

FPT INDUSTRIAL ANNOUNCES ITS COMMITMENT TO ART, SUPPORTING THE ITALIAN PAVILION AT THE 58TH INTERNATIONAL ART EXHIBITION – LA BIENNALE DI VENEZIA AND PRESENTING A SPECIAL PROJECT BY THE ARTIST CHRISTIAN HOLSTAD, WHICH COMBINES ART AND SUSTAINABILITY, AT THE CA' FOSCARI UNIVERSITY OF VENICE.

The Brand, a leader in the powertrain sector, is the Main Sponsor of Padiglione Italia at Biennale Arte 2019 and will present, in Venice, a large installation by American artist Christian Holstad who, invited by Milovan Farronato, has conceived an artwork inspired by the theme of protecting the marine environment from plastic waste.

The work, entitled *Consider yourself as a guest (Cornucopia)*, will be displayed at the Ca' Foscari University of Venice, Italy, from 9 to 11 May 2019 on the banks of the Canal Grande and, from 12 May to 12 June 2019, in the Ca' Foscari University of Venice quadrangle.



Turin, 11 May 2019

With the site-specific installation by **Christian Holstad**, *Consider yourself as a guest (Cornucopia)*, **FPT Industrial**, a global brand of CNH Industrial and a leader in the production of industrial engines, **announces its commitment to support the arts.**

The artwork will be exhibited at **Ca' Foscari University of Venice: from 9 to 11 May 2019** on the banks of the **Canal Grande** and **from 12 May to 12 June 2019**, it will be displayed at the university **quadrangle.**

The project demonstrates not only FPT Industrial's commitment to the art world, to which its role as the **Main Sponsor of Italian Pavilion at the 58th International Art Exhibition – La Biennale di Venezia** is testament, but also its concrete commitment to sustainability and environmental protection, specifically of sea life, stemming from the importance marine engine production has for the Brand.

PRESS RELEASE



Christian Holstad "Consider yourself as a Guest (Cornucopia)" installation on the Canal Grande banks

To this end, from April 2019, **FPT Industrial** is a partner for the European **Clean Sea Life** project which promotes awareness-raising activities aimed at protecting the sea from waste pollution. In 2018, the *Clean Sea Life* pilot initiative saw the involvement of twelve fishing boats from San Benedetto del Tronto, East coast of Italy, which, in one work day, collected 385 kg of waste from the sea, demonstrating the need to spread good practices regarding this subject.

*“These are awareness-raising projects which we believe are a ‘must’ for a Brand such as ours – says **Carlo Moroni, Head of Communication of FPT Industrial** – which has always invested in research, with the goal of producing cutting-edge and sustainable engines that are also environmentally friendly. The Holstad installation and the Italian Pavilion sponsorship are a way of further consolidating our commitment, to support cultural production, and to pay homage to Venice, a city which absolutely represents the influence of water on our lives”.*

Invited by **Milovan Farronato, Christian Holstad** conceived a site-specific piece, inspired by the constant news about pollution of the seas and oceans around the world, owing to his **focus on the subject of consumerism** and its subsequent effect on the world.

A **cornucopia, an ancient symbol of luck and abundance**, made entirely with **plastic waste**, becomes the chance to reflect on the urgency of tackling the issue of pollution of our seas. The classical meaning of this iconic image is thus distorted by the artist, taking on a **new negative sense of “excess”**.

*“A past neighbor had a sign on their door which read “Consider yourself a guest”. I walked past it each day for years and it became an unintended mantra”, says **Christian Holstad**. “Our dependence on plastics is not sustainable. Its effects are swelling into continents in our waters. Consider yourself a guest (Cornucopia) is a reflection of our impact on the planet and our consumptive roles within the growing plastic mass”.*

Consider yourself as a guest (Cornucopia) aims to raise public awareness in a clear and immediate way, literally “bringing to the surface” a topical problem rather than leaving it hidden in the depths of the sea.

The presentation of the work at the Ca' Foscari University of Venice confirms the ethical vocation of the project: indeed, since 2010, through the **Ca' Foscari Sustainable** program, the university tries to encourage actions and behaviours that reduce the university's impact on the environment and natural resources, and to promote the well-being of the community, social equity and economic development.

Christian Holstad was born in 1972 in Anaheim, California; he currently lives and works in New York. Characterised by a unique attitude rather than a particular method, Holstad's work includes

ideas relating to the modern world; social class, culture, sexuality, and society all become the subject of his work. His personal exhibitions include: New Positions, Andrew Kreps Gallery, New York (2017); Christian Holstad, red, yellow, lime, pink, lavender, green, scarlet, lavender, scarlet, green, lavender, The Magazine Sessions 2016, Serpentine Gallery, Londra (2016); Toothpick, Massimo De Carlo, Milano (2016); The Book of Hours, Andrew Kreps Gallery, New York (2013); The World's Gone Beautiful, Daniel Reich Gallery, New York (2009-10); Christian Holstad. I Confess, Galleria Civica of Modena, Modena (2009); Gaity: Discovering the Lost Art (in Absentia), curated by Beatrix Ruf, Kunsthalle Zürich (2004) and Innocent Killers, Project Room, MoMA PS1, New York (2004). His collective exhibitions include: SI Onsite, Swiss Institute, New York (2018); Hangzhou Triennial of Fiber Art, Hangzhou (2013); Paper, Saatchi Gallery, Londra (2013); Aquatopia, Nottingham Contemporary, Nottingham (2013); Graphite, Indianapolis Museum of Art, Indianapolis (2013); The Air We Breathe, San Francisco Museum of Modern Art, San Francisco (2011); Coming After, The Power Plant, Toronto (2011); Compilation IV, Kunsthalle, Dusseldorf (2009); Compass in Hand: Selections from the Judith Rothschild Collection, Museum of Modern Art, New York (2009); Unmonumental (Inaugural Exhibition), New Museum, New York (2007). Furthermore, his work was displayed in 2007 at the Lyon Biennial and in 2004 at the Whitney Biennial in New York.

FPT Industrial is the company of the CNH Industrial group dedicated to the design, production, and sale of engines for on and off-road vehicle and industrial vehicle applications, as well as of engines for marine applications and power generation and of transmissions and axles. The company employs more than 8,000 people worldwide in ten factories and seven research & development centres. The FPT Industrial sales network consists of 73 dealers and over 800 service centres in approximately 100 countries, with an extremely wide range of products that includes six engine families with power from 42 to 1,006 horsepower, transmissions with maximum torque from 200 to 500 Nm, and front and rear axles from 2 to 32 tonnes. FPT Industrial also boasts the most complete range currently available on the natural gas engine market for industrial applications, covering a power range from 136 to 460 horsepower. This offering, combined with great attention to research & development activities, makes FPT Industrial one of the leading global players in the field of engine production for industrial use. For more information, visit www.fptindustrial.com.

GENERAL INFO

fptindustrial.com

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Ca' Foscari University of Venice

Dorsoduro 3246, 30123 Venice

Opening hours: from Monday to Friday 8.30 am – 7.30 pm; Saturday and Sunday 10.00 am – 6.00 pm

Free entrance

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