

GO AWAY WHITE

OPENING May 29th at 6 pm

The show will be open until July 31, 2010

DAVIDE BALLIANO | GUIDO GUIDI | TEODORO LUPO | ESTHER
MATHIS | YUSUKE NISHIMURA | CLAUDIA POZZOLI | MARTINA
DELLA VALLE |

[From Wikipedia, the free encyclopedia.]

White

White is a color, the perception which is evoked by light that stimulates all three types of color sensitive cone cells in the human eye in nearly equal amounts and with high brightness compared to the surroundings.

Since white objects such as clouds, snow and flowers appear often in nature, human culture has many references to white, often related to purity and cleanness. The high contrast between white and black is used to represent opposites. In some cultures, like Chinese, white is considered to be a color that represents death. On the other hand in many cultures white represents purity, freedom, and hygienic purity.

Light

White light is the effect of combining the visible colors of light in equal proportions.

Since the impression of white is obtained by three summations of light intensity across the visible spectrum, the number of combinations of light wavelengths that produce the sensation of white is practically infinite.

Color temperature

The best known way to generate white light is by the process called incandescence, or black body radiation where bodies of atoms with a certain temperature emit a certain type of radiation.

In astronomy the stellar class of stars are determined by the color temperature. For instance are white dwarfs small dense stars thought to be the final evolutionary state. Computer displays often have a color temperature control, allowing the user to select the color temperature (usually from a small set of fixed values) of the light emitted when the computer produces the electrical signal corresponding to white.

Uses, symbolism and others

White light reflected off objects can be seen when no part of the light spectrum is reflected significantly more than any other and the reflecting material has a degree of diffusion.

White is the traditional color of bridal dress in both western (European) and Japanese weddings. In Western weddings, a white dress is thought to be symbolic of purity (the bride has not engaged in pre-marital sex). This is also said to be the

symbolism of the veil. In Japanese weddings, white is to symbolize the "death" of their former family and their introduction into their new family.

Snow and ice are normally white due to the diffusing structure of transparent water ice crystals. The same is true for many types of clouds where droplets of water diffuse the white light from the Sun.

Many mountains with winter or year-round snow cover are named accordingly: Mauna Kea means white mountain in Hawaiian, Mont Blanc means white mountain in French. Changbai Mountains literally meaning 'Perpetually White' Mountains, marks the border between China and Korea and Mount Kilimanjaro's name could originate from Swahili meaning little white hill. The White Sea, an inlet of the Barents Sea on the northwest coast of Russia is undoubtedly named so due to the icy environment.

White and black has the biggest visual contrast, this can easily be associated to other opposite concepts such as day and night or good and evil. White often represents purity or innocence in Western Civilization, particularly as white clothing or objects are easy to stain.

In most Western countries white is the color worn by brides at weddings. Angels are typically depicted as clothed in white robes.

Healing or "good" magic is called White magic. In early film Westerns the stereotypically "good guy" wore a white hat (earning them the name "White Hats") while the "bad guy" wore black (earning them the name "Black Hats").

[From Wikipedia, the free encyclopedia.]

ARTISTS

Daive Balliano was born in Turin in 1983. From June 2004 and June 2005 he was at Fabbrica, Benetton's Artists Residence. Through an unemotional and detached use of different media (installation, performance, video, photo) his artistic research allows him to delve deeply into the most hidden aspects of the human mind and its tight relationship revealing their fragile structures and contradictions. He lives and works in New York.

Guido Guidi was born in Cesena in 1941. He studied Architecture at IUAV in Venice and photography at Course of Industrial Design in Venice. Since 1989 he teaches photography at the Arts Academy in Ravenna. He is also professor at the IUAV University in Venice from 2001. He is a member of the scientific board of Linea di confine for the contemporary photography.

Teodoro Lupo was born in 1975 in Treviso. In 2003 he graduated in Cultural Heritage Preservation at University of Udine with Roberta Valtorta. Since March 2002 he lived in Berlin. His photographs were acquired in 2003 by Modena's Galleria Civica and in 2005 by Panizzi Library in Reggio Emilia. He lives and works in Berlin.

Esther Mathis was born in Zürich in 1985. She finished the BA in 2008 at IED Istituto Europeo di Design in Milan, with 6 months of study at SVA School of Visual Arts, New York. She uses Photography and Video Installation as her media. Her work explores the impossibility of catching existence, the relation between lived reality and imagined, seemingly unreachable future. She lives and works in Milan.

Yusuke Nishimura from 2001 and 2004 he attended the BFA Film & TV, New York University, Tisch School of the Arts. In 2008 he graduated MFA Photography, Video, and Related Media, School of Visual Arts. Recently he won an Artist's Residence with O' ,Milan. He lives and works in New York.

Claudia Pozzoli born in 1981 in Lecco, she graduated at the European Institute of Design in Milan in 2003. She lives and works near Sondrio. Her hugely simple and true style allows her to experience a line that leads to a minimal use of color and at the same time, leads the path to a well-defined concept. She lives and works in Sondrio.

Martina della Valle was born in Florence in 1981. She graduated at the European Institute of Design in Milan in 2003. She collaborated with several magazines: Mood, Case da Abitare, Io donna, Urban, Made05, Rolling Stone, Cross, Art.it Jp, Kunst Zeitung, and she realized advertising image for the foundation Pitti Immagine Discovery. She teaches photography at IED in Milan. She lives and works in Milan, Florence and Berlin.

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