



PRESS RELEASE

KRIS RUHS HEROES

sculptures and drawings

Opening

Friday, April 1st 2022
H 5.00 PM – 8.00 PM

Kris Ruhs will attend the opening

On view

From Saturday, April 2nd to Sunday May, 29th 2022
Every Day, 10.30 AM – 7.30 PM

*The exhibition opens to the public in keeping with all health and safety measures.
Masks are mandatory.*



FONDAZIONE SOZZANI GROWS IN THE METAVERSE AND PRESENTS THE EXHIBITION “HEROES” BY KRIS RUHS

A series of sculptures of anthropomorphic creatures, in a hybrid dimension between animal and human, represent a metaphor of a strong symbolic message. Ruhs draws from his creative imagination a reinterpretation of the Greek mythological heroes through a multiplication of organic shapes expressing the unlimited voicing of nature.

The exhibition shows also a series of drawings in paint and pencil, ten works from the collection “Creatures”, representing figures in transition, suspended between two realities. Ruhs drawings, interpreted and transformed into NFTs by Xbinary become digital animated creatures. The animation is revealing an engaging video installation creating an immersive and experiential dimension with the NFT “HEROES”.

“My “creatures” series comes from the pleasure of simply expressing their singular character and attitude,” states Kris Ruhs. “The motivation was and is sharing them with others. With the NFT more people can know them. They can be free in another world and reaching wider audiences.”

The transposition of Ruhs' works into the 10 Non Fungible Tokens was made possible thanks to the collaboration with Tailor Ventures, a *Venture Capital Tech* company, which created the Xbinaryplatform, curator of the NFT Heroes project, and bridge between transversal realities.

The Xbinary Heroes NFT collection comprises 160 "Heroe" works by Kris Ruhs and will be presented as part of a large-scale project that will run through 2022. An unprecedented series of NFT interpretations of Ruhs' original works will be animated in "singles", "duets," and "quartets". Completing the project will be the "Final Chorus", the unique work with all the animated "Heroes" singing together to the tune of the song "I can be hero" created exclusively by musician Danilo Pastore, composer of electronic and instrumental music.

The NFT Heroes will be available in three versions:

- “Rare”, with a run of up to a maximum of 10 pieces per work
- “Collectibles”, available in “Packs” from 1 to 3 with random contents with different rarity levels



Kris Ruhs

An American of German descent, Kris Ruhs began his career as an artist while still a student at the School of Visual Arts in New York in the 1970s. He started his first series of sculptures inspired by the shapes of various wooden objects collected in the streets around his studio on Broadway. The first 'Boxes' of the 1980s became the creative reference models for future works and the artist's relationship with other materials. His great ability to bring out the expressive potential of structure, materials and colour allowed him to successfully cross the usual boundaries between the three-dimensionality of sculpture and the two-dimensionality of painting. In the mid-1990s, he moved to Italy and collaborated with Carla Sozzani to founding 10 Corso Como and its gallery, now Fondazione Sozzani, of which he is the co-founder. He works in his studios in Milan and Paris and dedicates himself to exhibitions, special projects, and the "A for A" movement (art for Artisans) which he founded in 2013.

Xbinary

Founded by Valerio Pastore in 2022, Xbinary transforms, adapts, and transcripts a curated selection of artworks to the digital realm, creating unique crypto art pieces, augmented reality experiences and Metaverse-ready collectibles. Xbinary is a unique portal to the other side of reality.

Tailor Ventures

Valerio Pastore and Massimiliano Maggi founded Tailor Ventures in 2020. A technology venture capital company designed for founders by founders. Tailor Ventures believes in disruptive ideas, invests in visionary projects, and is committed to helping companies grow. The company is committed to giving new entrepreneurs all the guidance and support to get the most out of their initial investment by drawing on their original vision.

FONDAZIONE SOZZANI

The Fondazione Sozzani was established in 2016 by Carla Sozzani and is dedicated to the promotion of culture through photography, fashion, the fine arts, and applied arts. The Foundation has assumed the patronage of Galleria Carla Sozzani and continues all relevant public functions that the Galleria has supported since 1990. www.fondazionesozzani.org