

## **YOU ARE NOT A SALMON** *a project by Massimo Pianese*

YOU ARE NOT A SALMON is a multidisciplinary and cross-media project that moves its action within the orbit of the concept of “reversals of flows”: natural dynamics that only superficially appear to subvert the established order – typical of a certain western vision- in a becoming which highlights the innate vocation of nature to challenge herself, but this also applies its own laws and prejudice itself perfect and flawless. One example is the salmon, a living being with unique features: born in fresh water, grows in the sea and reached maturity, traces the river current to return there where was born to reproduce himself. The instinct leads him to make a gesture that seems paradoxical (trace the current), but which in reality behind delicate and precise trim. The man followed this founding principle in accomplishing his own evolution, applied chemistry, genetics, physics, pursuing an engineering, developing a model with controversial results. The project is a permanently work in progress and has several development areas; it has been shown in a solo exhibition at Placentia Art Gallery, Italy (April 2012 - <http://www.youtube.com/watch?v=rtX5IO6BNyl>) and it was the residency project developed during the AIR at Villa Sträuli, Winterthur, Switzerland. (July-December 2012). YOU ARE NOT A SALMON was hosted as a project of study and analysis during the works of the conference Change Course Conference convened by The Club of Rome, Theater of Winterthur, December 2012. Until now, the project has been developed in very different contexts, always looking for interaction with the public and the local community

More info at <http://youarenotasalmon-project.blogspot.it>

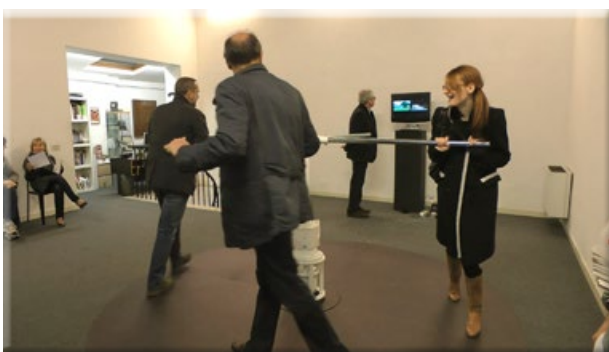
**YOU ARE NOT A SALMON - Exhibition Project c/o Placentia Arte Gallery - Piacenza Italy**  
**21 April / 21 May 2012**

**PRESS RELEASE**

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*you are not a salmon* was chosen as project of residence at Villa Sträuli, Winterthur, Switzerland, for the period July-December 2012. <http://www.villastraegli.ch/>

With the technical contribution of **Paolo Cirillo** and **Bunker-Teksped**, construction technologies, Casandrino (Napoli - Italy) <http://www.bunker-teksped.com/>



← Video Opening



LINK: *les déjeuner sur l'herbe* #1  
LINK: *les déjeuner sur l'herbe* #2

Photo Opening YOU ARE NOT A SALMON -  
Massimo Pianese Solo Show c/o Placentia Arte Gallery - Piacenza Italy - 21 April / 21 May 2012





**W.E.L.T.O.K Light**, Voltaic pile based on lemon juice, orange, red orange, kiwi, tomatoes, coffee and salt water, led letters, variable size, 2012







*Enjoy your life*, iron, alternator, mechanical reduction unit, charge controllers, batteries, relay, inverter, double video, ø 300cm - h 115 cm, 2012- Courtesy Placentia Arte



Just a month later



# YOU ARE NOT A SALMON - Kaffeesatz

a project by Massimo Pianese

> Opening Solo Show: 27 October 2012 - h 12.00 after the Saturdaymatinée

> Meet the Artist: 30 October 2012 - h 19.00

VILLA STRÄULI



# YOU ARE NOT A SALMON - Kaffeesatz

a project by Massimo Pianese

> **Opening Solo Show: 27 October 2012 - h 12.00 after the Saturdaymatinée**

> **Meet the Artist: 30 October 2012 - h 19.00**

**Massimo Pianese** (Napoli 1979)

is an artist in residence at Villa Straeuli, Winterthur (Switzerland) for the period 2 July/December 15 2012.

Every day all over the world, tons of newly produced food and goods of various kinds are disposed of without reaching the global trade chain. This is because the system that has imposed and generated them faces a market dictating their placement: a market in which "supply and demand" are no longer directly proportional in quantity, bringing the true equilibrium into question. This phenomenon brings rise to two issues, the first at the beginning of the chain (represented by the wasted energy in the production process) and the second at the end of the chain (represented by the environmentally-friendly disposal procedures of products). This results in spinning microsystems adrift, triggering chain-reactions that induce the collapse of macrosystems. A reversal of course due to the ecologist movement seems to promise "a better world", yet this is opposed by the antagonistic position taken by some economies.

Kaffeesatz is an operation that is part of the wider project entitled "YOU ARE NOT A SALMON", which will be developed during the artist's residence at the Villa Straeuli. The artist invites anyone who drinks coffee to keep the grounds and bring them to his studio, where they will give rise to coffee-sediment ingots weighing about 800/900 gr. Those investing privately receive per 5kg of raw material delivered 0.25% of the sale of a single ingot. Those who buy an ingot acquire it authenticated and numbered, and can decide its fate: they can store it as an artwork, thus as an asset, or re-convert it. In fact, by flipping the ingot it is possible to use the compost of its base for the cultivation of mushrooms, or plants that can be cultivated in this substrate, making the artwork disposable.

Crisis of system, crisis of values and exchange values, conscience, and relational economy.

Delivery by appointment

**mailto: [youarenotasalmon@gmail.com](mailto:youarenotasalmon@gmail.com)**

**http://[youarenotasalmon-project.blogspot.it](http://youarenotasalmon-project.blogspot.it)**

**VILLA STRÄULI**

Museumstr. 60, Winterthur

<http://www.villastraeuli.ch>



**YOU ARE NOT A SALMON - Kaffeesatz**, 100 ingots made of coffee grounds, 2012