

Alessandro Minoggi

Glamourable.

7 paintings, Acrylic on cardboard (80 x 120) 2005

This series wants to ideally represent artificial beauty as spotted in the glam magazines, as an instance of aesthetics that, according to the artist, "descend directly from the history of art and its most obvious and beautiful keys".

These paintings reproduce images picked from the artist's three years collection of magazines, about a hundred, following a personal but precise method: "turning about 180 pages per minute, I picked all the images that could catch my attention for longer than that self-imposed third of second.

Out of the about 40 images so collected I chose, with the same method, the final seven. I tried to create a microcosmos of images that, selected and put together, could represent an instance of what beauty is today, for me (and others as well I hope), in the only pertinent field I know: mass culture.

It's just far from 'cultured' aesthetics (too conservative and far away from my 26 years) that I can find the best of contemporary beauty and charm".