RIFUGIO DIGITALE

Florence, via della Fornace 41
18th July 2024

12.00 p.m.
Press conference at **Rifugio Digitale** with **Isa Rus**

6.30 p.m.
Exhibition opening at **Rifugio Digitale** with **Isa Rus** and curators

From July 18 to September 8, 2024 Rifugio Digitale presents the exhibition *Birthmark* by photographer Isa Rus, which is the sixth stage of the exhibition cycle dedicated to contemporary photography *Homecoming*, conceived by Irene Alison and curated by Irene Alison and Paolo Cagnacci. The event is organized in collaboration with Forma Edizioni and the Associazione Infoto and thanks to the support of Gruppo AF and Banca Ifigest. The opening will be held on Thursday, July 18, 2024 at 6.30 p.m. in the presence of the artist and curators.

There is a primordial, carnal dimension in the idea of "home" that Isa Rus reveals. A home that is a warm body, a mother's breast, a home that is, in fact, a mother. *Birthmark*, the title of her personal exhibition, the sixth in our *Homecoming* cycle, evokes the idea of the birthmark in more than the literal sense of the word – the mark that some believe is caused on the infant's body by the failure to satisfy a pregnant woman's craving – but alluding to the mark on the mother's soul, the profound transformation that derives from motherhood. "This project", says the Spanish photographer, "reflects a blend of personal and universal experience, capturing the crude and intimate moments of maternity and the profound connections that we form with our surroundings and with our loved ones".

The mother's body, the field of an eternal silent battle, transformed by pregnancy, inhabited by the newborn, pervaded by expectations and judgments, is expressed in Rus's photographs in a dimension of total freedom and connection with nature. It is immersed in nature, and merges with the landscape. Viewed in an intergenerational perspective, imbued with the idea of the Homeland (Rus migrated from Spain to Germany, and her work also reveals the nostalgia typical of the migrant's condition), interwoven with the elements of nature, the idea of maternity captured by the photographer breaks away from any stereotype and expresses itself beyond any visual cliché or cultural superstructure.

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Her work puts us directly in the trajectory of the *mother gaze*, a visual study that attempts to represent motherhood in its most authentic essence, in contrast with the flat iconic dimension, revealing the chiaroscuro aspects and contradictions. Isa Rus looks at mothers to see what she herself has become in the metamorphosis of having a child, and this reflection has the poetic and political sound of a paean to the proud ownership of her identity, her body, her condition and her personal story.

From the day of the opening it will also be possible to consult the catalog of available works by **Isa Rus** on the Forma Edizioni website www.formaedizioni.it.

Birthmark
Isa Rus
18 July - 08 September 2024
Wed.-Sun. 11 a.m.-7 p.m.

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

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Isa Rus, *Annalisa holding her babies*, 2023

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Isa Rus, *Andrea and Lía in the flower field,* 2024

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Isa Rus, *Ronja with Dandelions in her hair*, 2023

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Isa Rus

Isa Rus is a Spanish artist and photographer currently based in Germany, whose evocative work delves into the intricacies of motherhood, identity, and belonging. Her photographic journey began during the COVID-19 pandemic, a period marked by profound personal transformation and displacement. As a new mother and migrant, Isa turned to photography as a therapeutic outlet, capturing the intimate, fleeting moments of everyday life.

Her series *Birthmark* explores the deep emotional landscapes of early motherhood, intertwining themes of nostalgia, magic, and the search for home. Isa's work is characterized by its raw honesty and tender portrayal of the maternal experience, offering a unique perspective that challenges traditional representations.

Through her lens, Isa Rus creates a visual narrative that is both deeply personal and universally relatable, inviting viewers to connect with the beauty and complexity of the human condition.

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Isa Rus

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Irene Alison

Professional journalist and photo-consultant by profession, Irene Alison was born in Naples in 1977.

She is the creative director of the DER*LAB studio of photographic consulting and design, and teaches at the European Institute of Design in Rome. She has collaborated as a tutor and consultant with several of the most prestigious Italian schools of photography (Isfci, Rufa, Scuola Romana di Fotografia in Rome and Fondazione Studio Marangoni in Florence, among others). As editor, she has worked for *Il Manifesto* and for *D*, *La Repubblica delle Donne*. As a freelancer, she has produced articles, with photographs, published in *Geo France*, *The Independent*, *l'Espresso*, *D*, *XL*, *Marie Claire and Riders*. Her articles of photographic criticism have also been published in periodicals like *La Lettura* de *Il Corriere della Sera*, *Il Sole 24 ore* and *Pagina99*. She has published two essays of photograph research, *My generation* (Postcart, 2012) and *iRevolution* (Postcart, 2014). Since 2020 she has been collaborating with CRFS Lipu in Rome, an important Italian rescue center for the recovery of wild animals, documenting its work photographically and managing its visual advertising. In 2022 the American publisher Yoffy Press put out *Holding Time*, a book written with the photographer Catherine Panebianco, for which Irene wrote the texts. Currently, she is the curator of the exhibition cycle SuperNatural at the Rifugio Digitale Gallery in Florence. The gallery is owned by the Archea Group and is devoted to contemporary photography. In 2023 her first photographic book was published by Postcart (*La Madre Attesa*, curated by Laia Abril). In 2024 she expects to public a new essay, *Muse col Muso*, the imaginary animal in contemporary photography: animals, and their cultural and iconographic representations, of which she write in her blog, *Zazie Dogzine*.

Paolo Cagnacci

Professional photographer and teacher of photography, Paolo Cagnacci was born in Florence in 1971.

He studies photography at the Studio Marangoni Foundation, where he currently teachers portrait photography and lighting techniques. He has also taught at the European Design Institute of Florence. His pictures have been published in magazines like: *D la Repubblica, Corriere della Sera, La Repubblica, La Stampa, Sette, SportWeek, L'Espresso, Pagina99, Specchio, Lei, Donna Moderna, Famiglia Cristiana, Corriere della Sera-La Lettura*. He has produced photographic and video projects for the Region of Tuscany, the Festival of Creativity, the People's Festival, Balkan Observatory, the Michelucci Foundation, Tempo Reale, Unicoop Firenze, the City of Florence, Telecom Foundation, Mibact, CNA. He has worked for companies like: Diesel, Patrizia Pepe, Paula Cademartori, Peuterey, Starbucks, Stefanel, Ottodame, Dmail, Rinascimento. He has worked for the Massimo Sestini Agency. His work is distributed by the Luz Photo Agency of Milano.

RIFUGIO DIGITALE

Birthmark
Isa Rus
18.07-08.09.2024

MOSTRA PROMOSSA DA
AN EXHIBITION PROMOTED BY
Rifugio Digitale

IN COLLABORAZIONE CON
IN COLLABORATION WITH
Forma Edizioni
Associazione Infoto Firenze

DIREZIONE ARTISTICA
ART DIRECTION
Laura Andreini

MOSTRA A CURA DI
EXHIBIT CURATED BY
Irene Alison
Paolo Cagnacci

COORDINAMENTO SCIENTIFICO
SCIENTIFIC COORDINATION
Beatrice Papucci
Andrea Benelli
Chiara Mezzabotta
Fabio Gnassi
Arianna Iodice
Gaia Altucci
Ester Menichelli

TRADUZIONI
TRANSLATIONS
Katherine Fay

TESTI IN MOSTRA
EXHIBITION TEXTS
Irene Alison

MUSICA DI
MUSIC OF
Sound Design DJ Janka

UFFICIO STAMPA E COMUNICAZIONE
PRESS OFFICE AND COMMUNICATION
Associazione Rifugio Digitale
Niccolò Natali
Giulia Guasti
Eugenio Pincelli

PROGETTO GRAFICO E DI ALLESTIMENTO
GRAPHIC AND SET-UP PROJECT
Veronica Paoli
Vitoria Muzi
Mattia Gerardi

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

REALIZZATO CON IL SUPPORTO DI
REALIZED WITH THE SUPPORT OF
Gruppo AF
Banca Ifigest S.p.a.

RIFUGIO DIGITALE

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.

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Banca Ifigest

In the Middle Ages, the two largest banks in Europe already existed in Florence, the Bardi bank and that of the Peruzzi family, with branches all over Europe, lending money to merchants and monarchs. In the early 20th century, for the great bankers of New York, Florence was the icon of the maximum splendor they wanted to imitate and, indeed, when the building that houses the Federal Reserve was constructed, its architects were inspired by Palazzo Vecchio, Palazzo Pitti and, above all, Palazzo Strozzi, to give the structure an idea of stability, solidity and security. So it was in Florence, thanks to the initiative of several groups of entrepreneurs and historic Italian families, that Banca Ifigest was founded, in 1987. Banca Ifigest, one of the main Italian independent banks is still today the most trusted partner for the management and conservation of family wealth, thanks to its personal approach. Today the bank operates branches in Rome, Turin, Genoa, Milan, Prato and Santa Croce sull'Arno, in addition to its main headquarters in Florence, it also has offices of Financial Consultants in Sesto Fiorentino and Casalecchio di Reno. Among the numerous services provided by the banking group, Banca Ifigest offers services of assistance to those clients who need to preserve and safeguard complex equity situations, through its subsidiary Sevian Fiduciaria; it operates in the market of common investment funds, with its highly experienced management team, through its equity investment Soprarno SGR and through Fundstore.it, the largest supermarket of online funds, where it is possible to purchase in as many as 7,000 different sectors using your own current account with any Italian bank. Throughout its history, Banca Ifigest has always paid close attention to social considerations, working alongside small enterprises to ensure that the their money is always used for the purpose for which it was intended. The Bank has often contributed to sponsor and realize cultural and sports events, demonstrating its strong ties to the local community.

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INFOTO

The cultural association INFOTO-Florence was founded in 2019. Its founding partners, photographers who are all Florentine by birth or adoption, number eighteen at the moment, but it is an open number: one of the primary goals of the Association is the promotion of initiatives and projects targeted on increasingly broadened participation. In addition to organizing exhibitions, and the constant participation of many of our members in nationwide competitions, we are particularly focused on training, encouraging didactic activities guided by professional photographers. The main goal of INFOTO is to create a reference in Florence for photographic culture, which has been neglected for far too long. Attention to visual culture in its broadest sense, tends to make us more appreciative of other artistic disciplines as well, with a better understanding of painting, sculpture, architecture and the urban structure of our cities. Our members have participated regularly in exhibitions where their photography was featured alongside works of painting and sculpture, in search of the similarities and shared difficulties: a broader outlook from which to draw inspiration and new stimuli. At this time, with the support of Banca Ifigest, we plan to organize a series of workshops alongside the important exhibitions presented at Rifugio Digitale. The workshops will be held by Italian and international photographers. Working alongside the professional journalist and photo-consultant, Irene Alison, and the photographer Paolo Cagnacci, who participated with us in organizing the exhibitions and workshops, we gleaned a number of interesting ideas for our activity in the field of quality photographic research.

INFOTO
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www.facebook.com/infotofirenze/
www.instagram.com/infotofirenze/
www.youtube.com/channel/UCmLCcjqjLyqpYddVo5r-cFw

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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.

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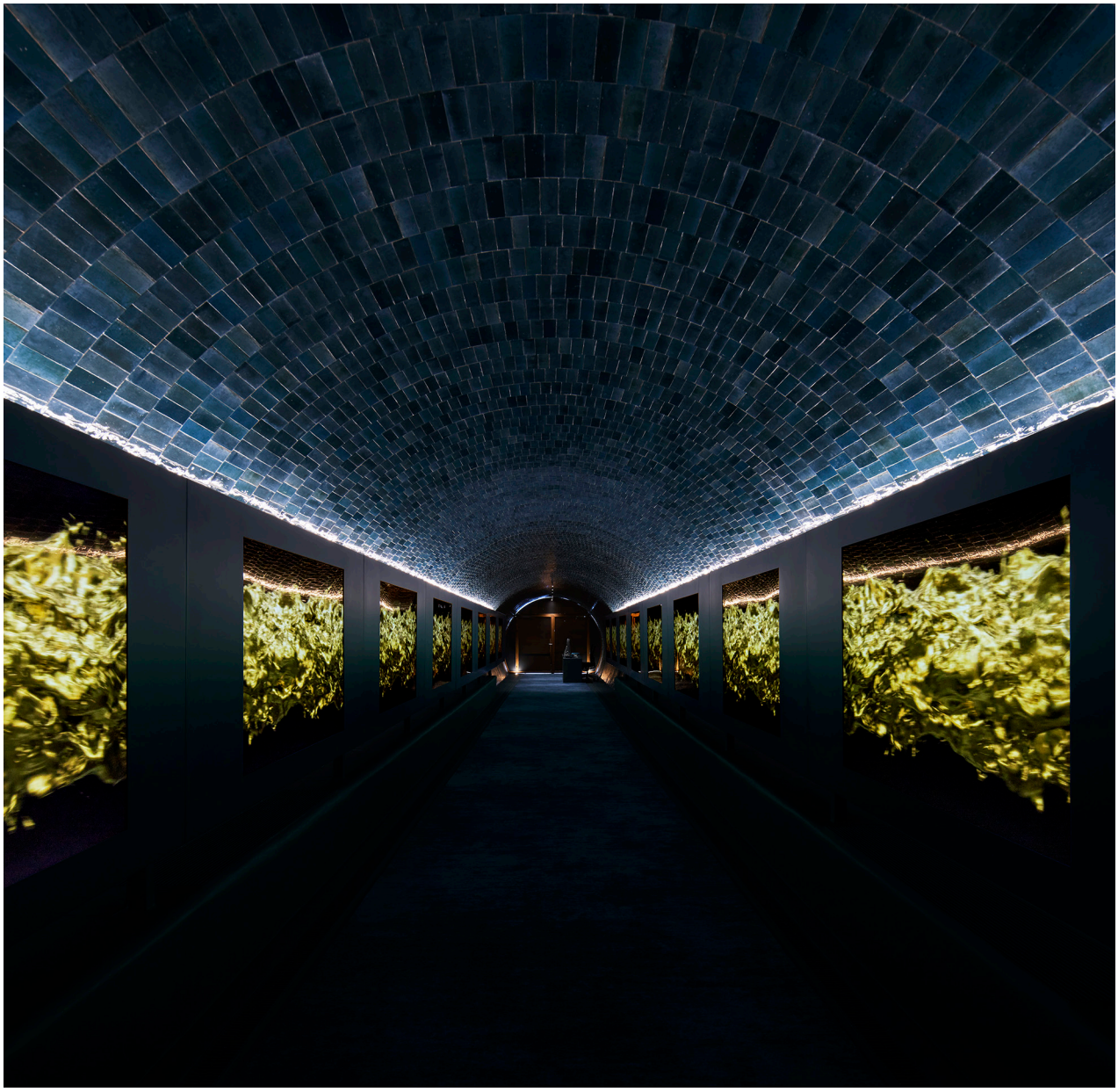






Archea Associati, Rifugio Digitale, Florence, 2022
ph. Pietro Savorelli & Associati

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