

LOFT – Light On Future Topics The new project by Galleria Fumagalli

Galleria Fumagalli launches LOFT – Light On Future Topics, a new project with a specific brand, which focuses on the investigation of new international trends in art and multidisciplinary creativity.

LOFT joins the long-term operations of Galleria Fumagalli, which is currently concluding an exhibition program dedicated to the activity of the latest 30 years, under the guidance of Annamaria Maggi.

LOFT kicks off on 13 September 2023 with the first group exhibition *Don't lose the path because of the trees*.

Galleria Fumagalli presents the new project **LOFT - Light On Future Topics**, a new area of the gallery's operations, with a specific new brand, aimed at focusing on the **exploration of the contemporary universe in all its creative aspects**.

HOW LOFT WORKS

LOFT invites a **selection of artists and creatives**, with experiences and research in different fields, to present **new and multidisciplinary cultural proposals**, ranging from visual art to photography and architecture, from video to performative art, from cinema to fashion and design. By sharing knowledge and through the fusion of the arts, the project aims to bring together **talents capable of investigating the trends of art and creativity that emerge in the contemporary scene**, generating an opportunity for international and interdisciplinary dialogue.

LOFT stems from the interest in sharing and the strong dialogue with the artists that has always been a central focus for Galleria Fumagalli. **It offers a space conceived to be actively experienced by creative minds from all over the world and from all disciplines**. A key feature of the project is the belief that meeting others is always an opportunity to discover new values and the first step to be taken to imagine the future. With LOFT, Galleria Fumagalli creates an environment for exchange and discussion, stimulated by the direct collaboration with curators and artistic talents.

THE SCIENTIFIC COMMITTEE

The research and selection of the protagonists of LOFT is entrusted to a **committee of key figures coming from various creative fields**: the curator and art sharer **Maria Vittoria Baravelli**, the style director of Sanlorenzo and theatre critic **Sergio Buttiglieri**, the fashion consultant and brand strategist **Massimo Monteforte** and film director **Marco Pozzi** accompany **Annamaria Maggi** and **Massimo Zanello** to conceive a program aimed at sharing knowledge.

THE FIRST EXHIBITION OF LOFT

LOFT's exhibition program kicks off in September 2023 with the group exhibition *Don't lose the path because of the trees*, open to the public from 13 September to 13 October 2023.

Curated by Maria Vittoria Baravelli and from an idea by Massimo Zanello, Luigi Pensa, and Annamaria Maggi, the exhibition features the oeuvre of Luca Boffi (Milan, Italy, 1991), Hisayuki Amae (Kanagawa, Japan, 1974), Clara Cebrián (Madrid, Spain, 1991), Luigi Pensa (Turin, Italy, 2001) and Costanza Starrabba (Ancona, Italy, 1995), whose single works are accompanied by an original group installation that is the result of the collaboration between the five artists. The show also includes performances and workshops.

LOFT's brand has been designed by the FluDesign studio specifically for the occasion.

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