

MASI Lugano

Museo d'arte
della Svizzera italiana,
Lugano

Via Canova 10
CH – 6901 Lugano

info@masilugano.ch
+41 (0)91 815 7973
www.masilugano.ch

that's the only way i can come by nora turato

05 December 2020 – 24 January 2021
Museo d'arte della Svizzera italiana, Lugano
MASI | LAC

Curated by Francesca Benini

PRESS RELEASE

Lugano, 26 November 2020

From 5 December 2020 to 24 January 2021, MASI presents an installation by young Croatian artist Nora Turato. The large-scale projection, displaying a succession of quotations selected by the artist, will be screened onto the first-floor windowfront of the Museum's iconic *Punta*. Visible only from outside, it offers an innovative and sensitive response to the current restrictions imposed by the ongoing pandemic.

Nora Turato's artistic work focuses on the power and versatility of language. By decoding the codes, strategies and references of our communication systems, she extrapolates texts and words from the mediatized and hyper-digitalized society in which we live, and assembles a personal inventory that she refers to as a "pool".

Primarily engaging with her mobile phone, the artist dovetails with the textual frenzy that characterizes these very communication systems and takes advantage of the widespread contemporary propensity to constantly share streams of thoughts with mostly unknown readers. Fragments of everyday conversations, advertising, literature, social media posts, films, TV series, lyrics and digital culture are recorded without any apparent logic: everything that surrounds her is subsequently reiterated in her works. It is a democratic method, which leads the artist to give the same bearing to political statements and quotes by television personalities, revealing subtle synchronisms between social relationships, marketing strategies, consumer behaviour and the personal subjectivity of the authors quoted.

Turato creates a new "pool" every year, which she publishes in the form of an artist's book that reflects not only the cultural climate and the events that occurred in the world that year, but also the people with whom she interacted and the interests on which she focused. It is a record in progress that is also the source that the artist draws from to create her works: videos, installations, graffiti and spoken-word performances, in which she transforms various forms of text into striking new narratives, revealing the grand volatility of language, in an era in which it is often disconnected from its informative function.

For the exhibition at MASI's LAC venue, Turato has devised an installation formed by a series of quotations partly written in Italian with the support of Andrea di Serego Alighieri, which scroll across a giant screen on the windowfront of the museum's first floor, while some of the sentences are published in the form of billboards dotted around Lugano. Visible only from outside, her work reflects a new way of communicating with visitors, responding in an innovative and sensitive way to the restrictions imposed by the current COVID-19 pandemic.

Biography

Nora Turato was born in Zagreb, Croatia, in 1991, and lives and works in Amsterdam. She studied at the Gerrit Rietveld Academie and the Rijksakademie in Amsterdam, and at the Werkplaats Typografie in Arnhem, in the Netherlands. Her works and performances have been featured in numerous solo and group exhibitions around the world, including the exhibition scheduled for 2021 at Studio Now, MoMA, New York, and her most recent solo shows at the MOVE2020 festival, Centre Georges Pompidou, Paris (2020); on the *MGK Walls*, Museum für Gegenwartskunst, Siegen (2020); and at the Kunstmuseum Liechtenstein, Vaduz (2019). Her group exhibitions include those at the MACRO, Rome (2020); the Institute of Contemporary Arts, London (2019); Luma Westbau, Zurich (2019); Manifesta 12, Palermo (2018), and the Serralves Museum of Contemporary Art, Oporto (2018).

MASI Lugano

Founded in 2015, after just a few years the Museo d'arte della Svizzera italiana (MASI Lugano) has become one of the most visited art museums in Switzerland. It forms a cultural bridge between the north and south of the Alps. Through its two locations – the LAC cultural centre and the historic Palazzo Reali – it offers a rich programme with temporary exhibitions and changing collection presentations as well as a comprehensive, multilingual educational programme for visitors of all ages. The offer is complemented by the close collaboration with the Collezione Giancarlo e Danna Olgiati, which is part of the MASI network, entirely dedicated to contemporary art. MASI is one of the Swiss museums to be directly supported by the Swiss Federal Office of Culture and is also one of the "Art Museums of Switzerland", the group of museums selected by Switzerland Tourism to promote the country's cultural image worldwide.

Current Exhibitions

La Collezione

MASI | Palazzo Reali (permanent collection)

Vincenzo Vicari Photographer

Ticino in the tide of change

Until 10 January 2021

MASI | Palazzo Reali

PAM Paolo Mazzuchelli

Tra le ciglia

Until 28 March 2021

MASI | LAC

Hans Josephsohn

Until 21 February 2021

MASI | LAC

What's New?

Until 13 December 2020

Collezione Giancarlo e Danna Olgiati

Upcoming Exhibitions

Beni Bischof

Intensity Intensifies

05 December 2020 – 10 January 2021

MASI | LAC

Press Contacts

MASI – Museo d'arte della Svizzera italiana

Head of Communication

Stefan Hottinger-Behmer

+41 (0)91 815 7962

comunicazione@masilugano.ch

For Switzerland

NEUTRAL

Wasserwerkstrasse 129

8037 Zürich

yes@neutral.plus

For Italy

ddl+battage

Alessandra de Antonellis

+39 339 3637388

alessandra.deantonellis@ddlstudio.net

Margherita Baleni

+39 347 4452374

margherita.baleni@battage.net

Exhibition Venues

MASI | LAC

Piazza Bernardino Luini 6

CH – 6900 Lugano

MASI | Palazzo Reali

Via Canova 10

CH – 6900 Lugano

Main Partner



Founders



Repubblica e Cantone
Ticino



Città
di Lugano

Institutional Partners



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Dipartimento federale dell'interno DFI
Ufficio federale della cultura UFC



Press images

01.

Nora Turato

Courtesy: the artist & Galerie Gregor Staiger,
Zurich

© Photography: Sabina Bösch, Zurich



02.

Nora Turato

Courtesy: the artist & Galerie Gregor Staiger,
Zurich

© Photography: Sabina Bösch, Zurich



03.

Nora Turato

that's the only way i can come

by nora turato

© Nora Turato 2020

