



**On Wednesday 16<sup>th</sup> of November at 6.30 p.m.**, the **Bibliotheca Hertziana - Max Planck Institute for Art History** will be inaugurating the photographic exhibition entitled "**Massimo Piersanti e gli Incontri Internazionali d'Arte**" in the Palazzo Zuccari. This exhibition is the result of the extensive project aiming to digitalize part of the personal archive of the photographer **Massimo Piersanti** and the **Incontri Internazionali d'Arte Archive** of the **MAXXI, the National Museum of 21<sup>st</sup> Century Art**.

Thanks to his artistic association with Graziella Lonardi Buontempo, a key figure and secretary general of the Incontri Internazionali d'Arte, Massimo Piersanti combined his work as a photographer with that of documenting the Association's activity, becoming one of its main witnesses and most devoted collaborators.

The photographs on display are a selection of the most representative shots of the Roman Association's intense cultural and exhibitory activity: from 1970 with the 'Vitalità del Negativo' (Vitality of the Negative) exhibition to the last events organized before Lonardi Buontempo's death in 2010. This exhibition project aspires to emphasize the importance of personal archives, such as Piersanti's, in the understanding of the national art scene especially as his documentation is fundamental to the historical reconstruction of exhibitions and events. They also constitute useful tools for tracing the evolution of the photographic image in Italy, highlighting the unique relationship that arose between photography and the visual arts in the 1970s.

The collaboration between the Max Planck Institute for Art History, Massimo Piersanti, and the MAXXI Museum enabled the digitalization of photographs, proofs, negatives, and slides, facilitating the access to these images for researchers and professionals, as well as encouraging their further study and analysis.

Massimo Piersanti (Rome, 1937) trained as a self-taught photographer and began his career as a professional photographer in Rome in 1967. After a brief foray into the world of cinema and theatre, he established himself in the field of commercial photography, for which he produced important advertising campaigns, notably for Alitalia and Valtur. His ductility and technical completeness also allowed him to get closer to architectural photography, leading to his collaboration with Bruno Zevi on the "Comunicare l'Architettura" (Communicating Architecture) project. In 1970, thanks to a meeting with Bruno Corà, he got to know Graziella Lonardi

Buontempo and Achille Bonito Oliva, for whom he handled the documentation of the exhibition 'Vitality of the Negative', initiated by Ugo Mulas. In 1973, with the exhibition 'Contemporanea', he became the official photographer of the Incontri Internazionali d'Arte. Despite moving to Barcelona from 1989 to 1996 - a period in which he mainly collaborated with Fundació Espai Poble Nou and Fundació Antoni Tàpies - he did not fail to keep up with the activities of the 'Incontri' during his trips to Italy. Since his return to Rome in the late 1990s, and to this day, he still pursues his work as a photographer, collaborating on important exhibition projects and documenting the ongoing events of the Roman art scene.

Massimo Piersanti and the Incontri Internazionali d'Arte

From 17 November 2022 to 10 February 2023

Curated by Maria Giovanna Virga

Bibliotheca Hertziana - Max Planck Institute for Art History

Palazzo Zuccari, Via Gregoriana 30, 00187 Rome RM

Guided tour of the exhibition with the artist (registration required):

November 18, 2022

11:00-12:00

12:00-13:00

November 22, 2022

11:00-12:00

12:00-13:00

November 24, 2022

15:00-16:00

16:00-17:00

Contact: Mara Freiberg Simmen, email: [freiberg@biblhertz.it](mailto:freiberg@biblhertz.it)

