

## **COEVAL – All Art Is an Image. Performing Representation**

On January 11, 2024, **COEVAL** launches a series of events in collaboration with **STUDIOHOMEAWARENESS** that will see the space host offline exhibitions and performances inspired by COEVAL platform everyday research. Each event will be curated by creatives from different backgrounds, from the arts to fashion, from music to AI-based practices.

COEVAL events at STUDIOHOMEAWARENESS are an exercise of community making in the context of a city such as Milan where the FOMO feeling is ruling over networking events and routines. Australian architect and urban planner William J. Mitchell states that today's urban planners are tasked with writing computer codes to create virtual places and electronic interconnections. Within these places designed for transmediality, social contacts, economic transactions, and cultural life unfold, while surveillance is enacted. Based on this observation, we ask: what are the limits and potentialities of physical space in cities today, when space is a luxury subject to speculation beyond human control? STUDIOHOMEAWARENESS is transformed into a space for negotiating being social without having to perform but to decompress and meditate in a futuristic way. A place to enjoy a curated space for contemporary relaxation.

COEVAL hosts a hybrid exhibition curated by **Ilaria Sponda**, who's proposing "**All Art Is an Image. Performing Representation**" a group exhibition in hybrid form: partly a video screening of sculptural artworks' photographic documentations by **BN+Brinanovara, S()fia Braga, Hyun Cho, Alessandra Draghi, Naomi Nakazato, Carolina Papetti, Linn Phyllis Seeger, and Vincenzo Zancana**, partly a traditional exhibition showcasing physical works by Hyun Cho and Vincenzo Zancana. The screening exhibition is a randomic video performance of representations of works put on display elsewhere, at asynchronous times and seemingly generic locations. By stating that "all art is an image," the curator highlights the significance of 'installation views' in contemporary art exhibitions. Documentation practices and aesthetic standards are largely determined by the platforms on which they circulate, often reaching viewers before they have a chance to experience the actual artwork in person.

The video performance treats photographic installation views as digital equivalents of exhibitions, which often play a more active role in the art world's transactions than their physical counterparts. The online circulation of these exhibition images generates new value for artworks and contributes to altered processes of legitimization. The visible decline in the importance of physical exhibition spaces indicates a new relationship between the copy and the original, one that is based on time rather than a specific location. It leads to the conclusion that the version of an artwork or exhibition encountered by the viewer first is considered the original. This paradoxical reproduction of artworks results in the creation of a new cult model driven by the desire to align with the new "global art" canon shaped by international platforms and to achieve visibility and searchability online. The video is produced by Motion Designer **Nobel**. The selected artists are part of Coeval's archive of publications, chosen by the curator for the affinity of topics covered such as projection beyond the appearance of reality, contemporary icons, identity and representation between real and virtual.

From 7PM to 9PM the hybrid exhibition is accompanied by a performance by **areare**. A performance by **Hesun** will follow at 9PM, together with a DJ set by **Nobel** starting at 9.30PM.

The event at STUDIOHOMEAWARENESS is open to the public with admission by registration from 7PM. Entrance is from Via Francesco de Sanctis, 2.

Event registration can be found at this [link](#).

**COEVAL** is the new era encyclopedia that brings together talented minds from around the world, establishing a framework of reference points aimed at the post-digital future. As an online platform, COEVAL promotes experimental practices and groundbreaking perspectives. The magazine has been cultivating artist-generated content by engaging with an innovative take on the encyclopedic format. It's Founded and Directed by **Donald Gjoka**,

### **Donald Gjoka**

Donald Gjoka is creating a bridge between technology and creativity. A perfect blend of WEB3, AI, metaverse and his background in photography, fashion, art, music, film and design with online and offline interactive and immersive experiences.

**STUDIOHOMEAWARENESS** is a new contemporary art gallery in Milan for experimental hybrid exhibitions. It's run by Francesco Giannantonio e Leonardo Marchesini.

**Ilaria Sponda** is an interdependent curator, researcher, and writer. Since 2019, he has collaborated as a writing contributor and editor for various contemporary art and culture magazines, both online and in print. Her curatorial research aims to unveil contexts of production and circulation of art. Within these premises, she looks to deconstruct contemporary curating towards a critical mediation of art and its understanding through "friction" as a methodology.

**Nour Choukeir** is a Lebanese set designer and multidisciplinary artist based in Milan, primarily focuses on the intersection of fashion and art. Raised in Beirut, she draws inspiration from the dynamic cityscape, prompting her exploration of the intricate connections between Time and Space. Choukeir's artistic endeavors delve into the extraordinary facets of the natural world, seamlessly weaving fables and classics into contemporary creations. Infused with a passion for impressionist colors and botanical nuances, she skillfully crafts distinctive expressions of nature's allure. Beyond her contributions to luxury fashion as an interior and set designer, collaborating with renowned brands, Choukeir's concepts harmonize with the symbiotic relationship between humanity and nature. Her timeless expressions find a global stage in international galleries.

### **Hesun**

China born, Milan-based Designer and poet, with wind-like energy, likes to capture the dynamics in her arms and likes to admire the amazing and cruel beauty of the world in the form of art.

**Nobel** began producing in 2008. Between 2013 and 2016 he produced three EPs for Lucky Beard, Top Billin, Meanbucket and the American label #Feelings. He is part of the

PTWSCHOOL collective and writes the 'Freschezze' column on Babylon, a Radio2 broadcast. In 2017 he founded 'Merge Layers' with Natlek, a label focused on club music, and obtained a program on the Milanese radio station Radio Raheem. Today, together with the producer Ceri Max, he is a resident of the Init evening in the historic Q-Club club in Milan. In 2023 he creates a project together with Unusual Magic that involves the creation of singles and EPs of Vogue / Ballroom music with the acronym of WTP.

**areare** takes on the little-regarded and (un)easy listening genres of the celestial music scene. A retrospective echoing Milan's fluctuating vibes. A collaboration between Artetetra, Les Giants, and Pampsychia.