

D'ORO D'ART



WHERE A BOOK MEETS ART.



NO LIMITS WILL BE SET TO CREATIVITY AND EXPERIMENTATION:
THESE ARE THE KEY ELEMENTS WHICH, DAY AFTER DAY, ALLOW US
TO MERGE TRADITION, ART AND DESIGN TO CREATE BOOKS
OF HIGH CULTURAL VALUE, IN CONSTANT SEARCH FOR PERFECTION.

THIS IS WHY WE DECIDED TO CREATE D'ORO D'ART: A UNIQUE PROJECT BY
INTEGRATING VIDEO TECHNOLOGY WITH THE UNIQUENESS OF OUR
PRODUCTIONS INVOLVING INTERNATIONALLY RENOWNED ARTISTS.



THE PROJECT ONE

WITH

DARA BIRNBAUM

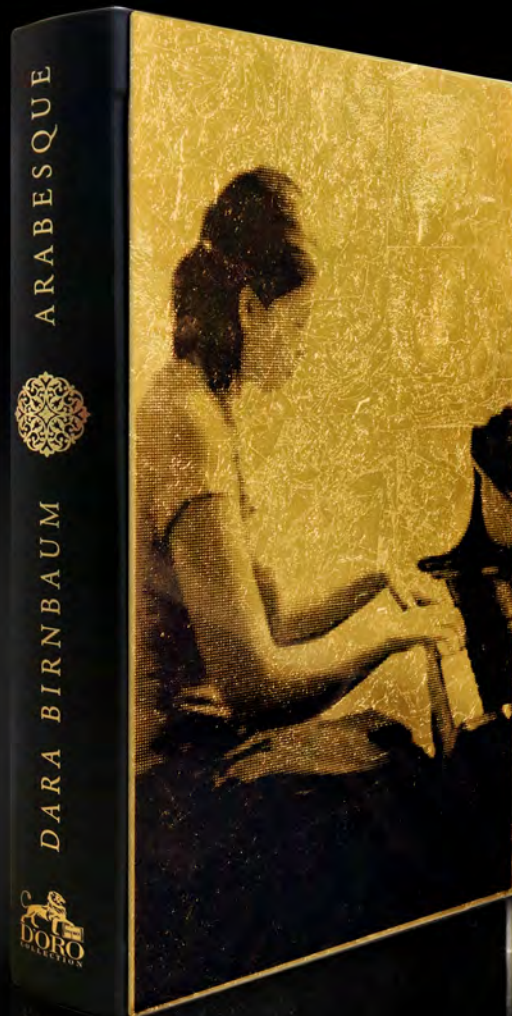


D'ORO D'ART AS A NEW CONCEPT OF VIDEO ART WILL BE LAUNCHED BY ONE OF THE ARTISTS WHO PARTICIPATED IN THE VERY FOUNDATION AND ESTABLISHMENT OF THIS ART FORM: DARÁ BIRNBAUM.

FOR THE FIRST TIME IN HER CAREER, DARÁ BIRNBAUM - ONE OF THE MOST IMPORTANT ARTISTS IN THE WORLD AND A PIONEER OF VIDEO ART - WILL PRESENT A LIMITED VERTICAL EDITION OF ONE OF HER CREATIONS: ARABESQUE.

THE VIDEO WILL BE THE FIRST OF D'ORO D'ART AND WILL BE AVAILABLE IN AN EXCLUSIVE EDITION OF 6 COPIES.





DORO
COLLECTION

DORO
COLLECTION

DARA BIRNBAUM

ARABESQUE

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ARABESQUE



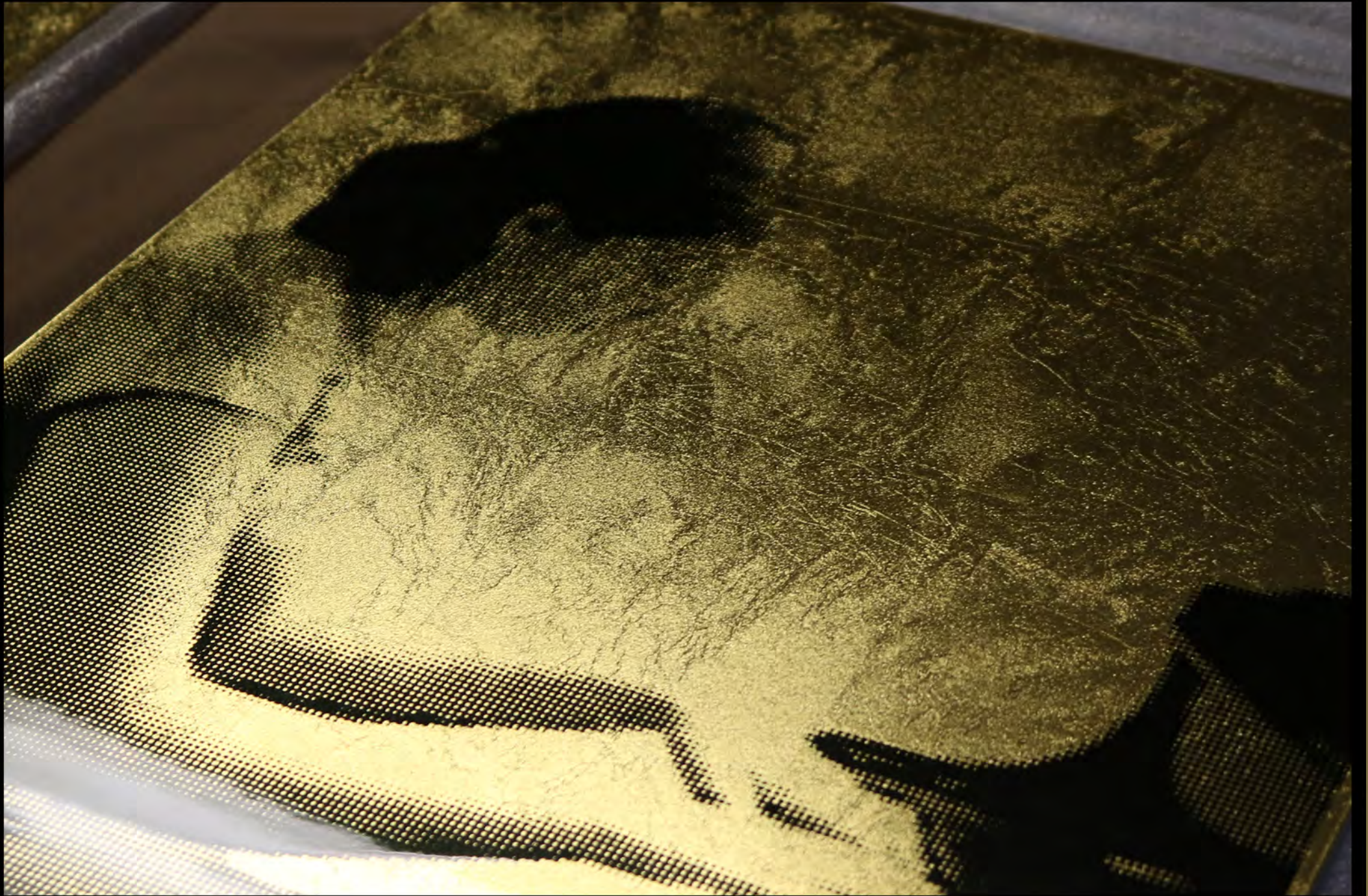
DARA BIRNBAUM





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1/50







DARA BIRNBAUM

Dara Birnbaum was born in New York City, in 1946, where she continues to live and work. She received a Bachelor of Architecture degree from Carnegie Mellon University, Pittsburg, a B.F.A. in Painting from the San Francisco Art Institute and a Certificate in Video and Electronic Editing at the Video Study Center at the New School for Social Research, New York. Dara Birnbaum's pioneering video, media, and installation work has, over the past four decades, addressed the ideological and the aesthetic character of mass media imagery and has been considered fundamental to our understanding the history of media art. She was one of the first artists to initiate the design of complex and innovative installations that juxtapose imagery from multiple sources while also integrating three dimensional elements - large-scale photographs, sculptural, or architectural elements - into the work. She is known for her groundbreaking strategies and for using manipulated television and more recently imagery sourced from the Web. Birnbaum's work has been widely exhibited at: MoMA PS1, New York (2019); National Portrait Gallery, London (2018); Cleveland Museum of Art, Ohio (2018); South London Gallery, UK (2011); major retrospectives at the Museu de Arte Contemporânea de Serralves, Porto, Portugal (2010) and S.M.A.K. Stedelijk Museum voor Actuele Kunst, Gent, Belgium (2009); Center for Contemporary Art, CCA Kitakyushu (2009); Museum of Modern Art, New York (2008); Kunsthalle Wien, Vienna, Austria (2006); and The Jewish Museum, New York (2003). Her work was exhibited in Documenta 7, 8, and 9. Birnbaum has been the recipient of various distinguished awards, such as: John Simon Guggenheim Memorial Foundation Fellowship (2021); The Rockefeller Foundation Bellagio Center Arts Residency (2011); the Pollock-Krasner Foundation Grant (2011); and the prestigious United States Artists Fellowship (2010). In 2016 she was recognized and honored for her work by The Kitchen, New York, at their annual gala. She is the first woman in video to receive the prestigious Maya Deren Award by the American Film Institute, in 1987. In February 2017, Carnegie Mellon University's School of Art created The Birnbaum Award in the artist's honor.



THE CURATORS

BARBARA LONDON

Barbara London is a New York-based curator and writer, who founded the video-media exhibition and collection programs at The Museum of Modern Art, where she worked between 1973 and 2013. Her recent projects include the podcast series “Barbara London Calling,” the book *Video Art/The First Fifty Years* (Phaidon: 2020), and the exhibition *Seeing Sound* (Independent Curators International), 2021–2026.

VALENTINO CATRICALÀ

Valentino Catricalà (Ph.D) is a scholar and contemporary art curator. He is currently the curator of SODA Gallery in Manchester and lecturer at Manchester Metropolitan University. He is currently co-curator, along with Barbara London (founder of the Video Art Department at MoMA), of the D'ORO D'ART Project, in collaboration with Marian Goodman Gallery. He is also the director of the Art Section of the Maker Faire-The European Edition, the biggest Faire on creativity and innovation in Europe and Art Consultant at Paris Sony CS Lab. Valentino has been the founder and the artistic director of the Rome Media Art Festival (MAXXI Museum), Art Project coordinator at Fondazione Mondo Digitale.

Valentino has curated exhibitions in important museum and private Galleries such as Hermitage (Saint Petersburg), Minnesota Street Project (San Francisco), New York Media Center, Stelline (Milano), MAXXI Museum (Rome), Palazzo delle Esposizioni (Rome), Ca' Foscari (Venice), New Dheli Italian Cultural Institute (India), among others.



THE TECHNOLOGY

A D'ORO D'ART artwork combines an integrated screen within the characteristic frame of a D'ORO Collection Book. The screen has been designed by technicians and engineers to create a magic experience and at the same time ensure great fidelity and durability to the artwork. The presence of invisible sensors activates the video when the book opens. The video runs until the book closes again. Each artwork is a combination of art, video technology, golden covers and frames. All these elements are beautifully merged together and it is impossible to take them apart.

This is why we define D'ORO D'ART a new sculpture form, something unique in its kind.



DARA BIRNBAUM

Arabesque, Special Limited Edition, ©2021

Digital Video Fine Art Book with Golden Cover

Color Video; Stereo Sound; length: 6 mins. 29 seconds

LCD screen with videoplay activated by sensors when book opens

Audio: Arabeske in C major Op. 18, Robert Schumann (1839) and Romanze 1,
Op.11, Clara Schumann (1839)

Post Productions Editors

Arabesque, ©2011, John Ziemann

Arabesque, ©2021, Special Limited Edition: Michael Saia

Closed Book Size (cm): 38 x 56,8 x 7,5

Screen Size: 21.5"





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