

UNU

Via Mercato Vecchio, 16
Todi – PG

MARINO FICOLA *L'ANIMA* LES PRIVÉS DU PRIVÉ

Opening: Thursday 29 August 2013 at 18:00

Carlo Primieri and the staff of Primieri Hair are delighted to invite you to the launch of Marino Ficola's performance-show: *L'Anima: Les Privés du Privé*. Conceived by **Carlo Primieri** and curated by **Marinella Caputo**, the launch will be held in the exhibition space UNONELL'UNICO, which will open for the first time.

Originally private, UNU is a unique place immersed in history and now made available to the public because of its importance. Upon entering, the visitor will be transported into the past. UNU's walls and vaults – dating from the Augustan period, with later mediaeval alterations – can be found near Todi's Old Market area, where the Roman Niches were constructed to support an important area of the ancient city.

The unusual nature of this tall, narrow space – suggestive of an arch, or vault – will amaze and thrill the viewer, whose changing moods will be filmed by specialists (with each individual subject's permission) under the direction of Marinella Caputo, Marino Ficola and Carlo Primieri. Every click and every take will be fed into a video, which will itself become a work of art.

Only after undergoing a form of initiation, as in certain types of body art, will the spectator be allowed to enter UNU to view the work in the space: Marino Ficola's *L'Anima* and his video of a seminar conducted by Carlo Primieri. At this point, there will be an epiphany: the history of the 'Grotto Gallery' will be revealed, along with the significance of the title, *Les Privés du Privé*.

Contemporary and ancient art meld together perfectly in this exhibition to render unique both the place and the viewer's initial impressions of it. The viewer, and above all, the viewer's sensations will be the principal protagonists in the event.

UNU has chosen to take an active role in the 2013 Todi Festival, curated by Silvano Spada, with a performance that takes as its theme the investigation of the spectator's mood and psychological state. Such an initiative will provide a fascinating opening to an exhibition programme that focuses on the unusual and remarkable nature of UNU, an ideal space for one-off exhibitions and installations.

Opening: 6 p.m. Thursday 29 August 2013

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With the support of Primieri Hair

Photos: Zouhair Bellahmar