



JOAN MIRÓ: L'ARMONIA DEL FANTASTICO

FOR THE FIRST TIME IN ITALY THE SCULPTURE AND GRAPHICS OF THE CATALAN ARTIST

Omnitel Vodafone's Omniarte 2727 describes the exhibition and the artist on cell phone

Genoa, July 5, 2001 - From July 7 to September 15, 32 graphics and, for the first time in Italy, 51 sculptures by the Catalan artist will be on display in the exhibition entitled "Joan Miró: l'armonia del fantastico" at the Museo dell'Accademia Ligustica di Belle Arti in Genoa.

Partners in the initiative are Omnitel Vodafone and the Genoese Confederation of Industry, thanks to which the exhibition has been recognised as one of the most culturally significant events to be held during the G8 summit in July.

Fifty-one important Joan Miró sculptures from the Joan Miró Foundation in Barcelona will be exhibited. They will be on display as part of a carefully chosen selection of thirty-two graphic works by Miró, many related to his sculptures, representing the artist's entire period of activity. Finally, two great and important tapestries constitute an ideal reminder, in the context of the sculpture and graphics exhibition, that Joan Miró's principle activity was painting.

Born in Spain (Montroig 1893 - Palma Maiorca 1983), Joan Miró is one of the great protagonists of contemporary art, creator of a lyric abstractionism characterized by very personal forms of a surreal nature.

A painter of rare expressive ability, Miró also dedicated himself to sculpture, bringing to life, in the last ten years of his career especially, plastic art forms in which the most significant themes and most characteristic expressive forms of his artistic language converge.

The Joan Miró exhibition is part of a larger project - which should conclude in 2004, when Genoa will become Europe's cultural capital - dedicated to deepening the understanding of the Mediterranean as the original environment of artistic expression, focusing on its reality, its inspirational motives and its history.

Assindustria has enthusiastically taken up the opportunity provided by the Summit, with a desire to leave a clear mark by participating in the promotion of the exhibition "Joan Miró: l'armonia del fantastico". Assindustria also recognises the need of other groups to leave their own impression, in fact much of the renovation of public areas and important architectural works has seen significant contributions from associated businesses. All are united by the desire to be part of the great process of renovating the city, which will make Genoa, by 2004, the cultural capital of Europe.

Omnitel Vodafone is making available to all visitors a guide to the exhibition available on cell phone, thanks to the Omniarte 2727 service. Omnitel's cultural itinerary, the fifth in Italy after Giotto in Florence, and Monet, Kandinsky and Magritte in Rome, will start in Genoa at the beginning of July, enabling the listener to discover the works of Miró provided by the Joan Miró foundation in Barcelona.

The success of the previous ventures has made this latest service possible, and as a result it is even more complete and user friendly, enabling visitors to use Omnitel technology to learn about the history and artistic development of Miró. The guide may be consulted via WAP, at the new portal site of Omnitel Omniplanet WAP, and via voice by telephoning the OmniArte service on 2727. To coincide with the exhibition, a new artistic space dedicated to children will be inaugurated, entitled FantaMiró, and located inside the Città dei Bambini in the Porto del Cotone zone.

FantaMirò is an experimental art workshop, where children will be able to play and create their own art using the various materials available in the space dedicated to the Catalan artist.

Free CD ROMs telling the story of the artist and tracing a virtual route through the exhibition will be distributed throughout the period of the exhibition.

Omniarte, in collaboration with Touring Club Italiano, was created to provide information on and descriptions and the history of Italy's most beautiful squares and monuments via cell phone.

Omniarte is very easy to use, thanks to advanced Omnitel Vodafone technology. Simply telephone the short number 2727 from the monument on which you would like information. The system immediately recognises the location from which the call is made and starts a description of the monument or square requested. The service is available to over 16 million Omnitel Vodafone clients, and also to tourists who have chosen the Omnitel network via roaming, with a choice of Italian, English or German language.