

MEDIA RELATIONS

Ph. +39 06 83055699 - Fax +39 06 83053771
e-mail: ufficiostampa@enel.com

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ENEL CONTEMPORANEA 2013: FROM THE 8TH DECEMBER AT THE MACRO THE ARTWORK BY THE JAPANESE ARTIST TOSHIKO HORIUCHI MacADAM IS GOING TO BE THE PROTAGONIST OF THE SEVENTH EDITION

- *From December onwards and for the whole of 2014, the public will be able to admire and experience the huge hand made installation Harmonic Motion / Rete dei draghi, designed for all ages and children in particular.*
- *On the 8th December, from 11.00 am to 7.00 pm, an entire Sunday offering free workshops and activities for children inspired to Harmonic Motion / Rete dei draghi.*

Rome, December 3rd, 2013 – Playful, colourful, interactive: it is a **work of art to be discovered and experienced** *Harmonic Motion / Rete dei draghi*, the huge site specific installation that the Japanese artist **Toshiko Horiuchi MacAdam** has set up at the MACRO - Museo d'Arte Contemporanea Roma (via Nizza) for the seventh edition of **Enel Contemporanea** (www.enelcontemporanea.com), one of the most prestigious international events on the contemporary art scene, curated by Francesco Bonami. The artwork will be visible to public from the 8th December and for the whole 2014.

Made and plaited entirely by hand, with a traditional flavour recalling antique lace work combined with modern forms, the artwork is a surprising **interactive playground, both for adults and most of all for children**, which visitors can go into, jump, roll around, climb, slither, bounce, swing, hang and move from one level to another.

An invitation to experience contemporary art up close, by connecting art and play: for this reason, on the occasion of the opening to public, **Sunday the 8th December from 11.00 am to 7.00 pm there will be a full day of workshops**, activities and free visits for families, inspired by the work of the Enel Contemporanea. Several initiatives are planned to spend a special day, with the family and at the museum, full of culture and entertainment, with moments of laboratory and entertainment (free and open access) designed to stimulate the creativity of children. There will also be guided tours (in this case on reservation) to the *Harmonic Motion / Rete dei draghi* installation, and more.

Suspended inside the big Museum Hall, to represent an ideal *common theme* between the historic building and the new museum area designed by the French architect Odile Decq, *Harmonic Motion / Rete dei draghi*, which is part of the "Air Pocket" series, is thus simultaneously a work of art, aerial sculpture, play area, interwoven net and installation, where to enjoy an entirely different experience

After the success of *Big Bambú*, - about 50,000 visitors in about twelve months - the gigantic installation by Mike+Doug Starn opened last December at MACRO Testaccio to celebrate Enel's 50th anniversary, the collaboration between Enel and the MACRO continues to offer the public new emotions, with a work specially created by the artist so as to **actively involve the public**, inviting them to become a part of the installation, completing it.

Thanks to Enel Contemporanea, the intimate and individual energy intensity that the artist has employed with great passion and dedication in the implementation of the artwork, thus becomes energy and shared heritage for the benefit of the entire community.

Biography

*Born in Japan, **Toshiko Horiuchi MacAdam** studied at the Tama Art University in Tokyo, before specialising at the Cranbrook Academy of Art in the United States. Straight after graduating she began to work as a textile designer for an important New York-based company. It was from that time that she began a progressive exploration of textiles and their structure and application, creating works of art exhibited in Japan and at an international level, giving rise to the movement known as "art fabric". Toshiko's continued research led her to create works of art which would not only be admired but would physically involve the public. It was as a result of this that in 1990, together with her husband Charles MacAdam, Toshiko founded Interplay Design & Manufacturing Inc, with the aim of developing and promoting her surprising textile sculptures throughout the world and, in particular, the "public art for kids" project which reached Italy for the first time this year at the MACRO in Rome. Over the last forty years her works have been exhibited in numerous museums and international galleries in Japan, the United States, South-east Asia etc. She has designed sets, published various reference works on the subject, been a member of the jury for international awards and currently lectures at the textile faculty of NSCAD University (Halifax, Canada). Her knitted sculpture Atmosphere of the Floating Cube is on view in the collection at the National Museum of Modern Art in Kyoto. She lives and works in Canada.*

Present in 40 countries worldwide, amongst the world leaders in the production, distribution and sale of electricity and gas, **Enel** has been committed to sustaining culture in its many forms and expressions for years, to the benefit of the public and with the aim of encouraging better cultural programming and organisation in the long run. In the contemporary art sphere in particular, ENEL is partner of important institutions like the **MACRO – Museo d'Arte Contemporanea Roma** (where the "Sala Enel", one of the biggest in Europe, has been created to host works or shows by Italian and international artists) and like **la Biennale di Venezia**. Enel has been in fact the Main Sponsor and Donor of the 55th International Art Exhibition, just finished, where it has chosen to sustain in particular artists from countries playing a key role for the company among which Brazil, Columbia, Mexico, Rumania, Russia, Spain, Czech Republic and Slovakia, as well as supporting the Italian pavilion and the Slovakia and Czech republic pavilion.

Enel Contemporanea is the project which Enel promotes every year for the realisation of works on the theme of energy from artists of varying nationality (www.enelcontemporanea.com). An initiative, already in its seventh edition, which sets out to explore the concept of energy through the universal language of art. For a number of years

now Enel has adopted the language of contemporary art for its ability to express and transmit the values of innovation, awareness of the environment and internationalism, the three crucial factors which the challenge of a sustainable future is based on and which currently represent the way forward for a company such as Enel.

Previous editions of Enel Contemporanea presented the works of ten international artists: in 2012, the gigantic installation *Big Bambú*, specially created for Enel 50th anniversary for the city of Rome in the exhibition space of MACRO Testaccio, by the American artists Mike+Doug Starn; in 2011 the double moving carousel *Double Carousel with Zöllner Stripes* by the German, Carsten Höller; in 2010 the "butterfly house" *Are you really sure that a floor can't also be a ceiling?* by the Dutch duo, Bik Van der Pol which inaugurated the new MACRO – Museo d'Arte Contemporanea Roma; in 2009 the open air installation by the American, Doug Aitken, on the tip of the Isola Tiberina in Rome. In 2008 an eco-sustainable waiting room by the American, Jeffrey Inaba, at the Umberto I Hospital in Rome, a journey of pictures, neon and video projections by *assume vivid astro focus* amid the ruins of Largo Argentina in Rome and a hidden garden by the A12 group in the lagoon of Venice for the 11th International Architecture Show of the Venice Biennial. In 2007 in Rome: a large work/site by the Italian, Patrick Tuttofuoco, in piazza del Popolo, an interactive water fountain by the Dane, Jeppe Hein, in the Garbatella district and a suggestive lunar eclipse by the English artist, Angela Bulloch, over the Ara Pacis.

Since last year Enel has furthered its commitment to promoting art by means of a new instrument, its two-year partnership with Sky to launch SKY ARTE, the new theme channel in HD. As well as the broad spectrum of programmes ranging from art and music to cinema and literature, SKY ARTE also offers special events and ad hoc productions made thanks to the Enel-SKY partnership.

All Enel press releases are also available in Smartphone and Tablet versions.
Download the App Enel Mobile from: [Apple Store](#) , [Google Play](#) and [BlackBerry App World](#)

ENEL CONTEMPORANEA 2013 – SPECIFICATIONS

Harmonic Motion / Rete dei draghi 2013
A work by Toshiko Horiuchi MacAdam
Norihide Imagawa (structural design)
& Charles MacAdam (design & production)

MACRO – Museo d'Arte Contemporanea Roma
Entrance: via Nizza 138, Rome
Opened from the 8th December 2013 and for the whole 2014
Free entrance to the Enel Contemporanea artwork
Opening hours: Tuesday-Sunday: 11.00 am - 7.00 pm / Saturday 11.00 am – 10.00 pm
Closed Monday; 1st of January, 1st of May, 25th of December

Web site: www.enelcontemporanea.com
Information: enelcontemporanea@enelaward.com

MACRO Info: +39 06 67 10 70 400

www.macro.roma.museum

Join us on Facebook and Twitter: MACRO - Museo d'Arte Contemporanea Roma

MACRODOMENICA IN FAMIGLIA WITH ENEL CONTEMPORANEA

When: Sunday 8th December 2013, 11.00 am to 7.00 pm

Where: MACRO, via Nizza 138, Rome

To whom: families with children

What:

- **Free and open access workshops**

Workshops for children inspired by the Enel Contemporanea artwork.

- **Free guided tours on reservation (at 12.00, 2.30 pm and 5.00 pm, max 30 people for each tour)**

Guided tours to the *Harmonic Motion* installation, to the Photo Festival and the Urban Arena project

The meeting point is at the MACRO ticket office at via Nizza 138.

It is necessary to book within Friday 6th December at the following e-mail address:
famiglie.macro@gmail.com

For information and reservations

Elisabetta Dusi

Educational activities for adults and families

ph. +39 06 671070425 e-mail: famiglie.macro@gmail.com

PRESS OFFICE

Enel

Alessandra de Antonellis m. +39 339 3637388 alessandra@hfilms.net

Enel Relazioni con i Media ph. +39 06 83055699 ufficiostampa@enel.it

MACRO PRESS OFFICE

ph. +39 06 67 10 70 443 / stampa.macro@comune.roma.it

Maria Bonmassar / m. +39 335 49 03 11 / maria.bonmassar@gmail.com

Ludovica Solari / m. +39 335 577 17 37 / ludovicasolari@gmail.com

Zètema Progetto Cultura Press Office

Patrizia Morici / ph. +39 06 82077371 / m. +39 348 5486548 / p.morici@zetema.it

www.zetema.it

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