

Cardi Gallery | London is proud to announce the **Mimmo Rotella Month**. Over the entire month of October, we will feature a busy calendar of in-person and online events exclusively dedicated to the practice of the visionary Italian artist Mimmo Rotella (Catanzaro, 1918 – Milan, 2006).

The exhibition **MIMMO ROTELLA. Beyond Décollage: Photo emulsions and artypos, 1963 – 1980**, curated by Antonella Soldaini, will continue to be on view at 22 Grafton Street until December 12<sup>th</sup>. We have extended our opening hours during the first weekend of October as part of the festival **Mayfair Art Weekend**. Visitors may safely enjoy the vast selection of over 70 master works on display on five floors of the gallery during MAW2020 hours between 10:00 am and 8:00 pm on Friday; 10:00 am to 6:00 pm on Saturday and 12:00 to 5:00 pm on Sunday. The largest collection of works by Rotella ever seen in the UK, the exhibition offers a unique window into an extremely significant body of work within the artist's practice.

The catalogue **MIMMO ROTELLA. Beyond Décollage: Photo emulsions and artypos, 1963 – 1980** will make its debut as part of the inaugural edition of the **Mayfair Gallery Publication Award**. The winner of will be announced at the end of October. The 316-page catalogue, created as a companion for our exhibition, presents a selection of installation views at Cardi London and includes scholarly essays examining Rotella's explorations of Mec-Art media. Although the catalogue focuses on the works included in the show – which have been extensively researched – it also features a selection of further significant works by the artist. We hope the catalogue will serve as the ultimate resource on this previously understudied era in Rotella's career trajectory.

On **October 7<sup>th</sup>, at 6:00 pm** Cardi Gallery | London will celebrate Mimmo Rotella's 102<sup>th</sup> birth anniversary by hosting a **digital conversation** on the artist's practice. The conversation will focus on the mechanical works he produced throughout the 1960s and '70s. **Antonella Soldaini**, Director of the Mimmo Rotella Institute, Milan and curator of the exhibition and co-author (with Veronica Locatelli) of the accompanying publication, will be in dialogue with **Elizabeth Mangini**, Associate Professor and Chair of History of Art and Visual Culture at California College of the Arts, San Francisco. The pair will discuss Rotella's incredibly rich visual vocabulary and his appropriation of images of cultural icons that span from the glitz of Hollywood and Cinecittà's stars, the colourful realm of mass-produced advertising, to the historic and traumatic events of his time. The talk will also address Rotella's rejection of painting through his pioneering use of mechanical - photographic and typographic - reproduction processes to print onto traditional art materials, establishing him as one of the earliest voices of not only the Mec-Art group, but also the Pop Art movement.

**Frieze Masters 2020 Viewing Room** will open on October 7<sup>th</sup> (until October 16<sup>th</sup>). This year, Cardi's virtual presentation will tie in with the exhibition **MIMMO ROTELLA. Beyond Décollage: Photo emulsions and artypos, 1963 – 1980** at Cardi Gallery | London. Our on-line presentation will feature a solo show of Mimmo Rotella's works that will include a selection of artypos and photo emulsions, complemented by a rare décollage from 1956. These masterpieces are populated by images from films (*La diva*, 1963; *Venere Imperiale*, 1966; *Magoo*, 1966; *Arabesque*, *La Rivincita*, 1967), advertising (*Il Traffico*, 1965; *Tufi*, 1972; *Le sourire Rama*, 1973), the news (*L'astronaute*, 1966, *Italy's trial*, 1979), art historical works (*Homage à Velazquez*, 1966) and erotica (*L'amplesso*, 1975).

We are honoured to announce that an important *décollage*, *Baskerville*, 1961, will be included in the **Frieze Masters 2020 section Forever**, curated by Sir Norman Rosenthal.

**Mimmo Rotella Month** at Cardi Gallery will close with the presentation of **TEFAF Online New York 2020**, that will run from October 30<sup>th</sup> to November 4<sup>th</sup>. Cardi's online presentation will feature *8 ½* (1963) a rare photo emulsion on canvas that celebrates the eponymous autobiographical film by the legendary Italian director Federico Fellini, one of the most iconic films of all time. The world of cinema - especially the movies directed by Fellini and the divas of Hollywood classics - are subject of many of Rotella's photo emulsions.

**SOCIAL: #Rotella #MIMMOROTELLAMONTH @cardigallery #London #mimmorotellainstitute**

Notes to editors:

To receive a link to join the conversation between A. Soldaini and E. Mangini, please email: [info@cardigallery.com](mailto:info@cardigallery.com) by Oct 7<sup>th</sup>, 5 pm. The event will be recorded.

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