

# DECEMBER

fondazione per l'arte contemporanea

**fondazione march**

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## **WORDS/billboard** **Padua, 7<sup>th</sup> December 2009 – 16<sup>th</sup> January 2010**

**A project by**  
***fondazione march***  
**In collaboration with**  
**APS Advertising, APS Holding and Tinab. Festival**  
**With the Padua's Municipality patronage**  
**Partner Centro Copie Berchet**

**Press conference**  
**Wednesday 2nd December, 11.45 am**  
**Sala Bresciani Alvarez, palazzo Moroni, Padua**

Words/Billboards wants to be an annual, international, and site-specific project, in collaboration with APS advertising, APS Holding, Tina b. – festival of contemporary art in Prague – and with the Padua's Municipality patronage.

This project schedules the invasion of the city of Padua and of the Czech capital with real art works based on the text and word, throughout posters of 3x6 metres.

*fondazione march* has chosen and invited Italian and International artists, who have conceived the billboards that will be affixed in public locations usually assigned to wall advertisings.

These locations become a kind of canvas where artists can do different interventions: such as messages, phases and declarations that face a huge range of themes, like the conception of art, of the citizen, of the urban space and that try to recall the attention of the people that pass by on social and cultural issues.

The intent is to invade the whole city area, from the centre to the residential and peripheral zones, and mix the artist's billboards inside the normal and casual publicity affixation, by disorienting and at the same time creating a moment to reflect and meet the contemporary for the passer-by.

The project will develop during Christmas time, when we are usually overcrowded by advertisement messages: the posters intend to give life to new stimula and interesting reflections, able to subvert the normal billboards vision and function, usually utilized for commercial purposes.

The real users of the works will be citizens, tourists, curioses, and all who will rise their gaze attracted by the billboards.

The city will offer 15 artist posters that will go around in 5 different locations in Padua for 14 days, from the beginning of December until the end of January.

The involved artist are: Maddalena Fragnito; Kendell Geers; Jiří Kovanda; Macinino; Andrea Goffo; Cesare Viel; Collettivo Raudì; Vittorio Santoro; Kirsimaria E. Törönen-Ripatti

For further information  
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