



POLITI SEGANFREDDO EDIZIONI

amarcord vol.1

la banalità del brutto

una ribellione esistenziale

presentation and book signing

with

Cristiano Seganfreddo, publisher

and **Leonardo Caffo**, editorial director

Thursday **29 giugno** 2023 at 18.30

Fondazione Sozzani

via Enrico Tazzoli 3, Milano

Fondazione Sozzani presents the first titles published by **Politi Seganfreddo Edizioni**, the publishing house founded by **Gea Politi** and **Cristiano Seganfreddo** in February 2023 in Milan.

Politi Seganfreddo Edizioni was born from a nocturnal and risky dialogue between the two publishers and the philosopher **Leonardo Caffo**. The publishing house, aware of the limits and bottlenecks of the Italian publishing system, intends to reflect differently on the idea of literary genre and aims to restore contemporaneity by rethinking its categories in a fluid way: contemporary art merges with science, fashion with the philosophy, the essay with experimental poetry, the novel with music theory.

During the evening, three volumes will be presented: **Amarcord vol. 1** offers the stories on the history of contemporary art lived by **Giancarlo Politi**, publisher and art critic, with a preface by **Francesco Bonami**, curator and art critic; **La banalità del brutto. La bellezza è politica** by Cristiano Seganfreddo thinks about minor and banal ugly, apparently harmless; **Una ribellione esistenziale. Appuntamenti dell'arte con la filosofia**, curated by Leonardo Caffo, on the comparison between the two disciplines proposes great philosophers of the twentieth century such as **Baudrillard, Gadamer, Kristeva** and **West**.

Gea Politi is president with Cristiano Seganfreddo of Politi Seganfreddo Edizioni, an editorial group that publishes the international art magazine Flash Art. One of the points of reference for the Italian and international contemporary art system, she has collaborated with major cultural institutions in the world. She is currently Advisor to the United Nations for cultural development projects related to the contemporary.

Cristiano Seganfreddo is president with Gea Politi of Politi Seganfreddo Edizioni. He is president of 2031, former Gaetano Marzotto Award (2010-2020), the most important innovation awards platform in Italy. He collaborates as a strategic consultant for the Ethical Fashion Initiative of the United Nations.

Leonardo Caffo is editorial director of Politi Seganfreddo Edizioni. He is professor of Aesthetics of fashion, media and design and Semiotics of art at NABA in Milan. He writes for Corriere della Sera and has regular columns in Internazionale, L'Espresso and Interni; he worked as a curator at the Milan Triennale, was a philosopher in residence for the Castello di Rivoli Museum of Contemporary Art and is a member of the Management Committee of the MAXXI Museum in Rome.

Established in 2016 by Carla Sozzani, **Fondazione Sozzani** is dedicated to the promotion of culture through fine arts, applied arts, photography and fashion. The Foundation in via Tazzoli 3 focuses on creativity, responsibility and awareness and promotes the circular economy in fashion. Since 2021 Sara Sozzani Maino has curated and coordinated projects dedicated to education, responsibility and the next generation of creatives.

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