



FONDAZIONE
PASTIFICIO CERERE

in collaboration with A.P.A. – Agenzia Pubblicità Affissioni

presents

Postcard from... Alistair Frost
De Kooning Couldn't Draw Hands Either

A project by Marcello Smarrelli, curated by Michele D'Aurizio

From 26 May to 13 July 2012
Opening: 25 May 2012, 12 am

At the Fondazione Pastificio Cerere, Roma

On Friday 25 May, at 12 am, the Fondazione Pastificio Cerere will present ***De Kooning Couldn't Draw Hands Either*** by the British artist **Alistair Frost**, the protagonist of ***Postcard from...***, the project devised by Marcello Smarrelli to promote contemporary art in the urban context.

Realized in collaboration with A.P.A. (Agenzia Pubblicità Affissioni), ***Postcard from...***, now in its **second year**, sees the involvement of Italian and foreign artists who are invited to design a poster measuring 400x300 cm, to be put up in the courtyard of the Pastificio Cerere and at various locations in the city made available by A.P.A., with the fourteen-day turnover typical of bill-posting. On this occasion the project is organized by **Michele D'Aurizio**, appointed *Curator in residence* for the current year by the Roman foundation.

In the manifesto he has designed for ***Postcard from...***, ***De Kooning Couldn't Draw Hands Either***, Alistair Frost combines a brushstroke, one of the most recurrent graphic elements in his work, with a stylized tropical landscape. The resulting image has a metaphysical flavour, like an advertisement without a product to advertise.

Frost's artistic practice uses clip-art, illustration and the comic strip as a reservoir on which to draw in order to create new images. The artist operates in the area between Pop imagery and the vernacular in an attempt to shape a language that can be defined as 'personal' while remaining generic. Unlike other contemporary artists, who limit themselves to 'commenting' on the processes of migration of images from one field of visual production to another, Frost pursues the creative act and appropriates images that are already iconic in their own right, which he subsequently reworks in more complex and emphatic forms.

In his pictures, installations and artist's books, Frost has defined a style in which formal and conceptual lightness is a strongpoint: through scenarios that allude to youth, amusement and sincere emotions, his work seeks to attain a sort of 'banality' that invites us to look beyond the immediate and seductive beauty of the individual images and identify their mechanisms of construction, distribution and consumption.

At the exhibition space of the Fondazione Pastificio Cerere it is also possible to visit the solo exhibition by the German artist **Nina Könnemann**, curated by Michele D'Aurizio, at which four video works are on show, retracing her artistic output from the beginning of the last decade to the present day.

Alistair Frost (1981; he lives in London) has staged solo exhibitions at the Zach Feuer Gallery (LFL), New York; HOTEL, London; Galerie Micky Schubert, Berlin; Dicksmith Gallery, London, and Jerwood Space, London. He has also taken part in numerous joint exhibitions, including ones at: Marlborough Chelsea, New York; Centre for Contemporary Art, Glasgow; Outpost, Norwich; Gavin Brown's Enterprise, New York; Studio Voltaire, London.

Technical details of the exhibition

Artist: Alistair Frost

Title: *De Kooning Couldn't Draw Hands Either*

Curator: Michele D'Aurizio

Opening: 25 May 2012, 12 am

Duration: 26 May – 13 July 2012

Opening hours: Monday to Friday, 3 pm to 7 pm

Entrance: free

Venue: Fondazione Pastificio Cerere, Via degli Ausoni 7, Rome; ten locations in the city of Rome

How to get there: MM Termini (Linea A), MM Tiburtina (Linea B), bus Linea 71

Technical details of the poster: 400 x 300 cm; inside frame measurements 380 x 280 cm; digital print on 120 gr/m² Blue Back paper;

Technical details of the poster edition: 95 x 70 cm; high-resolution off-set print on matt paper of higher weight (200/300 gr/m²); limited edition of 150 copies

Information:

Fondazione Pastificio Cerere, tel. +39 06 45422960, info@pastificiocerere.it, www.pastificiocerere.it; A.P.A. – Agenzia Pubblicità Affissioni, tel. +39 06 4885551, info@affissioniapa.it, www.affissioniapa.it

Press Office Fondazione Pastificio Cerere

Marta Colombo, mob. +39 340 3442805, martacolombo@gmail.com

Ilaria Gianoli, mob. +39 333 6317344, ilariagianoli@tin.it

Under the patronage of the Councillor's Department for Cultural Policies and the Historic Centre



In collaboration with



The project *Postcard from...* is realized in collaboration with

