

NUMERO CROMATICO PRESENTS

NEGATIVO

Location

Via degli Ausoni 1
00185, Roma

Dates

28th → 30th December 2020

A series of exhibitions closed
to the public



BIOGRAPHY

Numero Cromatico is a research centre established in Rome in 2011 by a group of researchers with a background in both visual arts and neuroscience. The centre designs and organises innovative activities and events on the scientific approach to art research. On top of this, in the past nine years, the centre produced exhibitions, talks, seminars, publications and workshops. Since the very beginning, the research centre has been also a publishing house and has been producing *Nodes Journal* - the only publication on the relationship between art and neuroscience.

Show by Numero Cromatico

Negativo is an exhibition that comes from *Built on a Lie*, a project by Numero Cromatico born out of two separate and current research projects. The first one, by Dionigi Mattia Gagliardi, is about the perception of faces, the second one, by Manuel Focareta, is about the production of texts through the use of automatic generative processes.

Negativo is a project on the relationship between text and image, where representations of neutral faces are analysed in relationship with words perceived as "negative".

The exhibition is displayed in two areas. In the first room there is an installation made up of a grid of unframed paintings. The grid alternates words and faces in a way that the same word can be paired with more than one face and vice versa. In the second room, there are five framed diptychs each one constituted by a drawing of a face with a neutral expression and a drawing of a word with a negative meaning.

The aim is to understand whether the viewers' perception can be influenced by associations that take place in an automatic and unconscious manner. The project, starting from a merely aesthetic consideration, opens up to important social and political instances. Do we all perceive in the same way? Is that which we consider our own thought actually influenced and manipulated by external factors? Are we able to stop and delve deeper? Is that which we consider to be certain, certain for others as well?

Info

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