



Press Release: **Onda**

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The world of art and cultural heritage is being pervaded by digital contamination. Like an aggressive virus, digital language is infecting the world of the visual arts, music, literature, technology, science and the customs and heritage of mankind, catapulting us beyond our everyday reality and penetrating the realm of the imagination. Gallant artists keep this virus on a tight leash, making it perform feats to enchant and delight the spectator, with the help of magic and other exploits. In the past, the artistic languages endured over time, constructions endured over time, man's ideas endured over time and the materials used to create works of art endured over time. Today, man's lifespan has grown longer at the expense of the material world that surrounds him. Man exploits natural resources for his own benefit, gradually destroying the terrestrial sphere, and the quality of his own individual life is enhanced at the expense of countless lives destroyed. Evolution looms in the catacombs: disposable homes, disposable works, disposable human contacts, man's heart grows cold as his spirit inevitably loses its enlightened vision. Spirituality declines in the face of ambition, in the face of the materials consumed and the non-existent interpersonal relationships. We attempt to duplicate that which can be duplicated, without thinking of that which cannot. Inept spirits roam the earth in confusion. Identity crises invade the minds of men who, lacking in self-esteem, find themselves incapable of loving. Like empty bottles devoid of wine we are getting closer and closer to the turning point at which the circle closes, only to be simultaneously re-opened to the enlightening vision of infinity. The Wave of the human spirit is gradually rising to completely engulf the matter that surrounds it. The act of distancing ourselves from egocentricity illuminates the mind of that little man who's invading the realm of space and time. Coincidence is the infinite moment that shows us the path once we have embarked upon it. The ability to freely enjoy free will in faith, both in one's self and in others, regardless of that which surrounds our existence, allows us to enter into the micro-macrocosm of our hearts and our noble spirits. Catching a fish in a glass of the divine, drunken in the company of a friend or a woman you love, expands the mental and physical confines created by that little man who creates straight and perpendicular lines in his image, and likenesses upon geographical maps. The digital Wave wants to create an opening in the human outlook on living in the here and now, with the eternal desire to love that point of union and equilibrium in which man is in harmony with himself and with the universe. Such a man, through his own judgement, his thoughts and his individual choices, can become an artistic tool and medium for expressing a sacred and supernatural vision of his own life, regardless of his human condition and the place in which he lives.

Alberto Magrin



Organizzazione Internazionale d'Arte Digitale

Under the Patronage of the City of Gambolò (PV) - Italy

