

DIGITAL CERTIFICATION



Author: MARINI LORENZO
Title: ALPHATYPE
Year: 2018
Dimensions: 100 (H) x 175 (W) 5 (z) cm
Technique: MIXED MEDIA ON CANVAS

Description:

ALPHATYPE
MIXED MEDIA ON CANVAS, 2018
175 X 100 CM


About the Author:



Lorenzo Marini is an Italian artist who lives and works in Milan, Italy and in Los Angeles and New York.

After working for twenty years in total silence and secrecy, defending his works from the clamor of advertising, he decided to share his artistic mission with the world.

Although Marini attended the Accademia di Belle Arte in Venice with Emilio Vedova, his degree is in architecture and he has worked successfully in



advertising for 30 years. In advertising, Marini uses creativity, color, provocation and impact, while in art he uses white, silence, and the elegance of secrecy. The concept of space and the search for the ideal visual become the paradigm of his painting, which begins from the desire to desemanticize the consumer object and its advertising message, stripping a concept down to a simple grid in which the act of commodification is canceled out by the beauty and composition of the elements. In this process of semantic delocalization, Marini works in layers, dividing the canvas up into portions and subtracting the original message from each portion, allowing its structure, or reticule, to emerge.

Even color vanishes, leaving white – or silence on canvas – as the undisputed protagonist. The result has great impact: near-monochromatic grids with strong material components, in a subtle balance between the abstract and the rationalist.

In 2016 Marini had an artistic inspiration that led him to celebrate the beauty of letters.

In 2017, following the success of this adventure, Marini created his manifesto for the liberation of Type, in so doing becoming the founder of a new art form: that of dedicating an artwork to each individual letter of the alphabet, freeing letters from the obligation of function, to celebrate their pure intrinsic beauty.

Marini's pictures can be read as the translation of advertising campaigns to contemporary art, with a rigorous logic of spaces and of equilibriums, in his first search in Visuals. Just as they can be read as a revolutionary thought on the Pop-beauty of the contemporary alphabet, in this second artistic phase.

Exhibitions in the last three years:

2019

Ventura projects Milano

Fuorisalone 2019,

Milan, April 9 – 14

Armory Show NY

New York, March 7 - 10

Fabbrica del Vapore

Via Procaccini 4

Milano, Feb 15 – March 2

LA Art Show

L.A. Convention Center, stand 836

January 23 - 27


2018

Miami Art Basel

Raw Space

Miami, Dec 6-10





Mostra personale: Bruce Lurie Gallery
Los Angeles, Oct 6 – Nov 3

Museo Giorgione,
Mostra personale
Castelfranco Veneto, TV, April 14 – May 13

The Armory Show
711, 12th Ave, New York,
NY, March 8 - 11

Art Palm Beach Florida
Convention Center, January 17-21

2017
Miami Art Basel
Scope Pavilion, December 6-9

Talent Prize, Rome
Macro Museo Arte Contemporanea, December 12-26

Western China International Biennale
Arte Museum, Hohhot, Nov 21-Dec 20

Venice Biennale
Armenia Pavilion, Feb 21-Nov 16

Charter
Magazzini del Sale, Venice, May 12-August 30

Solo exhibition: Geo

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