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Fabio Lattanzi Antinori  
BEHIND THE SYSTEM

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BRUN  
FINE ART

10th – 28th June 2016  
38 Old Bond Street,  
London

*Behind the System* exhibition presents works by Fabio Lattanzi Antinori, an Italian artist who lives and works in London and explores the notion of the corporate system and the role of data in our society, using a mix of traditional materials and new technologies.



*Dataflags* — a seminal work from his career first exhibited at the Victoria and Albert Museum in London in 2014 — is a large hand screen printed panel, black on the front and gold on the back, realized in traditional oil based colors and conductive paint, and linked to a computer via a microcontroller. The panel translates financial prices into images and sounds: it is a visualization of the share prices registered by the American investment bank Lehman Brothers in the ten years before it filed for bankruptcy in September 2008, and — when the viewer touches it — a prerecorded soprano voice sings back these prices. *Dataflags* becomes an immersive interactive installation whose form is inspired by corporate flags and banners, which glorify the identity of companies worldwide; it functions as an emblem of the rise and fall of the global banking system, as a narrative of the ups and downs that culminated in the terrible moment of the company's bankruptcy, as a contemporary take on a tragedy of our times. The soprano voice becomes the storyteller who conveys the opera world and tells the story of the company; the data becomes part of a code; the numbers become the narrative — creating the idea of epic value, in the same way as a story was told by Homer in the *Odyssey*. Simultaneously, the notion of failure for the big individuals that are the financial institutions is questioned, forging a contrast between religious appearance and profane content.



*The Abyss* (2013) is an installation that creates a dialogue between three set of data: one that contains and filters descriptions of the cheapest goods on sale on Amazon and Ebay in the UK, a second composed by a selection of ameliorative synonyms, and a third containing adjectives that have been mostly used over the last twenty years of advertising communication. The result is beautified and improved words, ready to be used to potentially describe branded products that do not yet exist. The artwork transforms words like a philosopher's stone would transform cheap metals into gold; it deals with the value and meaning of words in our contemporary society, at large, and more specifically within the context of branding; it addresses the ideas of virtualization of desires, commodification of human emotions, and the influence that the discipline of marketing is having on the way the collective organism behaves and organizes itself.



*Microflascrash Screen-prints* of different sizes and colors represent the visualization of the price action of micro flash crashes — extremely rapid and deep falls in equities or financial indexes prices — that usually stem from deals executed by black-box and/or high-frequency trading, and whose speed and interconnectedness can result in the loss and recovery of billions of dollars in a matter of seconds, highlighting another opaque corporate mechanism.



Lattanzi Antinori's work therefore often starts with the manipulation of raw financial or commercial data — the share price of banks or the descriptions of goods on eBay — and develops questioning the common ground of faith and trust in data, testifying his interest on the strong connections between the world of Financial Systems and that of Global Branding, and his fascination with the way language can be commodified, and put to use in the context of the market. His works become an invitation to glimpse *Behind the System*, to meditate and make space for a critique with regards to the way data, products and brands are becoming increasingly important for our society.

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Fabio studied under Marina Abramović at the PS1 in New York in 2012, graduated from Goldsmiths (2013) with a Master in Fine Art and Computational Technologies, and has exhibited at prestigious art institutions. He will participate in the next edition of the Hangzhou Triennial of Fiber Art (August 2016) and he is preparing a solo show at the MoCA Shanghai Pavilion (September 2016), and a duo show at Kristin Hjellegjerde in London with artist Jeremy (September 2016). Selected exhibitions comprehend the Museum Angewandte Kunst in Vienna, Victoria and Albert in London, Kaunas Biennale, New York University, Guest Projects, Open Data Institute, PiArtworks Gallery, Watermans Arts Centre, Beers Contemporary and Shenzhen Contemporary Art Terminal. Public collections include the Victoria and Albert Museum and the Open Data Institute. He has been in residence at SPACE, the Guest Projects and the Florence Trust. Fabio was awarded the A-N Bursary for Exceptional and Inspirational Research in 2016 and the Artist International Development Fund from the Arts Council and the British Council.

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