

Denicolai & Provoost and Massimo Grimaldi ARCO Madrid 2015

25 February – 3 March 2015

West Den Haag is pleased to showcase Denicolai & Provoost and Massimo Grimaldi at ARCO Madrid in Spain. Italian-Belgian duo Denicolai and Provoost's ambitious and eloquent on-going animation project 'Hello, Are We In the Show' is presented alongside the interactive installation 'MORE'. Along with Denicolai & Provoost, West transports Italian artist Massimo Grimaldi's ultra decorative, obscure dual synchronized slideshows.

As multidisciplinary artists, Denicolai and Provoost work with, but not limited to, animation, objects, and installations. Central to their practice is to play with existing models such as the social and economic systems by upturning the common perception of things. To do this, they retract art from its conventional place by working within public spaces such as fish markets, town squares, social media, and public institutions to extend their work outward into daily life. This was seen in their recent West show MORE where the presented works were first shown, and how they approach the platform offered at the art fair.

'Constellation', which forms part of the creation and production process, presents itself as an autonomous ensemble of three different animated images from 'Hello, Are We In The Show?'. Denicolai & Provoost for the last two years dedicated their focus to the Sonian Forest that lies to the southeast of Brussels. Everything that lives in and around the forest, whether it is plant-matter, industrial, or human is captured in 'Hello, Are We In The Show?'. True to the life of the forest, Denicolai and Provoost draw out the visual elements of flora and fauna, and the natural soundscapes are overlaid with the sounds of cars and planes overhead. Also on view is 'MORE'; a table/trampoline offers seeds gathered from Den Haag Forest. MORE invites the visitors to take the seeds of various plant and tree species out of the presentation to plant in their gardens, and elsewhere. In this work, Denicolai & Provoost encourage the visitors to be actively involved in the expansion of the forest; be it imaginary or real.

Presented at the fair is Grimaldi's most recent dual synchronized slideshow displayed on iPads. The focus of Grimaldi on each image is unwavering, and the formal opponent, provided by the state-of-the-art Apple devices and perfectly smooth presentation, also has direct appeal due to the humane aspect that reoccurs in every image. At the same time, the artist remains a formalist who, for instance, uses the visual language of functional design and who entices us with rich colors. This is highlighted the dual slideshows of where the subjects and locations are disconnected of any memory. They are transformed into ghostly and spectral images where their original meaning become impossible to retrieve.

Although it is not easy to interpret, Grimaldi's work is firmly anchored in two different worlds: the smooth, customer-friendly world of commerce and the human environment in which personal contact and warmth play an important role. Because of this, his work remains fascinating and it is almost impossible not to become involved.

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Simona Denicolai (1972, Milan) and Ivo Provoost (1974, Diksmuide) live and work in Brussels. They have exhibited widely at institutions and galleries internationally, including places such as NICC vitrine, Brussels, (SIC), Brussels; Kunstenfestivaldesarts, Brussels; Institut d'art contemporain, Villeurbanne; Casino, Luxembourg; Castlefield Gallery, Manchester; TRACK, Ghent; and West Den Haag.

Massimo Grimaldi (1974, Taranto, Italy) lives and works in Milan, Port Sudan and other places. He has had exhibitions in various galleries and museums such as ZERO..., Milan; team, New York; Castello di Rivoli, Turin; Museo d'Arte Contemporanea Villa Croce, Genoa; M HKA, Antwerp; Magasin, Grenoble; Art Gallery of Hamilton, Hamilton; MCA, Chicago; Palazzo Grassi, Venice; 50th International Art Exhibition of La Biennale, Venice; and West Den Haag.

During ARCO Madrid, West's booth will also be on view on Artsy. To explore our booth and to follow West on Artsy, you can us find here: artsy.net/west.

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