

Press Release

**Gec Art completed his “Wine in progress” public artwork  
in Monforte d’Alba for Fondazione Bottari Lattes and ETI European  
Project Scheme**

**A sustainable artwork that was made in collaboration with the whole local  
community, sharing a strong bond with the land and its memory**

**“Wine in Progress” resulted from the family photos that so many citizens sent to the street artist  
– the artwork has now turned digital and is spreading through the web, thus pushing the  
audience to share their pics taken in front of it, on social media.**

[www.fondazionebottarilattes.it](http://www.fondazionebottarilattes.it) – [www.eti-europe.eu](http://www.eti-europe.eu)  
#WiP #WineInProgress #FondazioneBottariLattes #ProgettoEti

*8<sup>th</sup> July 2021.* By means of the **Gec Art's “Wine in progress”** art project, promoted by **Fondazione Bottari Lattes**, within the **ETI European Project Scheme**, public art celebrates the Langhe-Roero UNESCO World Heritage Site – a land caught between memory and innovation, where the local residents played an active role. The street artist, born in Cuneo and living in Turin, completed **“Wine in Progress”**, a sustainable artwork that was made in collaboration with the local community and is devoted to the land and its roots: **two large posters** on the walls of **Monforte d’Alba**. The inspiration for this work came from a number of family photos that so many citizens had sent to the artist. These two posters are now turning digital, since people are being encouraged to photograph the artwork and post their pictures on social media, not to lose the memory of them. (hashtag: #WiP, #WineInProgress, #FondazioneBottariLattes, #ProgettoEti).

**“Wine in Progress”** was made in two steps: firstly, Gec Art asked the youth and the elderly, children and grandchildren, via Facebook and Instagram, to browse their family photo albums in search for photos of their grandparents set in Langhe and Roero's vineyards and cellars. Secondly, Gec Art selected several shots and made two large and hand-painted posters out of them. The works were then attached on Monforte d’Alba's city walls with environmentally-friendly material: one is located in **Piazza Fratelli Viola**, the other one is in **Via Roddino**. Passers-by are now responsible for making the Gec Art's work evolve and enter the digital world, via Facebook and Instagram; so that it can live through time to make all of us think of our roots and the bond we share with our land and its traditions, not to lose our local collective memory. **“Wine in Progress”** aims to be also a historical document, with the purpose to mark an idealistic timeline spanning from late 1800 black and white photography to digital disposable techniques, as we can see on social media nowadays.

It goes without saying that the passing of time and the weather are going to affect the artworks, which will increasingly fall apart till they fade away for good. However, their presence, strength and memory will continue online.

The poster in **Piazza Fratelli Viola**, opposite the school, results from a family photo shot in Castagnole delle Langhe in the late 1970s. This shot was picked since vine growing was still a family-run business at that time, even though wine-making was on the verge of booming. The picture shows two workers standing, during a quick break in their vineyard tasks, facing a large-wheeled wooden cart carrying a vat, while the two men are pouring a glass of wine to each other. «This is just a glimpse, lasting for a few minutes, of an ordinary farmer life, that can tell a whole story- claims Gec Art –. The way these two characters stand is also interesting, especially for the one on the left, who has got his hat on and a cigarette in his mouth, typical of farmers at that time. The school location was precisely chosen for the local kids to spot “their granpas”».

The poster in **Via Roddino**, the street leading to town, was developed starting from a shot belonging to a local old photo collector, dated between the late 19<sup>th</sup> and early 20<sup>th</sup> centuries. It is evident how rural work was a family and community business back then. Fourteen farmers are working together by a large wooden thrasher during harvesting time. «This picture has got nothing to do with the wine-making process – adds Gec Art – but I chose it since, as I learned more about this land throughout the photos that people had sent me, I found out that vineyards were not the only crop on the horizon. On the contrary, many different cultivations thrived, such as wheat, and rural work was not just focused on wine and grapes, for this sector has gained importance just in the last sixty years. I was interested in showing that Langa area has acquired its current appearance just recently, and I felt the urge to pay homage to the agricultural industry as a whole. It is certainly true that this was the real local economic driving force before the winemaking and tourist sectors prevailed, as we have seen in the last few years».

Finally, the wall of the **Mario Lattes Library and Picture gallery** (via Garibaldi) was decorated with the sketches and studies by Gec Art to realize the artworks, plus a number of photos that local residents had sent to the artist. A story in pictures revealing anecdotes and curiosities about “Wine in Progress”.

“**Wine in Progress**” was chosen through a call that was launched by Fondazione Bottari Lattes, the Italian cultural Institution that was selected for the ETI (Expérimenter une Transformation Institutionnelle) European project scheme.

**GEC ART**, Giacomo Bisotto's assumed name, was born in Cuneo in 1982, and currently lives and works in Turin. He graduated as a Landscape Architect in 2007 at the Polytechnic of Turin. His work is mainly based on **web-related technology** with the aim to **make the audience collaborate first hand** - none of his work could exist without the audience. The artist invites people to join him in the art-making process via social media and his practice involves such **topics** as work, advertising communication, aware consumption, class struggles, the act of playing. No artwork of his can be called complete without the audience intervening and raising some interest in the Internet. The final outcome consists of either ironic or dramatic environmental installations, set in an urban environment, that can capture a varied audience by means of their immediate and concise



language. Gec took part in a number of exhibitions in Italy and other countries. His most recently exhibited works include: “Schermi delle mie brame”, Triennale di Milano, Milan, Italy (2014); “Cala la notte”, Mart Museum and Library, Rovereto, Italy (2013); “Epidemic happiness”, Venice Architecture Biennale, Venice, Italy (2012).

The **ETI European project scheme** (Expérimenter une Transformation Institutionnelle – Experimenting an Institutional Transformation [www.eti-europe.eu](http://www.eti-europe.eu)) is promoted by **Fondazione Bottari Lattes** in Italy under the aegis of **Municipality of Monforte d'Alba** and in collaboration with: **Yepp Langhe, Colonnello Martina Museum** and **Monforte d'Alba Public Library, Monforte Tourist Office, WiMu-Wine Museum, Barolo & Castles Foundation, Alliance Française Torino, BJCEM-Biennale des jeunes créateurs de l'Europe et de la Méditerranée**.

The other European partners are: lead institution Ecole Nationale d'Art of Paris (France; [www.enda.fr](http://www.enda.fr)); Idensitat of Barcelona (Spain; [www.idensitat.net](http://www.idensitat.net)); Minitremu of Târgu Mureş (Romania; [www.facebook.com/Minitremu](https://www.facebook.com/Minitremu)).

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