



An Enthralling Journey through a Wondrous 'ALTROVE'

A L T R O V E

WHERE • Ice House Gallery, Holland Park, London, W8 6LU

WHEN • 13th – 22nd May 2017, 11am – 7pm daily

Made possible by the imaginative dialogue between Brazilian-born Fernanda Zgouridi and Italian-born Dario Pellegrino, 'ALTROVE' represents the artists' efforts to rejuvenate the audience's imagination and creativity by creating vivid, life-like representations of nature through innate, lifeless objects.

Seen as a reflection and intertwine of natural and un-natural environments, the exhibition will feature approximately 16 pioneering pieces, all of which challenge the viewer's imagination and artistic sense by employing close-range, high-exposure, high-detail photography techniques meant to blur the lines between reality and imagination.

The artists kick-off by manipulating real life, every-day objects in order to create ethereal landscapes or living organisms of the kind exemplified by flowers, herbs, ferns, etc.

On the one hand, Fernanda cleverly makes use of innate objects such as mostly thin sheets of wood pulp or other fibrous substances to create the feeling that you are observing an ethereal distant landscape.

Fernanda explains: *"The photos of this exhibition are depicting places that don't exist. No one has ever been or ever will be there because their existence is restricted to photography. By manipulating sheets of paper and light in my studio, I created these images trying to empty out, walking towards the void. It is possible to perceive the silence, the quietness but, at the same time, the images are intriguing and the full of possibilities."*

On the other hand, Dario attempts to transport the user to the place of his childhood, Sabaudia, a small alcove in Italy surrounded by nature. Truthful to the very core of the 'one man's trash – another man's treasure' idiom, Dario reenacts natural-looking floral representations by making use of items washed ashore on Sabaudia's beaches by the tides. He states: *"The sea takes evetyhing away from you and gives it back in some ways."*

Having a passion for art and photography from a very early stage, Dario also shows an interesting creative approach by unleashing beauty from something that others take for granted or even may see as waste.

By bringing some incredible resources to the table, both artists exhibit a unique understanding of what is tangible and what is not. They started their research 2 years ago making sure they will create the perfect ensemble of 'a nature in disguise.'

Even though the 16 pieces are beautifully synchronized through the use of color range and position they are also placed strategically in a circle – firstly so that the viewer can get a bird eye perspective and secondly the circle symbolizes a never-ending cycle.

Ultimately, despite being somewhat different in approach and materials used, the artists attempt through this impeccable synchronization to achieve the same result – transport the viewers into the 'ALTROVE'.

For further information please contact:

DANA SERBAN - Freelance PR

E · di.srbn@gmail.com

T · 07951 519 864