economic crisis which occurred between 2007 and 2008. The selection, though not extensively covering the subject matter, highlights the periodical's common traits with one in particular: the expressive urgency that results in the production of the physical and tangible publication. The magazines selected, characterized by small circulation and a high degree of sophistication and research, have a defined editorial line, establish serene relations with the web, reserve extreme attention to graphic design and print. They are objects to keep and collect.

Departing from these premises **Fiamme** develops a discourse through keywords - exploration, classical, concentration, intimacy - that, according to their quality, combine the periodicals into four sections and enable new connections.

Exploration comprises magazines that reinterpret the theme of travel, border, and migration. They explore places through geography, writing and photography. The publications gathered in **classical** rediscover forms of publishing already existing but at the same time introduce innovations in terms of content, research and theory. **Concentration** includes often concise and/or sometimes single theme publications, which may condense ideas and visions in a few sheets. **Intimacy** gathers magazines that establish a close and direct relationship with the reader. These magazines are capable

to relate to gender issues as well as to the theme of the body and sexuality. In the exhibition the four sections are anticipated by a series of magazines, in some cases, published before 2007 and, in other cases, already ceased. Conceived as an introduction to the exhibition, the series includes publishing experiences that are seen as precursors of successive trends.

The exhibition, displayed on the three levels of the library, occupies several rooms - the atrium, the periodicals room, the special collections reading room - and quietly inserts on the tables and shelves. The display, thanks to the selection of a colour, makes the presence of the magazines in this widespread space immediately recognizable.

Fiamme is born out of the intention of starting a new collection of magazines and journals in the library of the Iuav University of Venice. The construction process of the show began with the direct contact of the curators with the editors of the periodicals. The selected titles, in fact, elusive to bibliographic and archival parameters, are not easy to find for the limited circulation and distribution.

The discussion panel, scheduled for Tuesday, May 9, and in conjunction with the preview of the 57. International Art Exhibition La Biennale di Venezia, invites a group of professionals, including editors and art directors active in the publishing field, to observe and analyze the themes that moved the exhibition. Key speakers will include: **Mariuccia Casadio**, curator and art consultant Vogue Italia; **Maria Luisa Frisa**, director of the BA degree course in Fashion design and Multimedia arts; **Cristiano Guerri**, art director of Giangiacomo Feltrinelli Editore and founder of 0_100 Editions; **Gea Politi**,

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editor-in-chief and publisher of Flash Art; **Francesco Valtolina**, co-founder of Dallas, a creative direction and graphic design studio, art director of Mousse, visiting professor at ISIA, Urbino and NABA, Milan; **Angela Vettese**, director of the MA degree course in Fashion and Visual arts.

In autumn 2017, **Fiamme** will further expand, into a publication that will include the edited transcripts of the discussion panel, contributions of scholars, curators and designers, alongside exhibition views and photographs of the magazines.

Below the selected titles:

Accattone (Brussels, 2014)
Apartamento (Barcelona, 2008)
Archivist (London, 2012)
Cabinet (New York, 2001)
Cartography (Milan, 2016)
Cereal (Bristol, 2012)
Dispensa (Faenza, 2013)
Document (New York, 2012)
The Drawer (Paris, 2011)
Drawing Rooms Confessions (London, 2011)
E.R.O.S. (London, 2009)
Encens (Paris, 2001)
Even (New York, 2015)
The Exhibitionist (Berlin, 2009)
F.R. David (Amsterdam, 2007)
Fantastic Man (London/Amsterdam, 2005)
Fillip (Vancouver, 2004)
Flaneur (Berlin, 2013)
Garagisme (Paris, 2012)
Genda (Milan, 2015)
The Gentlewoman (London, 2010)
Girls Like Us (Amsterdam, 2005)
The Gourmand (London, 2011)

The Happy Hypocrite (London, 2008)
The Happy Reader (London, 2014)
The Lazlo Reader (Rome, 2016)
Le Roy (Auckland, 2014)
Little Joe (London, 2010)
Little White Lies (London, 2005)
Lucky Peach (San Francisco, 2011)
Maps (Lodi/Reggio Calabria, 2016)
MC1R (Hamburg, 2014)
Meatpaper (San Francisco, 2007)
Mémoire Universelle (Paris, 2012)
Migrant (London, 2016)
Odiseo (Barcelona, 2014)
Peeping Tom's Digest (Paris, 2009)
Pie (Auckland, 2008)
The Plant (Barcelona, 2011)
Print Isn't Dead (London, 2014)
Provence (Nice, 2009)
Pylot (London, 2014)
San Rocco (Milan, 2010)
South as a State of Mind (Athens, 2012)
Subway (Amsterdam, 2014)
Terremoto (Mexico City, 2015)
Too Much (Tokyo, 2011)
The Travel Almanac (Berlin, 2010)
Turps Banana (London, 2005)
The White Review (London, 2011).

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