

This Is Not a Prize 2017

Mutina for Art at FIAC

The 44th **Foire Internationale d'Art Contemporain (FIAC) in Paris inaugurates the collaboration with Mutina for Art** hosting the second edition of **This Is Not a Prize**, a new award with a flexible format, aimed at supporting and promoting the work of international artists.

The "non-prize" offered by Mutina – excellence of the design applied to the ceramic surfaces – marks the beginning of a relationship between the company and the selected artist, that can develop based on the specific needs of his/her artistic practice, independently from the chosen medium. Not merely a recognition, but Mutina's commitment to accompany and sustain a future project, from an exhibition to a publication, to the production of a new work.

The "non-prize" consists in fact in a first contribution of euros 5.000, followed by the support of a significative project of the winning artist, with whom Mutina activates a close dialogue, according to the needs of an art world in continuous evolution.

This Is Not a Prize 2016 was assigned during Artissima to artist Giorgio Andreotta Calò and successively took shape in Mutina's support of his project for the Italian Pavilion at the 57th Venice Biennale.

The winning artist of This is Not a Prize 2017 will be announced on October 18th on the occasion of FIAC.

The jury of This Is Not a Prize 2017 is composed by figures who share Mutina's aesthetics and vision: Ronan Bouroullec (designer), Sarah Cosulich (curator of Mutina for Art), Cristiano Raimondi (curator at the Nouveau Musée National de Monaco) and Massimo Orsini (CEO Mutina). Following a previous research process, the jurors will choose the winner among artists represented by the galleries participating at FIAC 2017.

The award ceremony will take place on the Balcon d'Honneur of Paris Grand Palais in a lounge personalised by Mutina with the Rombini collection by Ronan & Erwan Bouroullec.

This Is Not a Prize rethinks the concept of prize, creating alternative opportunities for artists and galleries, and establishing a new dialogue among who produces and who creates culture.



MUTINA FOR ART

Mutina enters the world of contemporary art through an ambitious and multi-faceted project called Mutina for Art, which includes MUT - a dedicated exhibition space within its headquarters - This Is Not a Prize - an important prize awarded annually - and Dialogue, a program of collaborations with artists, galleries and partners as well as international artistic institutions.

Sensibility towards form and a desire to innovate and incorporate the most heterogeneous visual inspirations of the present world, have been Mutina's features from its very beginning: now they develop further into a new program in which contemporary art is the absolute protagonist. Sarah Cosulich's involvement as curator coincides with the company's desire to give an articulated structure to its commitment towards contemporary art, making it a source of influence, experience and, above all, a territory of exchange.

ABOUT MUTINA

Mutina represents a brand-new way of looking at ceramics, which is no longer conceived as a material for tiles but as an interior design project. This artistic project combines technology with hand-crafted details and experimentations that transcend the limits of the materials, and indispensable research for innovation to ensure a high-quality product. Mutina works with designers such as Patricia Urquiola, Edward Barber and Jay Osgerby, Rodolfo Dordoni, Ronan and Erwan Bouroullec, Tokujin Yoshioka, Yael Mer and Shay Alkalay of Raw Edges, Inga Sempè, Konstantin Grcic, a team that shares the same passions and approach to a unique product based on continuous research.

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