



The Euroluce 2023 Exhibitions

FIAT BULB. The Edison Syndrome

Exhibition and exhibition project curated by: Martina Sanzarello

18th – 23rd April, Pavilion 15

An exhibition that pays tribute to an object, the **incandescent lightbulb**, its intrinsic power bound up with its apparently simple, firmly embedded and therefore iconic and recognisable shape. A history of the contemporary lightbulb, through art and design, structured as a series of lightbulbs that switch from their primary and pragmatic purpose into **unsettling objects and small experimental installations**, both astonishing and paradoxical. The sequence of works is ordered according to a fast-paced rhythm that employs tiny, continuous alterations to create ongoing variations, forms and changes of direction, and so on until total cancellation is achieved. *"Intimate and common, unique and serial, fragile and blinding. The magic of light inscribed in an object called a lightbulb becomes fetish, icon or idol,"* said **Martina Sanzarello**.

Exhibition Project

Devised in a **cyclical form and created from cool, industrial materials**, far removed from any customary household function, the show revolves around the **idea of the "seriality"** of its subject, its apparent repetition as a form allied with its uniqueness as a work. **A technical space, capable of transformation, elaboration and manipulation**, extremely mechanical in appearance and incredibly magical in its content. A **circular conveyor belt** that, as the space continues to develop, acts as a display for the works placed inside boxes and packaging, tempting visitors to take a careful and curious look inside each container. *"A technical installation and a cyclical path, like the life of a lightbulb, designed to bewitch the visitor for every second, from when it is lit to when it goes dark. An eye-catching installation designed to make people look beyond the serial outer skin and discover a unique and special interior,"* said the designer.

Milan, 18th April 2023

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