**GALLARATE (VA)**

**FROM 22 JANUARY TO 18 JUNE 2023**

**ANDY WARHOL AT THE MA\*GA**

**THE 2023 EXHIBITION**

**Five thousand square metres dedicated to the genius who changed the history of art in the twentieth century.**

**More than 200 iconic works will be accompanied by a huge section devoted to the American artist’s films, another unprecedented section dedicated to the *Andy Warhol TV* and a complete series of the LP sleeves designed by Warhol.**

**In addition, Warhol’s incredible performance with the Velvet Underground and Nico, *Exploding Plastic Inevitable*, will be screened for the very first time in Italy, now available to the public in an immersive version.**

**To complete the exhibition, a large video wall dedicated to the *Andy Warhol TV* and a spectacular installation will be set up in the Porta di Milano area in Milan Malpensa international airport.**

**The MA\*GA in Gallarate will enjoy far more than the standard fifteen minutes of notoriety!**

**For more than four months, from 22 January to 18 June 2023, the MA\*GA will be hosting an anthological dedicated to Andy Warhol** (1928-1987), one of the unquestioned stars of twentieth-century art and culture.

Curated by Maurizio Vanni and Emma Zanella, the exhibition narrates the rich and variegated production of the father of American Pop Art, whose long career saw him working as a painter, an illustrator, a theatre designer, a television and movie producer, a film director, a director of photography and also as an actor, making him a figure who introduced radical change to how contemporary society is seen and perceived.

Entitled ***Andy Warhol. Serial Identity***, to stress how his research is characterised by his absolute versatility and drive to transform, the exhibition employs **more than 200 works** (many on loan from such international institutions as the Andy Warhol Museum in Pittsburgh and the Ronald Nameth Archives) to describe Warhol’s entire creative universe, from the first drawings he did for publishers and fashion houses to his most important works of Pop Art, starring such famous people as musicians, movie directors, designers, politicians and actors, together with the commercial brands he created for leading corporations, which became icons of a new way of living and consuming, utterly ordinary elements of everyday life raised to the status of contemporary icons.

The visit to the exhibition will open with a comparison between some of Warhol’s private drawings and the first tastefully polished advertising roughs dating to the fifties of the last century. It was the idiom of advertising, which had risen to become the driving force of social intercourse and of recognisability in the years when American industrial output was forging ahead with the throttle fully open, that persuaded the artist to subject his aesthetic, linguistic and personal creations to a 180° revolution.

From the early sixties, Warhol started experimenting with the languages, the techniques and the extensive codes of mass communication, hauling them into his own world and reinventing them with a highly recognisable signature style of his own, in every field of expression and of creative research, in the serial production of silk-screen prints, in the experimental films he made, in publishing, in photography and in his unfettered use of the mass media.

The exhibition will feature Andy Warhol’s famous cycles, his ***Flowers***, his ***Campbell’s Soup***, his ***Death & Disasters***, his **portraits of celebrities**, such as Marilyn Monroe, Jacqueline Kennedy and Mao Tse-tung, and the famous series of ***Ladies and Gentlemen***, as well as a body of works and materials related to many of the artist’s no less important kinds of production, such as his work related to publishing and his graphic designs for album sleeves. In addition to his better-known artist books, in fact, Warhol also created biographical books written in the first person and designed entire catalogues for some of his one-man shows; his passionate relationship with printed matter also extended to the foundation of the famous magazine *Interview*, which is still going strong to this day.

The exhibition will combine together several different levels of narrative, enabling visitors to perceive the less evident aspects of Warhol’s work: the quest for ceaselessly different identities that the artist wanted to project for himself; the anxiety of experimenting with artistic languages that were continually flowing into one another; the profound links between his work and the music, publishing and movie scenes, issues that will all be illustrated extensively in the exhibition, also as a result of a partnership with the Andy Warhol Museum in Pittsburgh for his ***Silent Movies*** and ***Screen Tests***and the fantastic excerpts from the schedules of the ***Andy Warhol TV***.

The exhibition project is also made special and unique by the presence of the extensive section dedicated to Warhol’s experiments and investigations with the process of filming and being filmed. Visitors will be able to see the full-length version of ***Empire*** (1964)(8 hours and 5 minutes), the famous sequence of the Empire State Building from sunset to sunrise; ***Kiss*** (1963-1964)(58 minutes), a sequence of straight and gay couples kissing, and four of his Screen Tests – *Salvador Dalí*, *Bob Dylan*, *Lou Reed (Coke)* and *Edie Sedgwick* – which were shot with a fixed camera focused on people who came to visit the Factory.

The Pittsburgh museum will also be loaning the five episodes of ***Andy Warhol’s Fifteen Minutes***, produced for the iconic *Andy Warhol TV* and screened from 1985 to 1987, and the three clips from the 1981 video shot for *Saturday Night Live*, America’s most celebrated TV show, that are considered to be the pinnacle of Warhol’s television works.

**This section will be explored further at the Porta di Milano, the exhibition space at Milan Malpensa international airport, as a result of a partnership with SEA, the airport’s management authority, with a large video wall dedicated to the *Andy Warhol TV* and a spectacular installation inspired by some of Warhol’s most celebrated images.**

The exhibition will also feature **a first-time showing in Italy** of the extraordinary video installation by the American photographer and movie director Ronald Nameth created from the ***Exploding Plastic Inevitable*** performance orchestrated by Warhol with the Velvet Underground and Nico. *Exploding Plastic Inevitable* was performed from April 1966 to May of the following year in several American cities, where it encountered a very mixed bag of good and bad receptions from the public and reviews from the critics: from New York to Los Angeles and from San Francisco to Chicago and Provincetown.

This show, a veritable progenitor of the mixed media performance, saw Warhol managing the lighting and images in a set, experimenting with recreating an immersive psychedelic scene and the visual experiences of taking LSD, while the Velvet Underground and Nico performed live, dressed in white from head to foot and acting as mobile supports for film and slide projections of a variety of images and colours.

Dedicated to show business and shot in June 1966 by Ronald Nameth on the occasion of the presentation of the show at *Poor Richard’s* in Chicago, the film takes the form of a multichannel immersive and environmental projection and is the only complete documentary record of the performance. It has been loaned exclusively to the MA\*GA by the Ronald Nameth Archives with the collaboration of the MACBA in Barcelona.

Warhol’s close personal relationship with music also emerges from the **album sleeves** that the artist started designing in the fifties, continuing for the rest of his life, from some dedicated to recordings of classical music and forties and fifties jazz to the far more famous sleeves for the albums of the Velvet Underground and Nico, the Rolling Stones, John Cale, Liza Minnelli, Aretha Franklin, The Smiths, Debbie Harry and Loredana Bertè, to name just some of his better-known projects.

The design of the exhibition at the MA\*GA and at Milan Malpensa airport is the work of the stage designer Margherita Palli, who has worked with, among others, La Scala in Milan and the Venice Art Biennale.

The public will have the opportunity to explore the many still utterly contemporary issues tackled by Warhol in his research, accompanied by specific educational activities that have been custom-designed for the occasion by the MA\*GA’s educational department, including guided tours, contemporary art workshops, lectures and events for families.

All the works on show and the critical and historical essays by Maurizio Vanni, Emma Zanella, Luciano Bolzoni, Federica Crespi, Michela Guasco, Michele Lombardelli, Luca Palermo and Marco Senaldi will be published in the bilingual catalogue in Italian and English by **Nomos Edizioni**.

The exhibition is produced by the **MA\*GA** and by **Spirale d’Idee** (of Milan), in partnership with the **City of Gallarate**, enjoys the patronage of the **Region of Lombardy** and is supported by **Ricola, SEA** and **Missoni** as main partners.

Gallarate (VA), December 2022

**ANDY WARHOL. *Serial Identity***

Gallarate (VA), Museo MA\*GA (via E. De Magri 1)

**22 January – 18 June 2023**

Curated by

**Maurizio Vanni and Emma Zanella**

**Museo MA\*GA**

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**Tickets**

*Open:* €14,00; *full ticket:*€12,00

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