

# SANLORENZO

## Sanlorenzo at the first edition of Paris+ par Art Basel with Anna Franceschini

*Sanlorenzo Arts presents a project that seeks to expand the concept of 'animation' in sculptural terms*

*"The Lady Vanishes"* by Anna Franceschini

Curated by Flash Art

Produced by Sanlorenzo Arts

Paris+ par Art Basel

Sanlorenzo Lounge, Partner Area

20-23 October 2022

Press release, 10 October 2022 - Sanlorenzo will participate in **Paris+ par Art Basel**, the new art fair for contemporary and modern art in Paris, to be held from **20 to 23 October 2022** at the **Grand Palais Éphémère**, located in the historical heart of Paris on the Champ-de-Mars, with the unreleased project **"The Lady Vanishes"** by **Anna Franceschini**, curated by Flash Art.

Framed by the Partner Area of Paris+ par Art Basel, Sanlorenzo presents a new site-specific project by Anna Franceschini entitled **'The Lady Vanishes'** produced by **Sanlorenzo Arts**, the platform dedicated to art, in collaboration with the **Campoli Presti** Gallery.

For Sanlorenzo, **Anna Franceschini** has conceived a new work that seeks to expand the concept of "animation" in sculptural terms, starting from a cinematographic point of departure. The bond between Sanlorenzo and the artist highlights their **mutual commitment to unique and innovative design**, with the **use of recycled materials aimed at sustainability**, and confirms Sanlorenzo's **pursuit of excellence in contemporary artistic enquiry**.

**"The Lady Vanishes"** consists of a set of **kinetic sculptures**: hand-shaped jewellery displays equipped with a small motor and mounted on mirrored surfaces, echoing the design of a shop window. The hands continue to move in a continuous cycle with different gestural accents: stroking, scratching, reaching out, nodding or simply repositioning positions that seem to have just been acquired by the machine. The mirrors provide an ephemeral and temporary substitute for the absence of the body when the reflective surface is intercepted by a human figure and once the viewer has left, the 'lady' disappears again.

The three sculptures are stage machines but also authentic machines of desire, providing images suspended between art, fashion, cinema and time. **The artwork implies a complex relationship with the representation of the female body**, the display of femininity in moving images and theatrical representations and leads to questions about the strategies of inducing desire implemented by consumerism, the relationship between the gaze, the image and the construction of identity, and the meaning of the male or female gaze.

Anna Franceschini's work falls within the scope of **Sanlorenzo Arts**, a veritable platform dedicated to art, an active and interactive container created by Sanlorenzo to bring together projects dealing with the most topical issues of our times, addressed in an innovative and original way, thanks to the sensitivity of artists, designers and thinkers.

Sanlorenzo represents a **relentless future-oriented research**, a sophisticated synthesis of design, technology and engineering, a poetic balance between aesthetics and technique, where man meets nature in the freedom of the sea and the elements. Sanlorenzo Arts was born from the desire to navigate the horizons of the present through imagination to discover new continents and new seas thanks to the nautical charts given by the arts and by contemporaneity.

From Basel to Miami Beach, via Hong Kong and Paris, Sanlorenzo's actions and artistic collaborations move the world over, at different latitudes, in partnership with **Art Basel**.

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