

FABULAE NATURAE
 LUCY + JORGE ORTA
 70x7 THE MEAL ACT XXXVII MILAN 2015

ZegnaArt Marsilio



FLOWER LANDSCAPES

FABULAE NATURAE

FLOWER LANDSCAPES
 FABRICS
 FLOWERS RECIPES

Fondazione Zegna Marsilio

edited by Maria Luisa Frisa

FABULAE NATURAE
LUCY + JORGE ORTA
70x7 THE MEAL ACT XXXVII MILAN 2015

ZegnArt Marsilio

to celebrate EXPO Milano 2015

book design
Alessandro Gori.Laboratorium
:MMXV

translations
Huw Evans

© 2015 by Fondazione Zegna

© 2015 by Marsilio Editori® S.p.a.
in Venezia

First edition April 2015
Isbn 978-88-317-2225-4

www.marsilioeditori.it

reproduction and print
Grafiche Antiga, Crocetta
del Montello, Treviso

previous pages
Florae composition, 2015

Contents

Florae Composition	I-II
Genius Loci - Symphony for Absent Wildlife	VI
Symphony for Absent Wildlife - Woodland Intervention	VII
Carabus Mask - Work in Progress	X
Symphony for Absent Wildlife - Carabus Musician	XI
70 x 7 The Meal Act XXXVII, Milan	XIII-XIV
Florae Composition	XVI

“Like Joseph Beuys, we support the idea that art can act as a catalyst for social change. Together, we believe that the creative potential of every individual no longer needs to be proven; rather it needs to be fully recognized and converted into initiatives that will engage a wider range of community members, whether they are street sellers, passersby, scientists, museum curators or visitors.”
Fabulae Romanae. Lucy + Jorge Orta, Venice 2012



Genius Loci - Symphony for Absent Wildlife, 2014. Pencil, pigment ink, water colour on Fabriano paper, 56 x 67 cm

In these words of Lucy and Jorge Orta in the book *Fabulae Romanae*, published on the occasion of the exhibition of the same name promoted by ZegnArt at the MAXXI in Rome in 2012, there is not just the social poetics of an art that worms its way into the recesses of hidden realities and stirs our consciences, but a deliberate militancy that takes them each time into places torn by contemporary conflicts. It is on this attention to life, on the sharing of a series of concrete and inescapable values, that a collaboration between Lucy + Jorge Orta and the Zegna family has been constructed; a collaboration in which the paths of beauty have been united with those of the good and the useful. *Fabulae Naturae* is the next stage of *Fabulae Romanae*. The *Spirits* that in Rome wandered around the city like symbolic figures have been transformed in Milan into mythological creatures that allude to the animals of the woods and act with their presence and their chant like the choruses in Greek tragedy. So Lucy + Jorge Orta's *Fabulae Naturae* inserts itself into the Zegna Headquarters in Milan with a series of actions that explore and reconfigure the spaces of design and work. It is from Lucy Orta's exploration of the Zegna Archives at Trivero, from her hours of research in the Fondo Heberlein, that came the inspiration for the luminous floral panels, a sort of showcase of today set in the architecture of Via Savona, where the action of *The Meal Act* unfolds, linking up with the theme of EXPO 2015. And it is precisely that idea of feeding the planet, of taking care of the land, which has led to the production in a limited edition of a series of plates on which the flowers of the Zegna Archives—Fondo Heberlein have again served as inspiration for the artists, who have turned them into a set of marvelous fragments of nature. And one that will bring, through their sale and the collaboration with the Fondo Ambiente Italiano (FAI), the luxuriance of nature back to Punta Mesco. Thus the geography of the space in Milan becomes an emotional map that is grafted onto and completes the objective one.

Maria Luisa Frisa





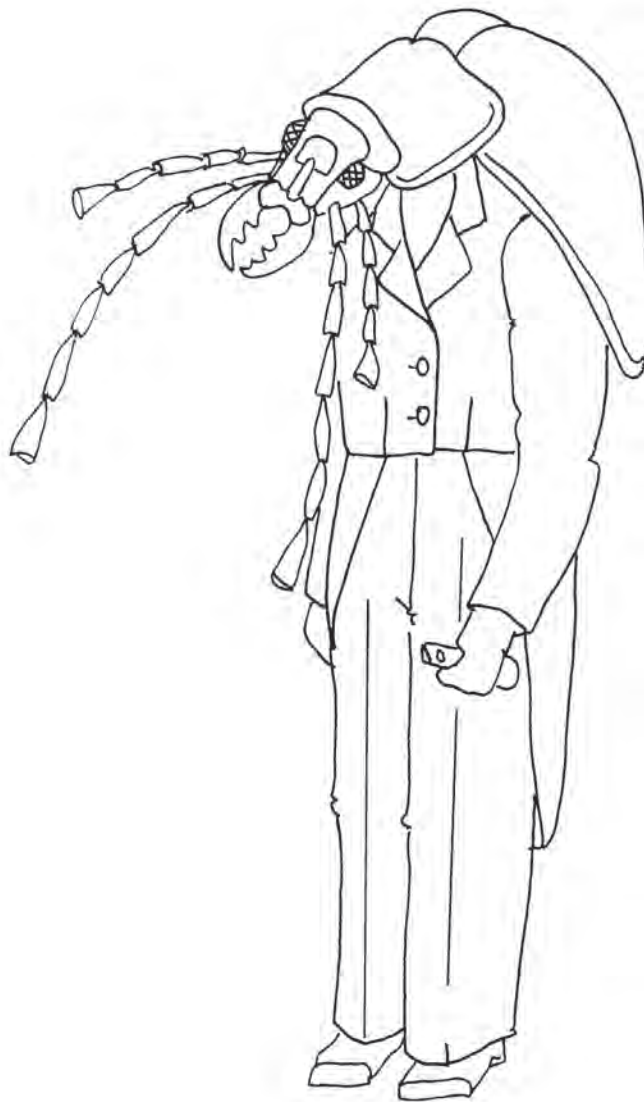


Carabus mask - work in progress, 2015
Surplus felt military blankets,
Zegna wool, 40 x 50 x 75 cm

Symphony for Absent Wildlife -
Carabus musician, 2015
Pigment ink on Fabriano paper,
21 x 29.5 cm

previous pages
Symphony for Absent Wildlife -
Woodland intervention, 2015
Surplus felt military blankets

X







70 x 7 The Meal Act XXXVII,
Milan, 2015
Royal Limoges porcelain,
enamel and platinum, 27 cm
Edition of 50



70 x 7 The Meal Act XXXVII,
Milan, 2015
Royal Limoges porcelain,
enamel and platinum, 27 cm
Edition of 50

Fabulae Naturae

CASE LOVARA – PUNTA MESCO

CERTIFICATO DI PROPRIETÀ MORALE – MORAL OWNERSHIP CERTIFICATE

Con l'acquisto di questo piatto d'artista in edizione limitata, creato da Lucy + Jorge Orta ispirandosi all'Archivio Zegna – Fondo Heberlein, sei entrato a far parte di un grande progetto.

Il tuo gesto contribuisce al recupero del compendio agricolo di Case Lovara, Sito di Interesse Comunitario all'interno del territorio del Parco delle Cinque Terre, esempio virtuoso di gestione responsabile del territorio per la sua valorizzazione agricola ed eco-turistica.

Da oggi, con l'adozione e la messa a dimora di una porzione di filare di vite a Case Lovara, il tuo nome rimarrà indissolubilmente legato a questo avamposto del patrimonio paesaggistico e culturale italiano.

Ti invitiamo, come proprietario morale, a visitare dal vivo Case Lovara, per seguirne l'evoluzione del progetto e per diffondere con noi la conoscenza di questo straordinario patrimonio italiano.

Per saperne di più www.fondoambiente.it

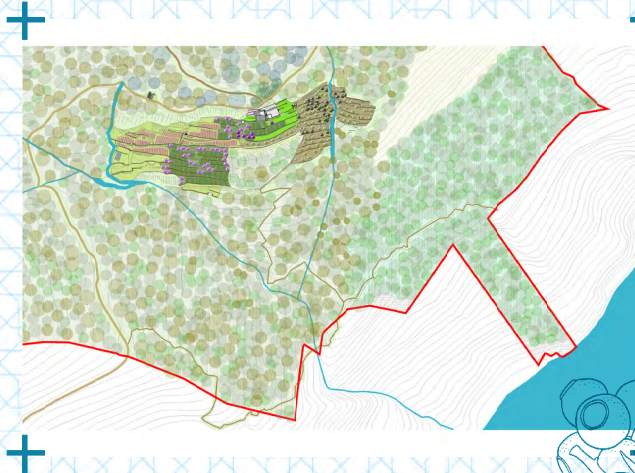
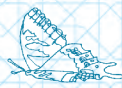
On purchasing this limited edition plate by artists Lucy + Jorge Orta, who drew inspiration from the Archivio Zegna – Fondo Heberlein, you have joined a large-scale project.

Your action is helping to recover the agricultural area known as Case Lovara, a Site of Community Interest in the Cinque Terre Park, a virtuous example of responsible land management and promotion of local agriculture and eco-tourism in Italy.

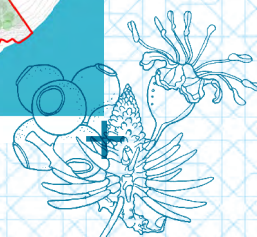
With the sponsoring and planting of a section of a row of vines at Case Lovara, your name will now be indissolubly linked to this outpost in Italy's landscape and cultural heritage.

We therefore invite you, as a moral owner, to visit Case Lovara and see how the project is progressing and help us spread knowledge of this extraordinary Italian heritage.

To find out more, visit www.fondoambiente.it



+ **Latitudine:**
44.144084
Longitudine:
9.62832
Altitudine:
241 metri



Fondazione **Zegna**

Fondazione Zegna sostiene dal 2002 il FAI – Fondo Ambiente Italiano e dal 2013 contribuisce al progetto di recupero del sito di Case Lovara a Punta Mesco. Per saperne di più www.fondazionezegna.org

Fondazione Zegna has been supporting FAI – Fondo Ambiente Italiano since 2002 and contributing to the project to reclaim the Case Lovara site at Punta Mesco since 2013. To find out more, visit www.fondazionezegna.org



ZegnArt

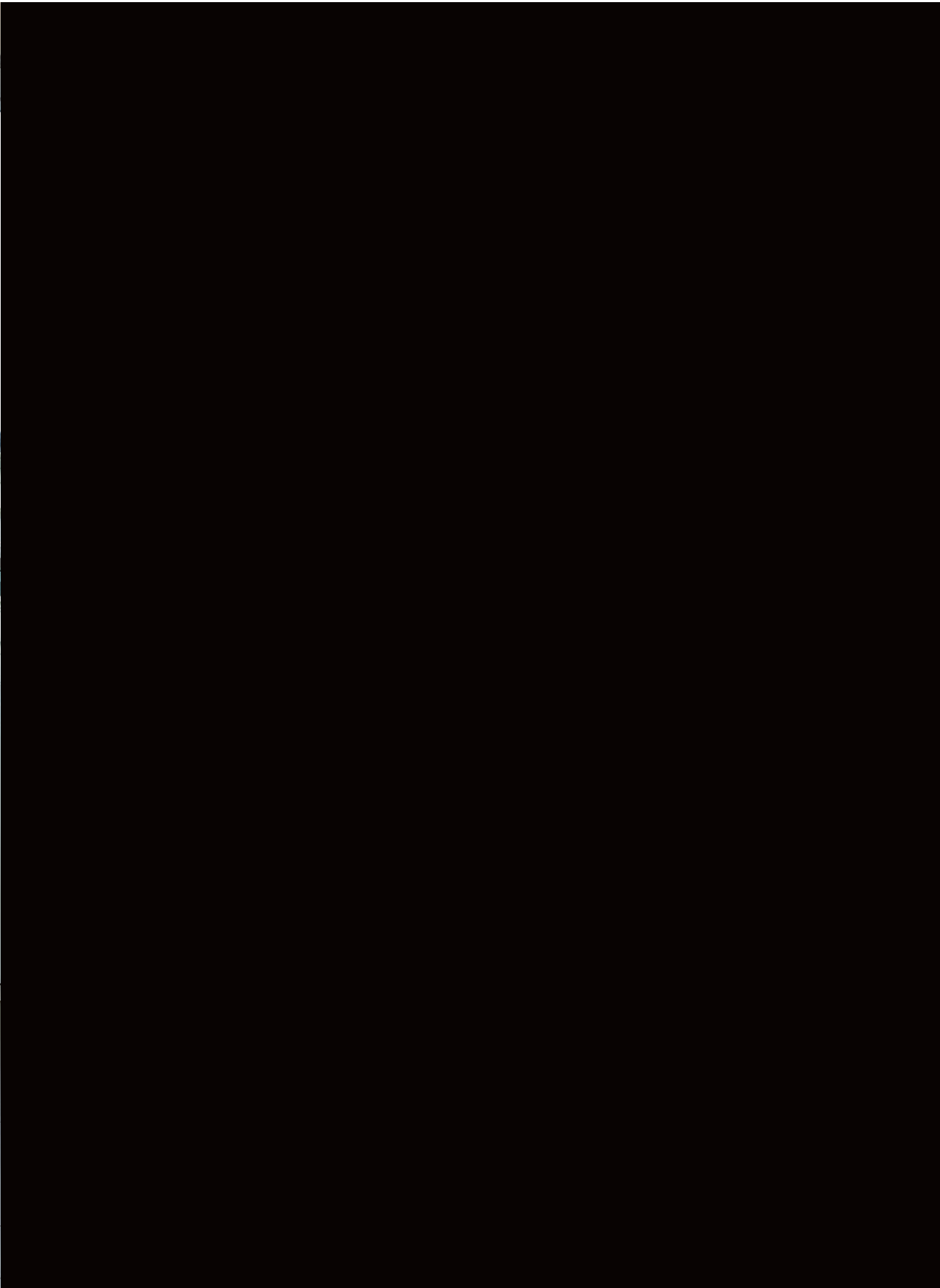




Fabulae Naturae composition, 2015
Maquette for wall drawings,
300 x 600 cm

following page
Michelangelo Pistoletto, Woollen.
The Reinstated Apple, 2007
Zegna Headquarters, Milan,
photo by Leo Torri





edited by Maria Luisa Frisa

FABULAE NATURAE
LUCY + JORGE ORTA
70x7 THE MEAL ACT XXXVII MILAN 2015

ZegnArt Marsilio

to celebrate EXPO Milano 2015

book design
Alessandro Gori.Laboratorium
:MMXV

translations
Huw Evans

© 2015 by Fondazione Zegna

© 2015 by Marsilio Editori® S.p.a.
in Venezia

First edition April 2015
Isbn 978-88-317-2225-4

www.marsilioeditori.it

reproduction and print
Grafiche Antiga, Crocetta
del Montello, Treviso

previous pages
Florae composition, 2015

Contents

Florae Composition	I-II
Genius Loci - Symphony for Absent Wildlife	VI
Symphony for Absent Wildlife - Woodland Intervention	VII
Carabus Mask - Work in Progress	X
Symphony for Absent Wildlife - Carabus Musician	XI
70 x 7 The Meal Act XXXVII, Milan	XIII-XIV
Florae Composition	XVI

“Like Joseph Beuys, we support the idea that art can act as a catalyst for social change. Together, we believe that the creative potential of every individual no longer needs to be proven; rather it needs to be fully recognized and converted into initiatives that will engage a wider range of community members, whether they are street sellers, passersby, scientists, museum curators or visitors.”
Fabulae Romanae. Lucy + Jorge Orta, Venice 2012



Genius Loci - Symphony for Absent Wildlife, 2014. Pencil, pigment ink, water colour on Fabriano paper, 56 x 67 cm

In these words of Lucy and Jorge Orta in the book *Fabulae Romanae*, published on the occasion of the exhibition of the same name promoted by ZegnArt at the MAXXI in Rome in 2012, there is not just the social poetics of an art that worms its way into the recesses of hidden realities and stirs our consciences, but a deliberate militancy that takes them each time into places torn by contemporary conflicts. It is on this attention to life, on the sharing of a series of concrete and inescapable values, that a collaboration between Lucy + Jorge Orta and the Zegna family has been constructed; a collaboration in which the paths of beauty have been united with those of the good and the useful. *Fabulae Naturae* is the next stage of *Fabulae Romanae*. The *Spirits* that in Rome wandered around the city like symbolic figures have been transformed in Milan into mythological creatures that allude to the animals of the woods and act with their presence and their chant like the choruses in Greek tragedy. So Lucy + Jorge Orta's *Fabulae Naturae* inserts itself into the Zegna Headquarters in Milan with a series of actions that explore and reconfigure the spaces of design and work. It is from Lucy Orta's exploration of the Zegna Archives at Trivero, from her hours of research in the Fondo Heberlein, that came the inspiration for the luminous floral panels, a sort of showcase of today set in the architecture of Via Savona, where the action of *The Meal Act* unfolds, linking up with the theme of EXPO 2015. And it is precisely that idea of feeding the planet, of taking care of the land, which has led to the production in a limited edition of a series of plates on which the flowers of the Zegna Archives—Fondo Heberlein have again served as inspiration for the artists, who have turned them into a set of marvelous fragments of nature. And one that will bring, through their sale and the collaboration with the Fondo Ambiente Italiano (FAI), the luxuriance of nature back to Punta Mesco. Thus the geography of the space in Milan becomes an emotional map that is grafted onto and completes the objective one.

Maria Luisa Frisa





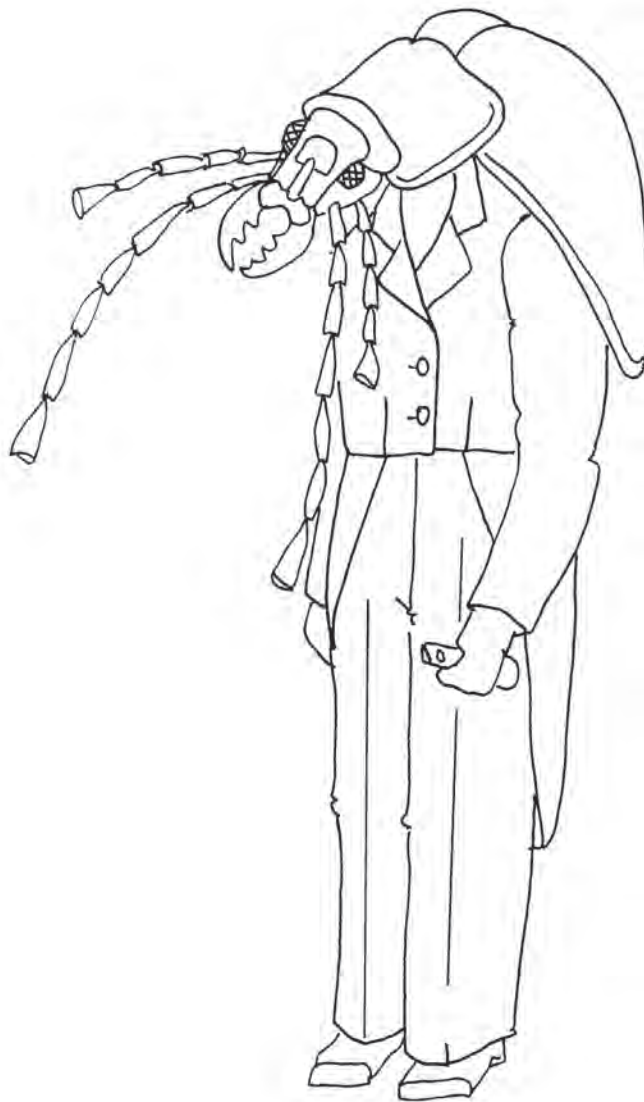


Carabus mask - work in progress, 2015
Surplus felt military blankets,
Zegna wool, 40 x 50 x 75 cm

Symphony for Absent Wildlife -
Carabus musician, 2015
Pigment ink on Fabriano paper,
21 x 29.5 cm

previous pages
Symphony for Absent Wildlife -
Woodland intervention, 2015
Surplus felt military blankets

X







70 x 7 The Meal Act XXXVII,
Milan, 2015
Royal Limoges porcelain,
enamel and platinum, 27 cm
Edition of 50



70 x 7 The Meal Act XXXVII,
Milan, 2015
Royal Limoges porcelain,
enamel and platinum, 27 cm
Edition of 50

Fabulae Naturae

CASE LOVARA – PUNTA MESCO

CERTIFICATO DI PROPRIETÀ MORALE – MORAL OWNERSHIP CERTIFICATE

Con l'acquisto di questo piatto d'artista in edizione limitata, creato da Lucy + Jorge Orta ispirandosi all'Archivio Zegna – Fondo Heberlein, sei entrato a far parte di un grande progetto.

Il tuo gesto contribuisce al recupero del compendio agricolo di Case Lovara, Sito di Interesse Comunitario all'interno del territorio del Parco delle Cinque Terre, esempio virtuoso di gestione responsabile del territorio per la sua valorizzazione agricola ed eco-turistica.

Da oggi, con l'adozione e la messa a dimora di una porzione di filare di vite a Case Lovara, il tuo nome rimarrà indissolubilmente legato a questo avamposto del patrimonio paesaggistico e culturale italiano.

Ti invitiamo, come proprietario morale, a visitare dal vivo Case Lovara, per seguirne l'evoluzione del progetto e per diffondere con noi la conoscenza di questo straordinario patrimonio italiano.

Per saperne di più www.fondoambiente.it

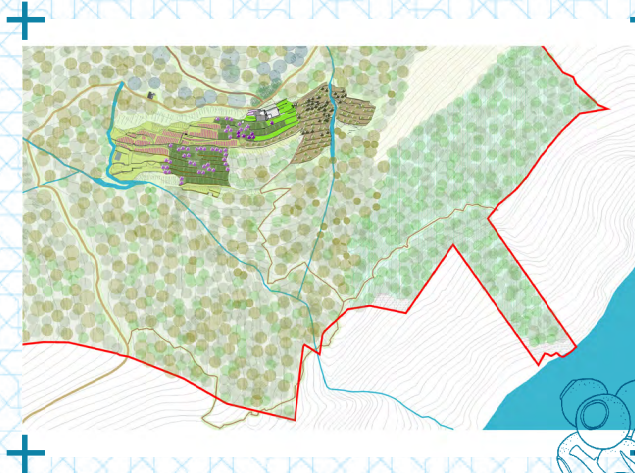
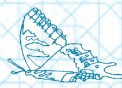
On purchasing this limited edition plate by artists Lucy + Jorge Orta, who drew inspiration from the Archivio Zegna – Fondo Heberlein, you have joined a large-scale project.

Your action is helping to recover the agricultural area known as Case Lovara, a Site of Community Interest in the Cinque Terre Park, a virtuous example of responsible land management and promotion of local agriculture and eco-tourism in Italy.

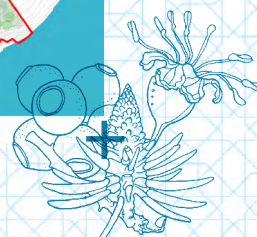
With the sponsoring and planting of a section of a row of vines at Case Lovara, your name will now be indissolubly linked to this outpost in Italy's landscape and cultural heritage.

We therefore invite you, as a moral owner, to visit Case Lovara and see how the project is progressing and help us spread knowledge of this extraordinary Italian heritage.

To find out more, visit www.fondoambiente.it



+ **Latitudine:**
44.144084
Longitudine:
9.62832
Altitudine:
241 metri



Fondazione **Zegna**

Fondazione Zegna sostiene dal 2002 il FAI – Fondo Ambiente Italiano e dal 2013 contribuisce al progetto di recupero del sito di Case Lovara a Punta Mesco. Per saperne di più www.fondazionezegna.org
Fondazione Zegna has been supporting FAI – Fondo Ambiente Italiano since 2002 and contributing to the project to reclaim the Case Lovara site at Punta Mesco since 2013. To find out more, visit www.fondazionezegna.org



ZegnArt





Fabulae Naturae composition, 2015
Maquette for wall drawings,
300 x 600 cm

following page
Michelangelo Pistoletto, Woollen.
The Reinstated Apple, 2007
Zegna Headquarters, Milan,
photo by Leo Torri





