
domus



Photography

[Sebastiano Pellion di Persano](#)

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Location

[Turin](#)

Sections

[News](#), [Art](#)

Keywords

[Arturo Herrera](#), [exhibition](#), [Galleria Franco Noero](#), [Soave sia il vento](#)

“Soave sia il vento” focuses on works that are conceived in serial form and in which relations continuity/discontinuity and associations among elements are essential.



Arturo Herrera, "Soave sia il vento", temporary intervention on wall, colour print on vinyl applied on window panels, Galleria Franco Noero, Turin, 2016. Courtesy the Artist and Galleria Franco Noero

Using the given architectural space of the gallery, Herrera interacts with each room creating site-specific interventions. Suggesting a non-linear syntax, the artist probes the impact of the formal and conceptual correspondences among the units of a single work as well as across the whole of the exhibition.



Arturo Herrera, "Soave sia il vento", temporary intervention on wall, "print on wallpapers from original, photogravures by the artist. Galleria Franco Noero, Turin, 2016. Courtesy the Artist and Galleria Franco Noero

Figuration, popular culture sources, repetition, pictorial matter, shared imagery, re-composition are blended into a broad array of references and methods that reflect the contaminated aspect of today's abstraction.



Arturo Herrera, "Soave sia il vento", temporary intervention on wall, print on wallpaper, Galleria Franco Noero, Turin, 2016. Courtesy the Artist and Galleria Franco Noero

Taking the idea of addressing Turin's urban landscape further, the artist invited the tenants of the building behind the gallery located in Corso Novara to install monochromatic curtains with images of dancers that are related to the photogravures wallpaper in the main exhibition room of the gallery.



Arturo Herrera, "Soave sia il vento", Temporary intervention on wall, Gazzetta dello Sport magazine pages, Galleria Franco Noero, Turin, 2016. Courtesy the Artist and Galleria Franco Noero

The entire building becomes a giant living collage with coloured images on balconies that move both with the wind and the necessities of each tenant. The viewer sees an entire back facade covered in new and existing curtains with images of bodies in movement. The tenants see their open balconies through a private coloured curtain made specifically for them.



Arturo Herrera, "Soave sia il vento", temporary public intervention on the building back façade of Corso Novara, Turin, Colour print on fabric curtains, Turin, 2016. Courtesy the Artist and Galleria Franco Noero

until 10 September 2016
Arturo Herrera: "Soave sia il vento"
[Galleria Franco Noero](#)
Via Mottalciata 10/B, Turin, Italy

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