

# MMAT

mauro mattei art trust

## MMAT LAUNCHES THE 2020 EDITION OF ITS ACQUISITION PRIZE

Following the first edition of MMAT Acquisition Prize in 2019, **Mauro Mattei Art Trust launches the second edition of the Prize for 2020, the very first fully digital acquisition prize ever made accompanied by the first remote cocktail reception** on the Awarding Ceremony to be held on Zoom on **April 28 at 5pm BST**.

### The Acquisition Prize

MMAT Acquisition Prize is conceived as an **itinerant award aimed at supporting emerging art in all its forms**. The main purpose of the Prize is to allow young artists and their projects to grow with a view to discovering, valorizing and highlighting the best of the new trends of international contemporary art. MMAT Acquisition Prize doesn't have a fixed focus in terms of medium, nor it has a predetermined Selection Committee, as its purpose is to be nomadic and adaptable to different contexts and countries. The Prize is paired each year with different art events, festivals, fairs or exhibitions with an innovative, experimental and international approach.

The Selection Committee is headed by MMAT founder Mauro Mattei, joined every year by a different jury of members (curators, art critics, directors of museums, collectors etc.) connected to the Prize's context. **The awarded artist's artwork becomes part of the Mauro Mattei Art Trust Collection with the goal to valorise and support the work of artists born in the 80's and 90's.**

### The 2020 Edition (second edition)

In times of global pandemic the fruition of art has been forced to become more if not exclusively digital. And even more it is felt the need to contribute to the contemporary art fragile ecosystem as emerging galleries and artists are the heartbeat of the art world and are facing economic challenges during this unprecedented period.

That is why Mauro Mattei has decided to launch the 2020 Edition of the Prize in the Context of a totally digital initiative: **Preview London on Artland**.

From April 7 until April 28 on "**Artland viewing rooms**" it will be showcased a number of group exhibitions. The first three gallery participating are **Bosse & Baum** (London) **Clima Gallery** (Milan) and **Damien & The Love Guru** (Brussels).

The artists showcased are **Carlotta Bailly-Borg**, **Luke Burton**, **Merike Estna**, and **Mary Stephenson** (by Bosse and Baum, London), **Gianluca Concialdi** and **Matteo Nasini** (by Clima Gallery, Milan), **Christiane Blattmann**, **Vanessa Disler**, **Mickael Marman**, and **Jannis Marwitz** (by Damien & The Love Guru, Brussels).

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Every three weeks the participating galleries will select 1 gallery each with which they would like to cooperate or to ignite a collaboration. Those three selected galleries will be part of the new Preview London and will select the following 3 participant galleries in the same way. A virtuous circle of cooperation on the new digital dimension of art shows.

BeAdvisors Art Department proceeds deriving from Preview London will be donated to the **Delfina Foundation** in London in order to give our contribution to the contemporary art system in this difficult time.

Delfina Foundation is an independent, non-profit foundation dedicated to facilitating artistic exchange and developing creative practice through residencies, partnerships and public programming.

## The 2020 Selection Committee

The 2020 Selection Committee will be formed by four international collectors selected among the most actively engaged in supporting emerging artists worldwide and chaired by MMAT's founder Mauro Mattei: **Francesco and Sveva Taurisano** (Collezione Taurisano, Naples), **Sarah Bibas Zolotoff** (London), **Tobias Arndt** (Brussels).

According to Mauro Mattei's words: *It is of the utmost importance to support galleries and artists in this critical time and the contribution of the collectors is now needed more than ever.*

*Their suggestions and critical approach, would be a greatly valuable help for the artists. I also strongly believe that having the possibility to share the presentation of the works in an international network of collectors is a powerful tool in terms not only of their visibility in the market but also, in the long run, in terms of relationship and connections. I understand that selecting an artwork exclusively on-line is a challenging task. I know that there's only a few collectors who would acquire an artwork on-line without the in-the-flesh experience, unless they know the artist body of work perfectly. On the other hand, I hope that this experience would trigger a critical conversation on the new (forced) art digital fruition and how one can define the quality of an artwork exclusively on-line. I'm sure some interesting issues will emerge from that, also in a retrospective analysis on the boom of figurative painting, Instagram and social channels exchange of information about works of art and the artists. Too much information leads to no real knowledge? A tricky question, in very complicated times.*

**The Selection Committee will announce the awarded artwork at the end of Preview London #1:** the selection criteria will be to focus on whom among the artists is giving the most significant contribution to the **analysis on how art-making is changing in this difficult time and to the dialogue on the new art fruition as a matter of art investigation on a global scale.**

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## The digital Awarding Ceremony and “remote cocktail reception”

On **April 28th at 5 pm BST** the Selection Committee, the gallerists and the awarded artist will gather **on Zoom** for a video-conversation and for the announcement of the awarded artwork. On the occasion of the digital Ceremony, **Spirito Cocktails** will be delivering to the participants a set of pre-mixed cocktails so everyone will be able to cheer up on-line with their favourite drink in their hands. In times of social distancing it is a good occasion to feel re-united again with a nicely prepared cocktail and this will be the **first “remote cocktail reception” ever made for an Awarding Ceremony**. The proceeds of the cocktail sales will be donated to support the NHS to face the global pandemic: “Masks 4 NHS Heroes” is raising funds to provide Personal Protective Equipment (PPE) to protect healthcare workers

The Awarding Ceremony could be publicly joined confirming the attendance to **info@mmartrust.org**

### About Preview

Preview is an exhibition format where international galleries are invited by the art advisory company based in London and Milan BeAdvisors to dialogue in an unconventional space and showcase works of new artists of their portfolio. This format wants to be the tool through which the invited galleries have the opportunity to collaborate, share innovative perspectives and new visions. The first London edition was due to be presented in a new location in the hearth of vibrant East London in April but the lockdown has forced to postpone the physical event the first digital edition of Preview London has been created on Artland.

### About Artland

Artland is a digital platform founded by a team of art collectors, entrepreneurs, art experts and engineers aimed at changing how the art world is perceived, supported and navigated, through creativity and technology.

### About MMAT

MMAT is a not for profit organization with an active philanthropic role, consistent with it's founder Mauro Mattei constant engagement in supporting contemporary art both as longtime patron of Contemporary Art Society in London and as a Club GAMeC supporter in Italy. MMAT is focused on young and emerging artists: all the acquisitions are coordinated by the Scientific Committee of the Trust, composed by a curator, an art advisor and an art collector, selected among the most experienced and competent in their respective fields of activity. MMAT wants to foster collaboration and dialogue among all the players actively supporting art and artists (museums, foundations, collections and other art trusts).