

Arbiter Magazine

IN SORRENTO SYART STARTS WITH TVBOY

Until May 13 at Villa Fiorentino the best contemporary artists on display. At the inauguration, live performance of the TVBoy street artist and award of the Arbiter prize

BY ANDREA BERTUZZI

He did talk about himself especially for a kiss on the lips between Salvini and Di Maio, appeared on a wall in Rome and then immediately canceled by the administration. But his work, which lasted so little as to be worthy of entering the Guinness Book of Records, did the same around the world. It is called TvBoy and is a street artist, half Milanese and half Sicilian who now lives in Barcelona. It is he who opened with a live performance the second edition of the Sorrento Young Art Festival (SyArt), a non-profit event dedicated to independent contemporary artists recruited all over the world, which will be on show until May 13, at Villa Fiorentino, historic residence that is also home to the Sorrento Foundation.

"Borrowing the words of the French poet Pierre Reverdy, I feel like a talent thief." This is how Leone Cappiello made his debut, *deus ex machina* of the event. "In my life I have always dealt with watches by profession, but by art by passion. After being an antique collector, around fifteen years ago, thanks to a friend, I approached contemporary art. SyArt was born from a need, that of helping young people who are not lucky enough to be "hooked" to an important gallery or to an art critic who shows them a preferential way. I wanted to offer a stage where they can offer themselves ». The event, under the artistic direction of Paolo Feroce and Rossella Savarese, follows logic out of the ordinary, not commercial: it is not sponsored by anybody, does not receive money from sponsors, does not charge a registration fee to participants. "We only accept partnerships, to avoid impositions.

Each choice is aimed only at the promotion of the artists ". Last year, in 15 days, SyArt involved over 2,200 people, so much so that the Municipality of Sorrento this year asked to extend the event, which will last five weeks. In the spotlight, about thirty artists, including two Japanese, an Iranian, an American. Cappiello recruits them while traveling, but also on Instagram. "In the mid-1970s a guy named Andy Warhol arrived in Naples, at the invitation of gallery owner Lucio Amelio, who was trying to revive the city on the international culture circuit, after spending time in New York," he continues. "If SyArt was born in those years, I probably would have been lucky enough to meet Andy Warhol. But special meetings of this kind can also be repeated today. I like to think that SyArt can be a springboard for the great of tomorrow. Moreover, inviting Picasso, Amelio confided: "In Rome you will find the Pope, in Naples you will find God". I say instead: "In art, in Berlin you will find the provocation, in New York the exaltation, in Sorrento the passion". My goal is also to allow a culturally unprepared public to face the contemporary art world, which in recent years has been communicated in a bombastic, almost gothic way: people are afraid even to approach, afraid of not being able to understand » .

During the opening evening, among others, the winners of Art Car (Francesco Cuomo) and Art Watch Zenith Praemium (Monk Vince Sangiorgio) were awarded, which saw two creatives interpret respectively the body of a Range Rover Evoque and an El Primero clock by Zenith, *edel Fata Verde Praemium*, which will allow Emiliano Terenzi to create one of the following covers by Arbiter. "Once upon a time there was a siren named Seiros (splendor). He loved swimming in the blue waters of the Gulf of Naples dreaming of the impossible: to climb up the green hills of Vesuvius to look out over his crater. One night, during a storm, taking advantage of the pouring rain, he climbed to the top and was so fascinated by it that he could not move anymore. When the storm stopped, it became stuck, it began to dehydrate and the mind deluded: its sublime voice intoned the most beautiful melody that a human being or a divinity had ever listened to. The song came to the

nymphs of the green peninsula facing Vesuvius, who were moved to compassion and decided to save her by giving her a pair of wings. Turned into a fairy, Seiros thus reached the green peninsula, stimulating the artistic and poetic genius of anyone who listened to his voice. Even today it continues to fascinate ... ».

This is the story of the Fata Verde Praemium, born from the imagination of Leone Cappiello. «A tribute to the visionary force that animates every artist and makes him capable of imagining and showing the essence of reality, of dialoguing with the mystery. Think of the cursed poets and those brilliant artists (from Dino Campana to Modigliani, from Patti Smith to Steve Jobs), who have brought to the field different imaginative and unprecedented interpretations of the visible and the invisible. The Praemium, on the suggestion of Elio Ferraris, creator and president emeritus of the Circle of the restless, puts the accent on being fairy that houses in each of us and that over the centuries has given to humanity admirable artists who with their works they have helped to perfect our spirit. Restlessness is understood as exasperated intelligence, which can also lead to insanity. Only by facing this path, also made of pain, can an artist come into contact with parallel worlds, where he can perceive those sensations that will give life, through his hands, to a work of art ».