**Eataly Smeraldo**

Milan

**OPENS FOR THE FIRST TIME TO ART WITH THE EXHIBITION**

**Laura Zeni. Le forme del gusto/**

**Laura Zeni. The forms of taste**

*curated by Stefano Valera*

**7 - 31 January 2015**

*press release, 04.12.14*

From 7 to 31 January 2015, following the great success of the exhibition “Laura Zeni. Le forme del gusto/Laura Zeni. The forms of taste”, **Eataly Smeraldo** opens again to the public the display by **Laura Zeni,** which is **site specific** and curated by Stefano Valera. The great Milanese megastore by **Oscar Farinetti** invests in art and presents more than twenty **never seen before** works made ad hoc by the artist.

In the expository spaces what stands out are the **works on canvas** “Profili del gusto/Profiles of taste”, a homage by Laura Zeni to the Italian taste, and the peculiar “Radar” series, which are **small sculptures** of iron and other materials, inspired by starred chefs and the Slow Food philosophy; they are placed in the several rooms of the renowned grocery store that, in welcoming this new project dedicated to art, underlines the concept of food as a form of culture and relationships. The visitor can admire the works by Laura Zeni on the stalls on the first floor, in the refined restaurant “Alice” (one Michelin Star) on the second floor and at the Convention Centre.

Laura Zeni has displayed in numerous group and solo exhibitions in Italy, in particular in Milan we can mention the one at Superstudio Più and the latest exhibition at the Triennale of Milan curated by Fortunato D’Amico, a message through art that supported the defense of the environment.

For years now the artist has gone into depth within the theme of nature in connection with man and has concentrated on the research on environmental sustainability and nutrition with the overt invitation to “eat with one's own head” as it is clear from her recent artistic production.

Eataly Smeraldo welcomes the works by Laura Zeni in line with her wine and food philosophy: environmentally sustainable and using local products in order to value the quality of the good Italian food everywhere in the world.

Through exclusive high quality products, with Eataly, Oscar Farinetti promotes the values of the Italian character, which are fundamental for the success of our Country also in regard to tourism seen in terms of gastronomy and culture.

Two works by Laura Zeni will become part of the permanent and travelling collection of Eataly Smeraldo: the “Profilo del gusto italiano/Profile of the Italian taste”, that is indeed “Manifest” of the exhibition, and one of the “Radar” pieces dedicated to Oscar Farinetti, guru of Eataly.

**The artist**

After the Academy of Brera, from the 1980s on Laura Zeni has taken part in several solo and group exhibitions in Italy. In 2008 she was at the Fuori Salone del Mobile with Jannelli & Volpi. In 2012 on the occasion of the fair 'White' in MyOwnGallery at Superstudio Più in Milan she launched the solo exhibition “Laura Zeni. Illuminazioni/Laura Zeni. Enlightenments” curated by Fortunato D’Amico, with a catalogue by Skira. In 2013 she exhibited at Spazio Tadini and took part in the group exhibition Macs - Mazda Con-Temporary Space of Milan; she was present at Fuori Salone at Superstudio 13 and at 'AAM - Arte Accessibile Milano/AAM Affordable Art Milan', in the space Eventiquattro and has exhibited in Alba and at Spoleto International Art Fair 2013.

She took part in the 9th International Biennale of Contemporary Art of Florence and in the events of 'Arte da Mangiare/Art to eat'. On the occasion of Fiera ArteCremona 2014 she has exhibited at Palazzo Comunale; at the Milan Design Week 2014 she exhibited at Superstudio Più in the event “Double Room” by the Porcelanosa Group and at the Temporary Museum for New Design. She has taken part in the group exhibition at the Priamàr Fortress in Savona and at the International Festival Art Expo Spoleto 2014 and also in a solo exhibition at the Triennale of Milan.

She now lives and works in Milan - [www.laurazeni.it](http://www.laurazeni.it)

**Exhibition details**

**Title** Laura Zeni. Le forme del gusto/Laura Zeni. The forms of taste

**Curated by** Stefano Valera

**Venue** Eataly Smeraldo - Piazza XXV Aprile 10, Milan

**Dates** 7 - 31 January 2015

**Opening hours** Daily 10am-12pm

**Entrance fee** free admission

Info on the works

**Stefano Valera**

Mob. 335 326406 - stefano.valera@libero.it

www.stefanovalera.it

Info to the public

**Eataly Smeraldo Info Box**

Ph. 02 49497301 - eatalysmeraldo@eataly.it

Press office for Laura Zeni

**IBC Irma Bianchi Communication**

Ph. 02 8940 4694 - info@irmabianchi.it

Text and photo downloads from [www.irmabianchi.it](http://www.irmabianchi.it/mostra/laura-zeni-le-forme-del-gusto)