

Milan, 1 March 2016

From today until 12 March at the Velasca Tower Museum Space

DO YOU REMEMBER THE FUTURE? DARIO MOSCHETTA EXHIBITION AT THE VELASCA TOWER

From today until 12 March, the temporary exhibition by Dario Moschetta ***Do you remember the future?*** will be held at the Museum Space of the Tower.

The six works from his *Cityscapes* collection, urban portraits - including one recent creation dedicated to the Velasca Tower - capture the essence of large metropolitan cities. Created by mixing elements of photography and painting, they involve a long working process, similar to the development of photographic negatives from optical white. The use of different materials and tools, from PVA glue to sandpaper, leads to a unique result in which the details of the city, light and the perspective lines of buildings stand out on canvases that have the used look of old cinema posters.

This exhibition represents a further step in Velasca Tower enhancement process, strongly supported by the Unipol Group, owner of the property since 2012. This process began with Opening Velasca during the Expo period, which intended to place the tower back at the centre of cultural debate, bringing it back as one of the protagonists not only of Milan but of the country. The Velasca Tower thus returns to be a place of culture, debate and experimentation thanks to the new impetus given by the Unipol Group.

The Velasca Tower is a part of *Urban Up*, the Unipol Group's real estate redevelopment project aimed at enhancing some of the most important Milanese buildings belonging to the Group.

INFO

Ti ricordi il futuro?

Spazio Mostre Torre Velasca - Piazza Velasca 5, Milan

Monday to Friday 5:30 pm - 9:00 pm

Free admission

WORKS EXHIBITED**CITYSCAPES**

Blue Chrysler 80x76cm 2013
Lost highways 71x114cm 2014
New York 16 77x110cm 2014
One Way 800x850cm 2014
New York 25 100x85cm 2016
Torre Velasca 81x145cm 2016

SHORT ARTIST BIO

Dario Moschetta was born in Castelfranco Veneto, where he lives and works. An experimental artist, he prefers painting in acrylic so as to experiment with new techniques and express himself in an ever original and effective way. The relentless evolution is reflected in his works, which range from portraits focused on the human face to metropolitan artworks with a great visual impact. He has exhibited in various solo exhibitions in Italy and has appeared in design and décor publications. He collaborates with a US Company specialising in home décor and, for some time, has been participating in the design of new proposals in the field of art prints together with a group of Milanese designers.

TECHNIQUE

The process for creating the urban view artworks is complicated: he starts with a printed photographic base and dissolves printing pigments with PVA glue. This is a process that recalls printing photographic negatives from optic white. Then he switches to acrylics, giving tension to the lines, attempting to bring out the personality of the city without, however, showing its inhabitants. Then this is all glued to a firm surface such as canvas or wood. Finally the surface is scratched with various tools such as chisels, rasps and sandpaper, for a result similar to consumed film posters seen in the streets.

**Contacts****Unipol Group Press Office**

Fernando Vacarini
Tel. +39/051/5077705
pressoffice@unipol.it
Claudia Galassi
Tel. +39/02/51815268
claudia.galassi@unipolsai