

**Art at the Center – the new *agora***  
for a Responsible Social Transformation

Cittadellarte - Fondazione Pistoletto  
Biella, Italy, 22.6. – 31.10. 2002

*Arte al centro* is an exhibition at Cittadellarte, a place where artists and representatives of other spheres of society meet in a common search for a responsible social transformation.

In this context, *arte al centro* documents concrete initiatives reaching into core sectors of contemporary society, in its cultures of production and politics, its inter-cultural relations, or the logics of its mass-media. All these initiatives, projects from various countries, from artists as well as from scientists or people in the economy, provide new spaces for meetings and discussions across sectorial boundaries. They provide a new *agora*, a place for a community based on the recognition of differences.

The exhibition focuses on projects and initiatives, which, in their concern for a wider social context, exceed the level of critique, and proceed towards pro-positive actions and interventions: artists, who do not just point to the problems of consumer society, but collaborate with firms to support responsible marketing, scientists, who do not just document traumatic events, but proceed to offer spaces for new experiences, ...

*Arte al centro* is organized in thematic zones, each of which assembles manifestations of hopes and dreams, documentations of glorious failures, and successfully realized projects. It provides the visitors with information and reference material for their own engagement in a responsible social transformation.

Participants:

Tal Adler (Israel), Amare le Differenze – Primo Partito Intermediterraneo (international), Project AIM (Italy), Les Ambassadeurs de Vide (France), Sabina Baumann (Switzerland), Souad Benkhdim & Dominic Hislop (Italy, Scotland), Michael Blum (France), calc (Spain), Simonetta Carbonaro & Dornbracht & Meiré und Meiré (Germany), Per Carstedt & Anders Nyquist (Sweden), Casual Group (Switzerland, Italy), Cittadellarte (Italy), Club Distretti Industriali (Italy), Armin Chodzinsky (Germany), David Dellafiora (Australia), Julius Deutschbauer & Gerhard Spring (Austria), etoy (international), Jean Damien Fleury & Jean Ziegler (Switzerland), group 9:22 inc & Maria João Calisto & Oscar Vargas (international), Pierre Guillet de Monthoux & Giorgio Borrione (Sweden, Italy), illy (Italy), Indymedia (Italy), Charlie Jeffery & Francesco Bernabei (England, Italy), Charlie Jeffery & Haeseung Chung & Teseco (England, Korea, Italy), Leopold Kessler & Ermenegildo Zegna (Austria, Italy), Ulrike Kohnen-Zuelzer & Brigitte Zerle & Ermenegildo Zegna (Austria, Italy), Cees Krijnen & Pininfarina (Netherlands, Italy), Mark Lewis (England), Hans Op de Beeck (Belgium), Michelangelo Pistoletto (Italy), Kai Portilla & Ali Ganjavian (England), Relax (Switzerland), Juan Esteban Sandoval Arango (Colombia), Henrik Schrat (Germany), Significans (Germany), Nika Spalinger (Switzerland), Transnational Republic (Germany), Marion von Osten (Switzerland), Why do you shop? (Germany), Wochenklausur (Austria).  
Curated by Dagmar Reichert with assistance of Davide Colombo.

Artistic Director: Michelangelo Pistoletto