



## RIFUGIO DIGITALE

Florence, via della Fornace 41  
**28th September 2023**

**12:00 p.m.**

Press conference at Rifugio Digitale with zancan

**6:30 p.m.**

Inauguration of the event

**Inaugurating the Florence Art Week 2023 will be zancan's exhibition *Sheltered Landscapes*. From September 28 to October 15, at the Rifugio Digitale gallery, it will be the first event in the *Digital Horizons* cycle curated by Serena Tabacchi and in collaboration with Forma Edizioni: the layout of the exhibition is designed to heighten awareness of and interaction with digital art in all its forms, from generative art to multimedia installations. The exhibition is produced in collaboration with Forma Edizioni, Cinello who will present two DAW® (Digital Art Work) works by the artist, and POAP Studio who will install a unique token from the Digital Refuge community. The opening event is built thanks to the technical contribution of Vannucci Piante, responsible for the green installation in the courtyard of the shelter and along the street of Via della Fornace and Il Sorriso Ricevimenti, which will curate special refreshments for the opening.**

*Digital Horizons* will involve a sequence of native digital artists of international renown who, with the advent of new technologies linked to the world of the web and computer programming, have been able to manipulate the digital framework to create artistic forms linked to the art of the ephemeral, creating works of video art, digital sculpture, immersive environments and sound landscapes. The technology that supports this form of artistic expression is continuously evolving, offering digital horizons in which spectators can glimpse the future, thanks to the artists' intuition. The series of exhibitions scheduled will bring site-specific works of digital art to Florence, conceived and created specifically for Rifugio Digitale, formerly a WWII air raid shelter, restored thanks to the work of the architecture studio Archea Associati, inaugurated on 2022.

For *Sheltered Landscapes*, the artist has chosen to compose a naturalistic landscape coded along sixteen monitors. Its specificity is given by the arrangement of the work itself, which reflects the artist's desire to reconsider his whole concept of composition, adding a narrative dimension to the work and using the length of the tunnel as a timeline. Every part of the work is continued on the screen that follows, creating a



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constantly evolving landscape as the viewer walks through the gallery.

The works exhibited are the culmination of two years of plotting algorithms, and were created by the artist to **represent nature through the medium of digital programming code**. zancan's new work follows one of his earlier works, *Kumono Shingou*, a collection of one hundred **generative works** inspired by Japanese culture. Transposing the setting to Italy, he **introduces elements of Florentine architecture into the process of artistic design**, albeit in a minimalist and highly stylized format, with local arboreal species typical of Tuscan landscapes. The intent of this work is not realism, or naturalistic accuracy, but rather a mixture of elements from different cultures testifying to the artist's experience of the world seen through his works. There is a certain timelessness about them, where the remains of ancient civilizations encounter the graphic elements of the digital era. The tension between the digital architecture, at times rigid and clearly identifiable through monochromatic lines and shapes, confirms the coexistence as well as the interference of humanity with the natural world.

The exhibition presents Rifugio Digitale collectors with two **DAW® works in collaboration with Cinello**, two **limited edition lithographs of 15 each** and **organic cotton T-shirts with zancan's original graphics** available at **Forma Edizioni's website**: <https://formaedizioni.it/en/categoria-prodotto/limited-edition/artwork/>.

***Sheltered Landscapes***  
**zancan**  
**28 September - 15 October 2023**  
Wed.-Sun. 11 a.m. - 7 p.m.

**Rifugio Digitale**  
via della Fornace, 41  
50125 - Firenze (FI)



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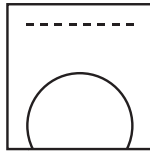




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*zancan, Sheltered Landscapes, 2023.*



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zancan, *Sheltered Landscapes*, 2023.



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## **zancan**

He was born in France in 1976 and currently lives and works in the city of Bordeaux. He is a **generative artist** but also a **painter** and **computer programmer**. Combining his artistic training with his programming skill, he was able to **develop algorithms capable of recreating, through code, the natural world around us, and was among the precursors of programmable or algorithmic art on blockchain, so-called generative art**, revealing the infinite possibilities of a figurative-generative genre, product of the computer graphics of a much earlier era – the Sixties. His representations of natural shapes through studies of algorithms and **programming in JavaScript** remind us of the essential bond between man and nature, drawing attention to current environmental and social issues.



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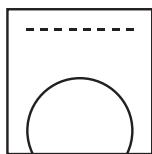
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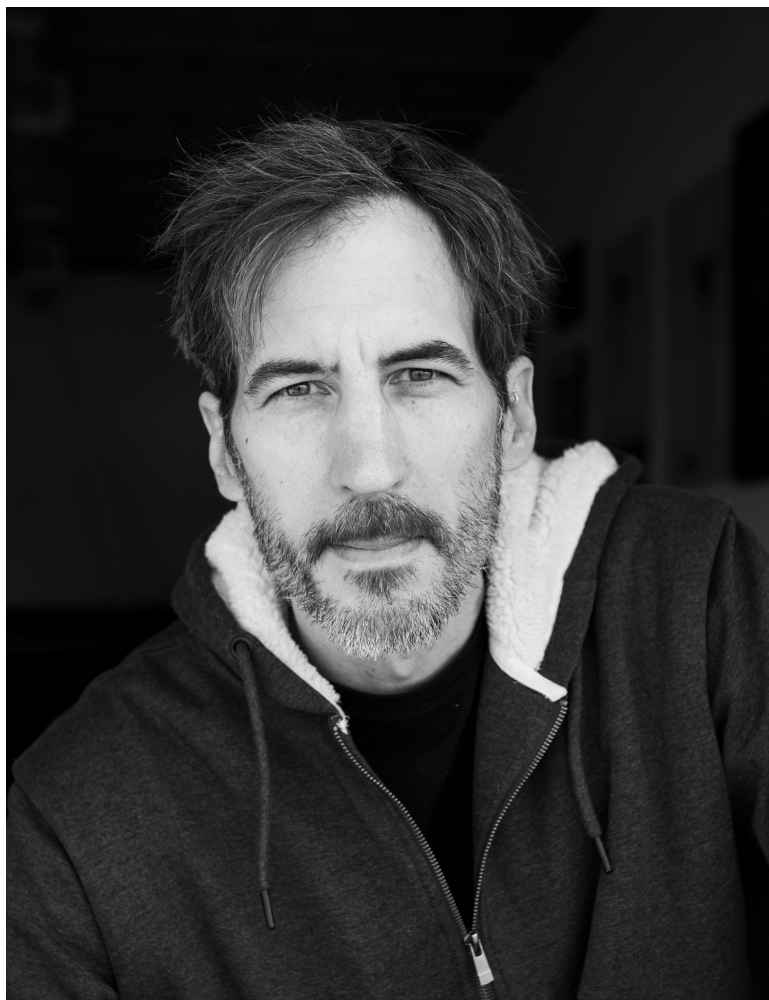
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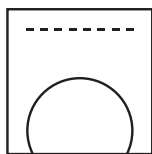
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## Serena Tabacchi

Serena Tabacchi is the **Director and Co-founder of MoCDA, Museum of Contemporary Digital Art**. She works as an **independent digital art curator**. She is currently curating a series of **generative and site-specific digital art exhibitions for Rifugio Digitale** in Florence. She previously worked at TATE and curated some of the first international web3 exhibitions, events and fairs (NFT London, CADAF Miami, CI Bloom Istanbul). She is currently researching **possible DAO governances for art institutions** and is part of the **SuperRare DAO Council**. She curated digital art exhibitions for museums and foundations in Italy (MAXXI l'Aquila, Fondazione Palazzo Strozzi, Fondazione Terzo Pilastro, Palazzo Cipolla, Museo della Permanente DART, Dynamic art Museum) and curated the first NFT art auction with CAMBI auction house. She currently curates the contemporary and digitally native art selection for Cinello, DAW® (Digital Artwork).



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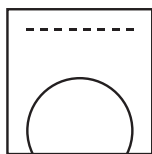
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Serena Tabacchi, curatrice del ciclo *Digital Horizons*.





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***Sheltered Landscapes***

**zancan**

28.09 - 15.10.2023

MOSTRA PROMOSSA DA  
*AN EXHIBITION PROMOTED BY*  
Rifugio Digitale

NELLA RASSEGNA  
*IN THE FESTIVAL*  
Florence Art Week 2023

IN COLLABORAZIONE CON  
*IN COLLABORATION WITH*  
Forma Edizioni

PARTNER  
PARTNERSHIP  
Cinello

DIREZIONE ARTISTICA  
*ART DIRECTION*  
Laura Andreini

MOSTRA A CURA DI  
*EXHIBIT CURATED BY*  
Serena Tabacchi

COORDINAMENTO SCIENTIFICO  
*SCIENTIFIC COORDINATION*  
Beatrice Papucci  
Andrea Benelli  
Chiara Mezzabotta  
Margot Modonesi  
Fabio Gnassi

TRADUZIONI  
TRANSLATIONS  
Katherine Fay

TESTI IN MOSTRA  
*EXHIBITION TEXTS*  
Serena Tabacchi

MUSICA  
*MUSIC*  
"One life, two bodies" - Agoria

UFFICIO STAMPA E COMUNICAZIONE  
*PRESS OFFICE AND COMMUNICATION*  
Associazione Rifugio Digitale  
Niccolò Natali

PROGETTO GRAFICO E DI ALLESTIMENTO  
*GRAPHIC AND SET-UP PROJECT*  
zancan  
Vitoria Muzi  
Alessandro Baraccani  
Alessandro G. Cosentino

INSTALLAZIONE VIDEO  
*VIDEO INSTALLATION*  
TNT Events S.r.l.

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*TECHNICAL SPONSOR*  
POAP Studio  
Vannucci Piante  
Il Sorriso Ricevimento  
Velvet Goldmine

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## Forma Edizioni

Forma is an editorial (publishing) initiative developed in order to allow the dissemination and knowledge of avenues and experiences belonging to the world of art, architecture photography and more generally, to promote the best research in production and technology, following the changing lifestyles and contemporary living. Since its foundation in 2010, the catalogue has grown with about twenty titles a year giving "form" to the expressive traces that animate today's cultural debate, deepening both specific areas of knowledge already known to the public, and investigating those intellectual and artistic areas considered, for various reasons, revealing new points of observation of reality. A common feature of each project is the high quality of the product, images, printing, typographic or IT processes used, as well as a targeted diffusion and distribution in places of use, such as specialized bookstores, museum bookshops and exhibition sites, which they add to the normal availability on the net that necessary and indispensable presence in the "sites" where opinions and evaluations of merit are built. The publications range from, important monographs dedicated to contemporary and renowned architectural works, such as *Cantina Antinori, to chronicle of the construction of a new landscape*, research and insights related to university study issues, catalogues of important exhibitions, such as the one hosted at the Cini Foundation of Venice *EST. Italian travel, city and architecture stories* curated by Luca Molinari or the monographic exhibition hosted at the MAXXI Museum in Rome *Gio Ponti. Love architecture* in 2019. Exhibitions and events expand the cultural enhancement process that Forma sets out to offer to a refined and attentive public. The publishing house is in fact involved in the creation of volumes relating to the exhibitions annually hosted at the Forte di Belvedere in Florence or at the Stefano Bardini Museum and to the monographic exhibitions hosted in private galleries dedicated to artists of the calibre of Alighiero Boetti, Arnaldo Pomodoro, Lucio Fontana and Alberto Burri. There is no shortage of photography and design texts, such as the important monograph dedicated to the work and life of Karim Rashid, or the overview of contemporary Milanese design *The Design City. Milan city laboratory*. The *On the road* city architectural guide series is currently under construction. Mainly focused on contemporary works, each volume investigates the peculiar aspects of the most important cities in the world, proposing a critical reading of future scenarios. The publishing house has counted important collaborations with personalities of high intellectual depth and international fame such as the late Adolfo Natalini, founder architect of Superstudio, Bruno Corà, Luca Massimo Barbero and Sergio Risaliti, art critics and historians, Luca Molinari, architecture critic.

## Forma Edizioni

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## Cinello

Cinello is a company engaged in the delicate task of **promoting and enhancing the artistic heritage through new digital technologies**. Founded in September 2015, it invented and patented internationally **DAW® (Digital Art Work)**, unique and certified digital editions of ancient, modern and contemporary art masterpieces, produced in limited, numbered and authenticated editions, on a 1:1 scale, non-reproducible, protected with a patented digital encryption system. The idea is the brainchild of John Blem and Franco Losi, two computer engineers (who worked for many years in California's Silicon Valley) who share a passion for culture and the cultural, historical and artistic heritage of our country. Cinello's patent, filed and granted in several countries around the world, allows files to become unique. **DAWs® can be purchased by collectors or loaned to third parties, individuals, museums and foundations, to create exhibitions of otherwise unmovable masterpieces, representing an extraordinary opportunity for the sustainable dissemination of knowledge of our country's art and culture.** With the proceeds generated by these new forms of digital life of works of art (for each transaction Cinello returns 50% of the revenues, net of costs, to the rights holder of the work), it is possible to finance campaigns for cataloging, conservation, restoration, digitization and public display of the heritage guarded by Italian public cultural institutions. **Cinello has signed partnership agreements with major Museums and Foundations in Italy, ensuring the conscientious digitization of the most important masterpieces they hold, preserve and manage.** The goal is to offer its patented technology to Museums around the world to **generate new sources of revenue in order to contribute to the preservation, enjoyment and enhancement of their heritages.** Through the patent Cinello is also able to design and implement digital exhibitions around the world, with very low impact (moving files emits much less Co2 than transporting, handling, and setting up/disassembling physical works of art), **managing all operational activities, from logistics to curatorial aspects, thanks to collaboration with renowned experts in the field.** Cinello is building a state-of-the-art platform, Cinello Unlimited, dedicated to digital contemporary.

## Cinello

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## POAP Studio

POAP STUDIO is the official consulting and execution agency for the **Proof of Attendance Protocol (POAP)** to **enhance brands and individuals' experiences**. POAP is the de facto standard in providing users with a simple and intuitive way to collect **digital badges as proof of attendance or participation in events and activities**. These digital badges, also called POAPs, represented as unique non-fungible tokens (NFTs), offer a lasting record of individual experiences for millions of users worldwide. POAPs are the ultimate digital collectibles. They can be collected through an email address as digital tokens or minted on the Ethereum Blockchain. **POAP Studio focuses on activating, acquiring, and retaining members of communities by offering unique, personalized experiences and rewards through POAPs, transforming them into keys that unlock a world of online and real-life experiences.** The Studio specializes in executing **pragmatic strategies across various industries, including entertainment, automotive, fashion, luxury, art exhibitions, with extensive experience in private gatherings and corporate events.** POAP attaches a tangible, verifiable and unique digital token to each experience, making memories not just a photo on your phone, but an authenticated and collectible piece of your journey.

## POAP Studio

<https://poap.xyz/>



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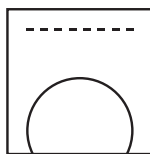
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## Rifugio Digitale

Rifugio Digitale (Digital Refuge) is a new exhibition space in a former bomb shelter tunnel repurposed as a site devoted to the promotion of digital art, where architecture, design, photography, cinema, literature and all the other multiple forms of art and visual expression find their dimension and interact with one another. It was built on the foundations of an old anti-aircraft tunnel that served from 1943 as a bomb shelter in World War II. It was known as the "Forge Refuge" a safe haven during the tragedy of the war, and now it has been rechristened as the "Digital Refuge", a place of rebirth, where technology meets art, offering a contemporary space where people can explore creativity through the modern language of technology. The requalification project, handled by Archea Associati, will house digital expressions of every kind, with an eye always on the future and on the new vanguards. In collaboration with the publisher Forma Edizioni, it will house exhibitions, but also events and performances related to art, architecture, photography, literature, cinema and other initiatives linked to the digital world. It will show original views and more on the 16 screens positioned along the 33 meters of the tunnel, a new idea for Florence where the connection between art, people and technology generates an intense visual experience, unexpected and interactive. It is a space designed for constant change, always dynamic, with a new and exciting speed that distinguishes it from a traditional art gallery. Rifugio Digitale occupies an area of 165 square meters and is a versatile structure ideal for organizing exhibitions, events, presentation, but also debates, lectures and simple discussions. It is expected to appeal to a vast public desirous of indulging their interest in ideas and novel cultural experiences right in the heart of Florence.

## Associazione Rifugio Digitale

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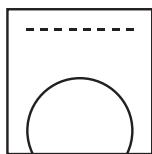
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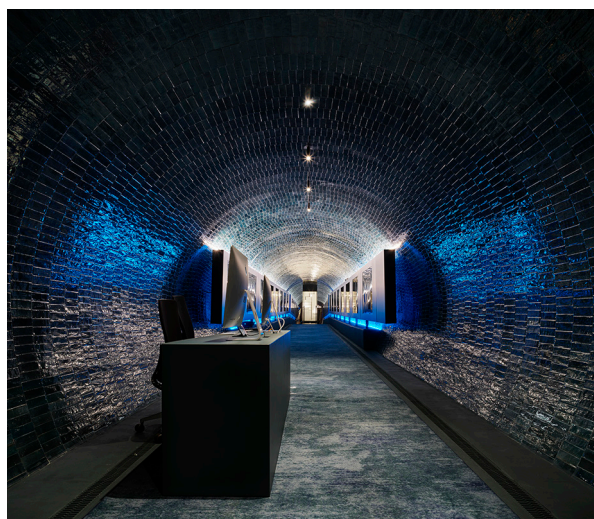
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Archea Associati, Rifugio Digitale, Florence, 2022  
ph. Pietro Savorelli & Associati



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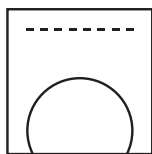
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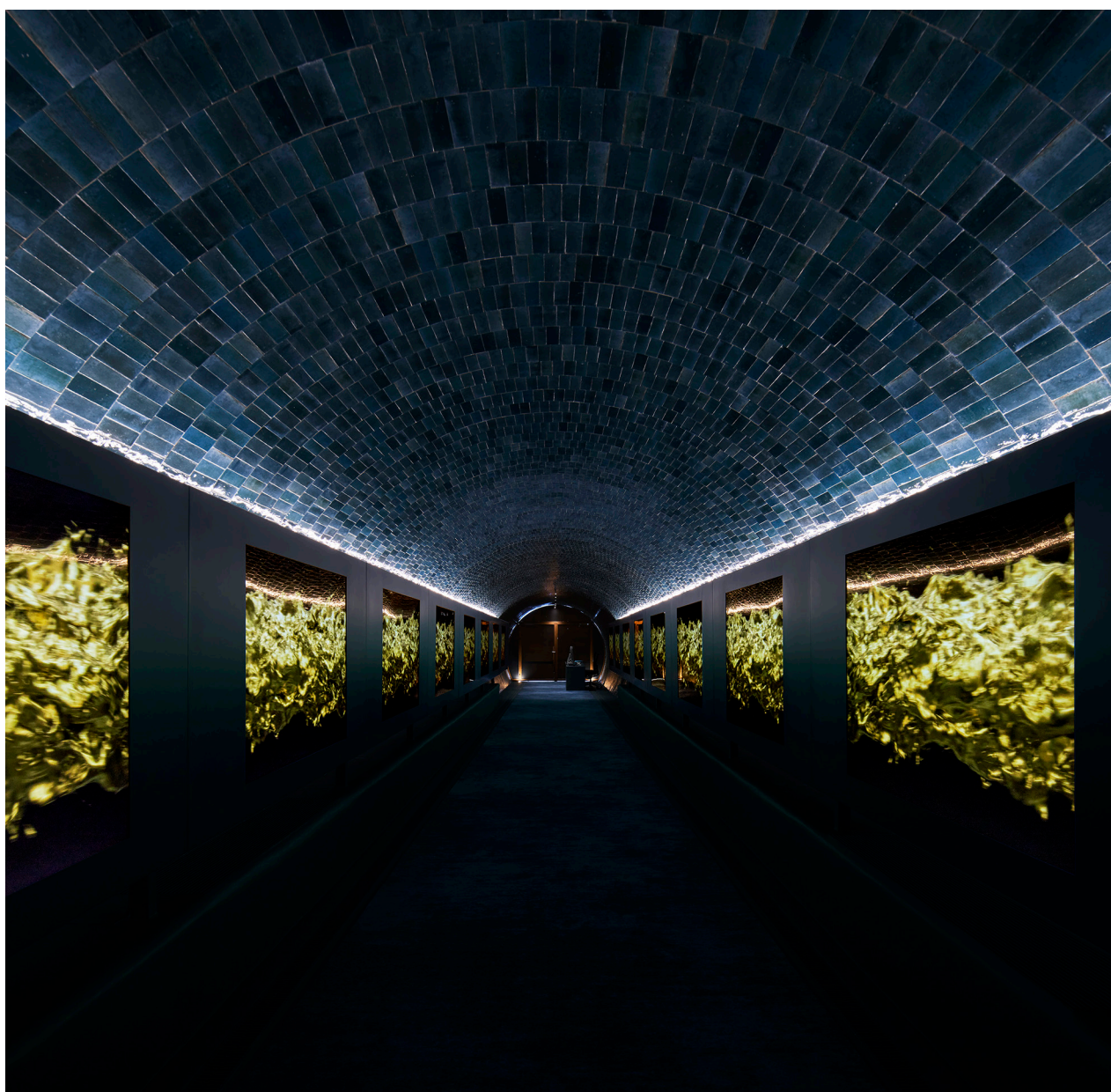
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Archea Associati, Rifugio Digitale, Florence, 2022  
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*Oro*, Fabrizio Plessi, 2022  
Courtesy the Artist



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