

PRESS RELEASE

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IMPREINT - semantic

A few weeks ago the artist IMPREINT presented a new project with the sophisticated title 'semantic' that will run permanently in the refreshing and inspiring atmosphere called the 'the space'. With this new work the artist decided to engage the viewers on single words. I'm here to understand more.

– *How was this project conceived?*

– Semantic is part of a bigger idea called 'en plein air'. I run here this part where I invite the public to focus on a single word, in its meaning and understanding.

– *Why?*

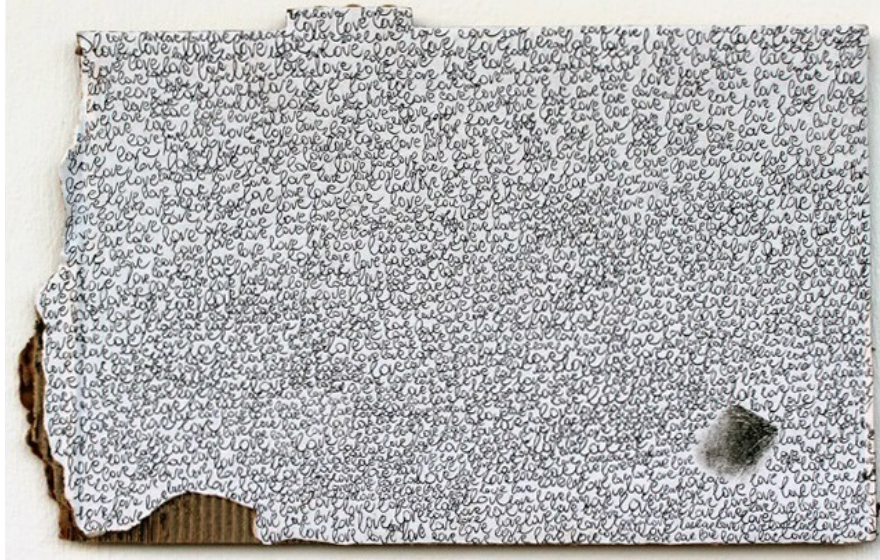
– I have the feeling that we are surrounded by a lot of cooked sentences, by many dialogues already prepackaged that don't give the opportunity to think and reason enough with our mind. My proposal is to restart from the begin, to experience the single word, have a meditation about it, a confrontation on our interpretations and expressions. Minimize and simplify is the base for a better understanding.

– *The first word is 'love', what is love for you?*

– An emotion, an instinct to evolve in choices. A synonymous of freedom and contrary of fear. But I'm working on it!



'semantic' – title: love



'The series of' – title: love

– *I found a connection with one of your first works 'The series of'...*

– They have similarity, the other was based in repetitions because I believe repetition slowly signs a trace on us. This is more about reflection and dialogue.

– *You told me that you leave the artwork outdoor because: 'it needs to breathe'. What does it mean?*

– They need to dialogue with the universe, take energy, atmospheric events. Like almost all of my paintings, nearly until the end are made in exterior because I need that they 'converse' with the nature. Weather conditions, animals can modify my original work, so on the base of this 'conversation' I need to accept the transformations and work on it. If you feel and you are in balance it's really harmonic, differently wouldn't work because would be just 'leave your work to the randomness'. It's spiritual and not only physical, if you allow me.



– *Mentioning ‘en plein air’, what is it?*

– In the next period I’ll take basically art actions in the streets. It excites me because I don’t know absolutely what will happen, there is just a general idea.

– *Is it going to be a sort of street art?*

– More an art in the street. I like proposals, not impositions. In my opinion if it’s in public space, you should give the opportunity to the viewer to remove easily your work.

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It’s interesting that an artist embraces the words in such a pure way given the sociological surroundings of this period. This work, *semantic* in general and this particular one *love* can be interpreted in many ways. I suppose many of us come up with the question: what is love? And even though the feeling is universal, the answer is so individual. ...personally, I love this idea. And what’s the best about it? That it never runs out.

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