

[Ingrandisci immagine](#)

Dal **domenica 29 ottobre 2006**

al **domenica 26 novembre 2006 Orari:**

lunedì/sabato 16.00/20.00

**Gli artisti correlati** [Bert Feddema](#)

**Curatori** [Gloria Gradassi](#)

After the closing of Pastorello exhibition, Marconi Gallery is going on with the exhibitins of the project “Naked as worms”, the second appointment is the exhibition of the Dutch artist Bert Feddema, presented by Gloria Gradassi with critical texts by Gloria Gradassi and Sander Boschma, and it is organized in cooperation with the Galerie De Meerse of Hoofddorp in Holland, where, at the same time, the exhibition of Henry Walsh will be opened, realizing this way a synergistic exchange of the experiences the two galleries are carrying out.

Bert Feddema proposes a kind of art with a strong social impact, which expresses a deep criticism of the present consumer society, which has created a hysterical evolution, difficult to cope with. The technology, commercialized by multinational companies, is quickly replaced by more sophisticated products, which seem absolutely necessary due to the repeated advertising campaigns.

“Feddema work imposes an aesthetical short circuit to the depersonalizing production/media/consumption cycle of the contemporary societies, through imitation. While bringing into art the communication and language of the multinational companies, Feddema creates a linguistic drift that produces alienating effects. The first step is the artist changing his own name into HTBT ( High tech Brain Technologies). HTBT is the name of an imaginary multinational, an abbreviation sounding commercial, which steals the artist identity, like multinationals do with their power destroying our freedom of selfdetermination. Bert Feddema disappears behind HTBT, an anaesthetized abbreviation which places the artist in a secluded and distant position. As Feddema explains “...becoming a multinational Bert Feddema can think over the manipulating power of the global market and of the media; and this gives him the possibility to place himself in the position of an external observer... The use of fluorescent colours is an important aspect of Feddema work. They, conceptually, represent the external part of technology and its humanity too. The art work takes the reality features and makes some depersonalized aspects absolute. HTBT characterizes through some colours ( Radiated Orange, Active Yellow, Atomic Blue, Genetic Pink, Neuro Green), the linguistic elements to which reduce the world, and through chromatic identifications he carries out a strong project of rewriting the reality. Feddema provocation is replacing the reality with a chromatic alteration, with a geometrized vision, and with a virtual art identity which is his creative alter ego.

Gloria Gradassi.

“Naked as worms” is a project that wants to make a link among different art realities, creating contacts between young and established artists and meeting the international art too. The aim is to take out the beauty even from the darkest realities around us, so that what is normally a bad expression takes a new aesthetic value and becomes a new beauty rule.