

PRESS RELEASE

LORENZO GUAIA EXHIBITS AT MONTANA GOURMET

- **The personal show will continue until 6 August.**
- **A meeting with the Author on 16 July, at 8 p.m.**

Soragna (Parma), 7 July 2010

The personal exposition of Lorenzo Guaia, a skilled Bologna artist who wished to enrich the Montana show room with an exhibition of his latest works, with 13 on show, has been inaugurated at Montana Gourmet (via Caduti XVIII marzo 1945, no. 26, not far from the Fidenza exit of the A1 motorway).

On 16 July, at 8 p.m., there will be a vernissage with the artist, which will be followed by a sampling of the typical products offered by Montana Gourmet.

Lorenzo Guaia

Born in 1968 in Bologna, where he lives and works, he commenced on his artistic path in '95, undertaking a research route that over time consisted of two trends, separately conceived and elaborated and sometimes superimposed.

The first developed around the theme of contemporary urban landscapes, reproduced on the canvas in a linear manner with a range of colours confined mainly to the neutral nuances of white and grey.

The second is expressed in minimal and graphic figures, painted on materials of various types (visiting cards, little religious prints, plectrums, music scores, cinchona designs, etc.), always strongly linked, including by contrast, to the subject of the work. The essentiality and symbolism are explicit. They are represented by the clearly marked black silhouettes and designed sections. The few and isolated objects are chosen as pop icons and amplified in their conceptual significance from the first level offered by the “wide-angled” photographic perspective and still more by the reduction of the range of colours and absence of shades that the artist seems to wish to extract from the work to allocate the maximum space to the simplicity of his formal vocabulary.

Then a slight disorientating sensation emerges from these objects that refers to an almost metaphysical atmosphere; a sensation of expectation, absence, perhaps of nostalgia also surfaces, according to the leaning of who looks at them and who the author wishes to involve, as he has done in many of his works, painting on the recollections (the symbolic objects accumulated over time) of the customers for his works. Other times, instead, it is a clearly an ironic statement, as in the last picture “S.OaP” where the silhouette of a church bench, composed within soap wrappings is painted on little religious prints.



He obtained a Special Prize in the IV edition of the International Arte Laguna Prize in March 2010.

MONTANA GOURMET

Inaugurated in Soragna (PR) in 2007, Montana Gourmet is the first food showroom of the Cremonini Group's historic brand: it has an innovative format, which unites the sale and tasting of products.

Situated in the heart of Verdi's homeland, in proximity to the Fidenza (A1) motorway exit and a short distance from the historic Busseto factory, Montana Gourmet is a concept store that extends over a surface area of over 200 square metres.

The idea is to integrate the sale of all products of the historic Montana brand (amongst which are whole, sliced and pre-sliced cured meats, bresaolas, fresh portioned and minced meat, deep-frozen products, canned meat, snacks, sandwiches) and some typical specialities of the zone, in premises that also have the ideal space for a pause in an elegant and comfortable environment, an emblem of the rediscovery of the Emilian traditions and flavours. The premises are open everyday (except Thursday) from 10.00 to 19.30, while on Friday evening the Aperitif Lounge is open until 1.00 a.m.

Recently the new web site www.montanagourmet.it was also created, with ample space dedicated to e-commerce for the sale of the products and all the news on the brand on line.

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