

## ECONOMIA LIBIDICA

Eros and economy. Eros as energy, libidinal energy, strength that flows in the human being in every stage of life, that the person may choose to maximising or disperse, to exchange with others, circulate, reuse, according to logics that satisfy the criteria of the economy ... all this mediated by tissue.

Aura Zecchini, Gianni Moretti, Gantcho Boyadjiev, Ali Nassereddine, Ercole Pignatelli. The five artists protagonists of the collective exhibition have to face the themes of love, sexuality, sensuality, in line with their artistic personality, following at the same time the leading theme of the exhibition. The project has emerged out, in fact, of a careful reading of the novel "The Tiller of Waters" by the lebanese writer Hoda Barakat, an highly evocative work that offers many reasons of reflecting and images of delicate poetry about the relationship between love and corporeality, violence, war, sensual magic of the fabrics in their personal situation. The creations of I.F.D. Borgonovo emphasize at the height these concepts.

To interlace and interconnect the artists' works there are some installations, by an anonymous artist, posted to represent the various erotic phases in the humans, that Barakat deals through the tissues, such as linen, cotton, velvet, lace, silk and diolene. Five different installations defined by the bond plot-stuffs. Contemporary middle-east short films projected on fabrics that take shape entering into our imagination. Five preview will be held from the 21st to the 25th of September.

The new project of Amy-d Arte Spazio of Anna D' Ambrosio becomes a research on economy linked to eros, conducted with the vehicles of the art and emotion, excluding intellectualisms and superstructures, proposing a virgin and childhood approach, without taboos and morbidity with which western men and women too often approach to sexuality. Sexual identity that transcends the stable of the sexes; a economy that transcends money, libidinal economy.

After the excellent results of the previous initiatives - 'Bonds. Art between Finance and Market', 'Historicized Milan', 'Interpretation of the Future' and the charity auction whose proceeds went to the Chilean villager Caleta Cantera - Amy-d Arte Spazio consistently continues in its way to explore the relationship between art and economy, in its various meanings, which it will lead to a project on the economy of mind. A business core that wants to be faced with the other languages of creativity and economic events, social and cultural capital of Lombardy. It's not by chance that the project 'Libidinal Economy ... the art of loving' is designed to coincide with the Milan woman Fashion days and Prêt-à-Porter Woman, with the participation of the IFD Borgonovo.

Amy-d follows carefully the changes of the contemporary world and the art market, trying to reverse the sad practice that art is exploited in various ways by economic and financial logic. For this reason Amy-d will debate economArt in a declarative text to be published shortly, using the artistic language to debate business and appreciation of artistic resources. And it's because Amy-d is to economArt as Sun Tzu is to "Art of War".