



# Sostenibilart

Ambassadors of Sustainability



Edizioni  
Ca' Foscari



Sostenibilart

**La prospettiva rovesciata**  
**Obratnaja perspektiva**

Collana diretta da  
Silvia Burini

4



**Edizioni**  
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# La prospettiva rovesciata | Obratnaja perspektiva

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Elena Gubanova and Ivan Govorkov, *Redshift*, site-specific installation.  
Column Hall of the San Sebastiano campus, Ca' Foscari University, Venice, 2011.  
Installation view. © Elena Gubanova and Ivan Govorkov. Photo © Elena Gubanova



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# **Sostenibilart**

## Ambassadors of Sustainability

edited by

Lydia Griaznova, Maria Redaelli

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This publication is the first result, although partial (but I hope that in the future it can develop, as it would be relevant, also through courageous exhibition events), of a much more articulated project. The idea took shape from my research in progress, which connects to my consequent and more recent teaching activity. The project is curated and promoted by the Centre for Studies in Russian Art (CSAR) of Ca' Foscari University of Venice and by CYLAND MediaArtLab, in collaboration with other qualified institutions, including the Italian Section of the World Food Programme, the Kolodzei Foundation. It aims to constitute a format of transversal skills and a creative platform to support artistic and historical-critical voices from different parts of the world. The theme is now unfortunately well known to all, as it has also been indicated among the fundamental objectives of the 2030 Agenda for Sustainable Development, the action programme for people, the planet, and prosperity signed in September 2015 by the governments of the 193 member countries of the UN.

The collaboration between the Centre for Studies in Russian Art and the media art laboratory CYLAND has been active for many years, and in virtue of it we have curated exhibitions on the occasion of the Venice Biennials from 2011 to 2019. CYLAND was founded by Anna Frants in 2006, in St. Petersburg and New York, with the intention, anticipatory, to develop a new multimedia art through the cooperation of artists, engineers, and scientists, educating in the creative use of technology, and, finally, to attract the public's and artists' attention to new media. Since 2013, the CYFEST International Festival has been organised annually in different countries (and continents), with the support of international art institutions and museums like Leonardo, the International Society for Art, Science and Technology, and the Lumen Prize International Festival. Every year dozens of artists participate in the event (so far from at least 20 different countries). With its international exhibitions, CYFEST has quickly become one of the most influential and recognised multimedia art events, helping to increase the possibilities for cooperation on a global scale within the technology community.

The project *Sostenibilart* aims to raise awareness on a crucial issue, i.e. the sustainability of all our activities on the planet, and together to 'educate' concretely, through art, sustainability in a broad sense, inspiring and promoting actions. The idea is powerful and understandable: to encourage, in the current international scene, artists of significant standing to become 'Ambassadors of Sustainability', contributing with their works to promote a greater and more active awareness of environmental respect, the non-dissipative use of the planetary resources, multiethnic and multigenerational sharing. The CSAR, in the persons of its two directors, has already engaged for a long time in the critical analysis of two figures (also with the publication of relevant monographs for Rizzoli, New York). These are the Italian artist Maria Cristina Finucci, with her project *Wasteland and the Establishment of the Garbage Patch State*, whose 'national' pavilion was hosted at Ca' Foscari during the 2013 Biennale, and the Russian artist Alexander Ponomarev, promoter in 2017 of the Antarctic Biennale, and who was also previously present several times in the University spaces. Thanks to the collaboration with CYLAND we have added these two artists – widely recognised at the international level – and other significant personalities of different nationalities: they are, among others, Marina Alekseeva and Vladimir Rannev, Ludmila Belova, Chakaia Booker, Alexandra Dementieva, Anna Frants, Elena Gubanova and Ivan Govorkov, Pavel Ignatev, Victoria Ilyushkina, Francisco Infante Arana, Ilya Kabakov, Sergei Katran, Oleg Malenok, Vasily Bakanov, Alexey Grachev, Andrew Strokov, Alexander Bochkov, Tuula Närhinen, Miriam Simun, Valentina Tamborra, Anna Tolkacheva, Where Dogs Run.

Their works are an important sign of sensitivity, conscience, and cultural sharing. They are presented in this volume with the idea to 'give voice' to artists, also through its dialogical format, precisely to induce the widest possible public to perceive and visualise, through their works, the great issues related to the indiscriminate use of environmental resources. The common background is that of a fragile, delicate, extraordinary ecosystem: Venice. And these are instead the keywords recurring in these pages and characterising the whole project: inspire, sensitise, make people perceive, visualise, involve, and promote actions on topics that affect our lives in full, such as Environment, Climate, and Society. The publication is part of the book series published by Edizioni Ca' Foscari *La prospettiva rovesciata | Obratnaja perspektiva*: it is the first stage of a journey that begins here but that I hope will take us very far.

**Silvia Burini**

Sostenibilart: Ambassadors of Sustainability  
Project for a Dialogue between Art and Environment





Università  
Ca' Foscari  
Venezia

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