GIOVANNI DE BENEDETTO

PREMATURE

PROJECT PRESENTATION

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PREMATURE PROJECT STATEMENT

During the last 13 years, Giovanni De Benedetto developed the *Augmented Klecksography Paintings* (AKPs), with a process involving action painting, digital photography, and post-production.

PREMATURE is the multimedia project that includes all the AKP artworks, pushing the boundaries of the creative possibility of klecksography, where the aesthetic power of the artist's original paintings is enhancing through the mean of photography.

Klecksography is the technique of making images starting from inkblots, pioneered by Justinus Kerner since the second half of the 19th century and soon after used by the famous psychoanalyst Hermann Rorschach.

The union between klecksography and digital photography creates an outcome that immortalizes the freshness of each original painting (rigorously A4 size) and enhances its details, making the digital file of the artwork the definitive piece of art, ready to be wide-printed or minted in the Blockchain.

The genesis of a PREMATURE artwork resides in the silent dialogue established between the artist and the paint which, after being thrown onto black cardboard and folded in two, it is shaped under the artist's fingers, following the path of the matter until the point it can reveal itself before him.

The object of this revelation is the form that constitutes the work of art, depicting creatures never thought nor designed, figures of anthropomorphic beings coming from the subconscious and loaded with such an inherent visual power that they take on a life of their own in front a viewer's sight.

The visual power is mainly given by the formal harmony of symmetry and by the textures which the artwork is made of.

The *augmented* feature is given by digital photography and post-production for two main reasons: 1. Each artwork is photographed when the paint is still wet, making the painting eternally fresh and highlighting the details of the textures. In this context, the shooting of the artwork is unavoidable to create the piece.

2. Starting from 2020, each PREMATURE artwork is constituted by dozens of macro shots of the original painting assembled together to keep the photo quality as high as possible to be printed in wide format.

The complexity of the forms is the structural factor that mainly differentiates the PREMATURE project from the Rorschach tests, but it is also the different role given to the painting and the photo-print within the creative context that constitutes a crucial aspect to take into consideration.

Indeed, the PREMATURE project could be related to the photo-secession movement because of the aim of narrowing the distance between photography and painting.

Whereas the photo-secessionists used the camera and the post-chemical development as a means to emulate the aesthetic of a painting, each PREMATURE artwork has an original painting as the sole subject.

Moreover, the shooting of a painting has usually the only purpose of documenting it within a context, as during an exhibition or in a studio.

In PREMATURE, the decontextualization of the photo of the painting constitutes the main innovation compared to the past. Here, the original painting serves only as a matrix to be augmented by photography, which leads to its digitization.

De Benedetto's investigation, which is focused on the revelation rather than the creation, pushes the boundaries of a known-by-few technique as klecksography to obtain a peculiar and a brand new aesthetic based on the imperfection of symmetry and on obsessive research on highlighting the textures, making De Benedetto a pioneer of a new artistic expression.

De Benedetto, with his Augmented Klecksography Paintings, wants to point the focus on the discovering of the unconscious through the creative process, where the artist is not in plain control on the formation of the piece.
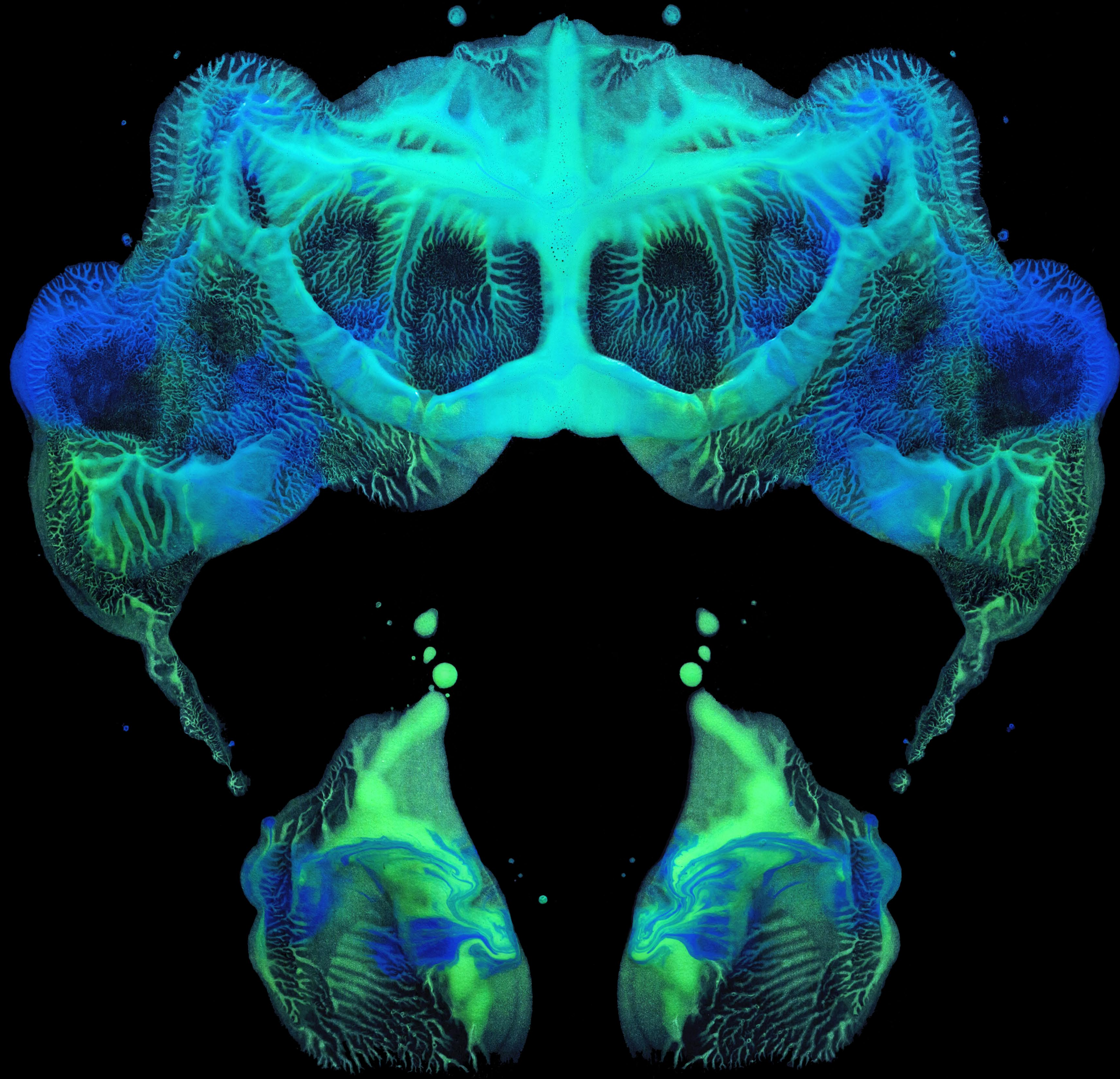
Freeing the chance and the instinct to collaborate with, the artist witness the materialization of the infinite possibility of the matter in shapes that deal with the subconscious, allowing the interpretation.

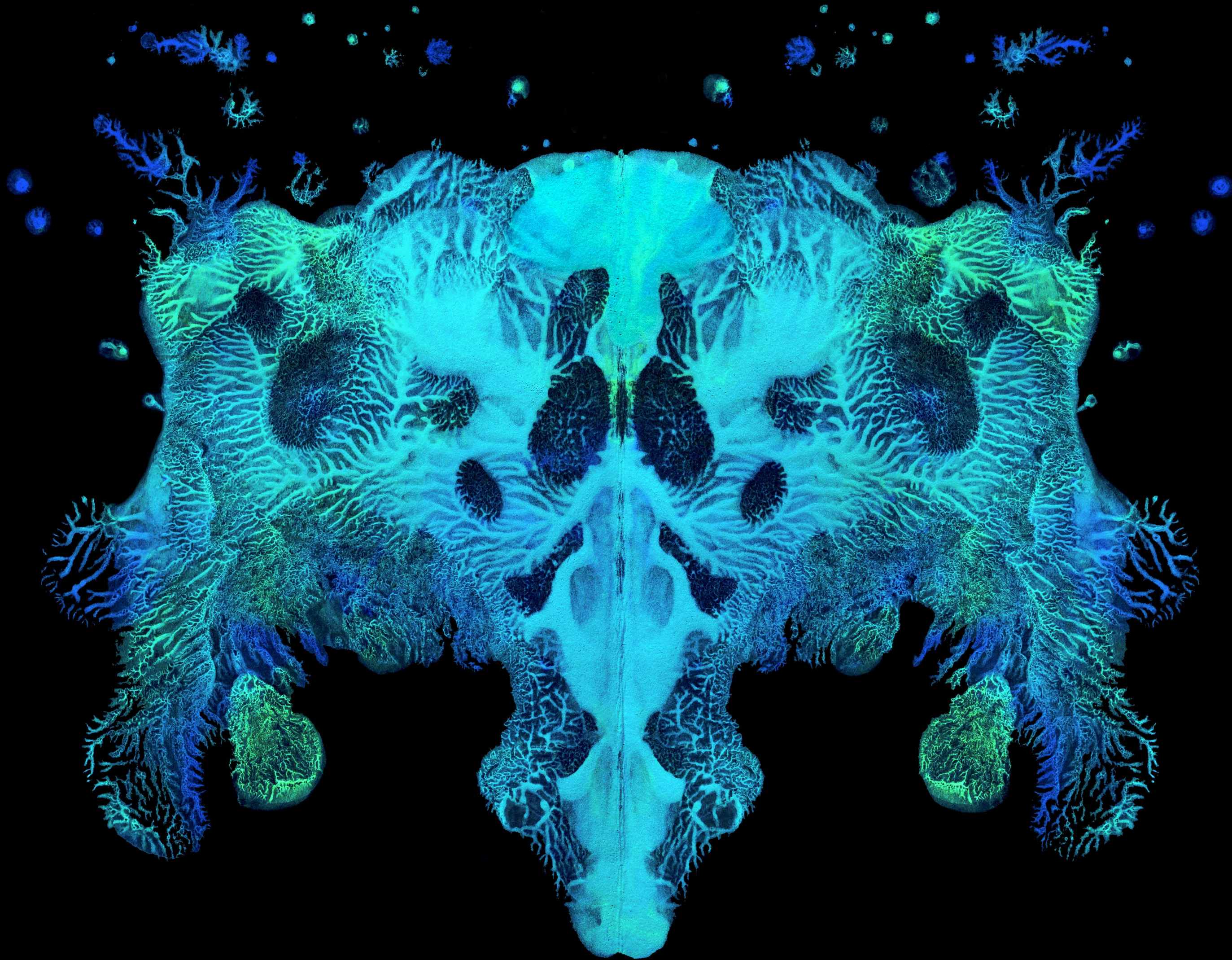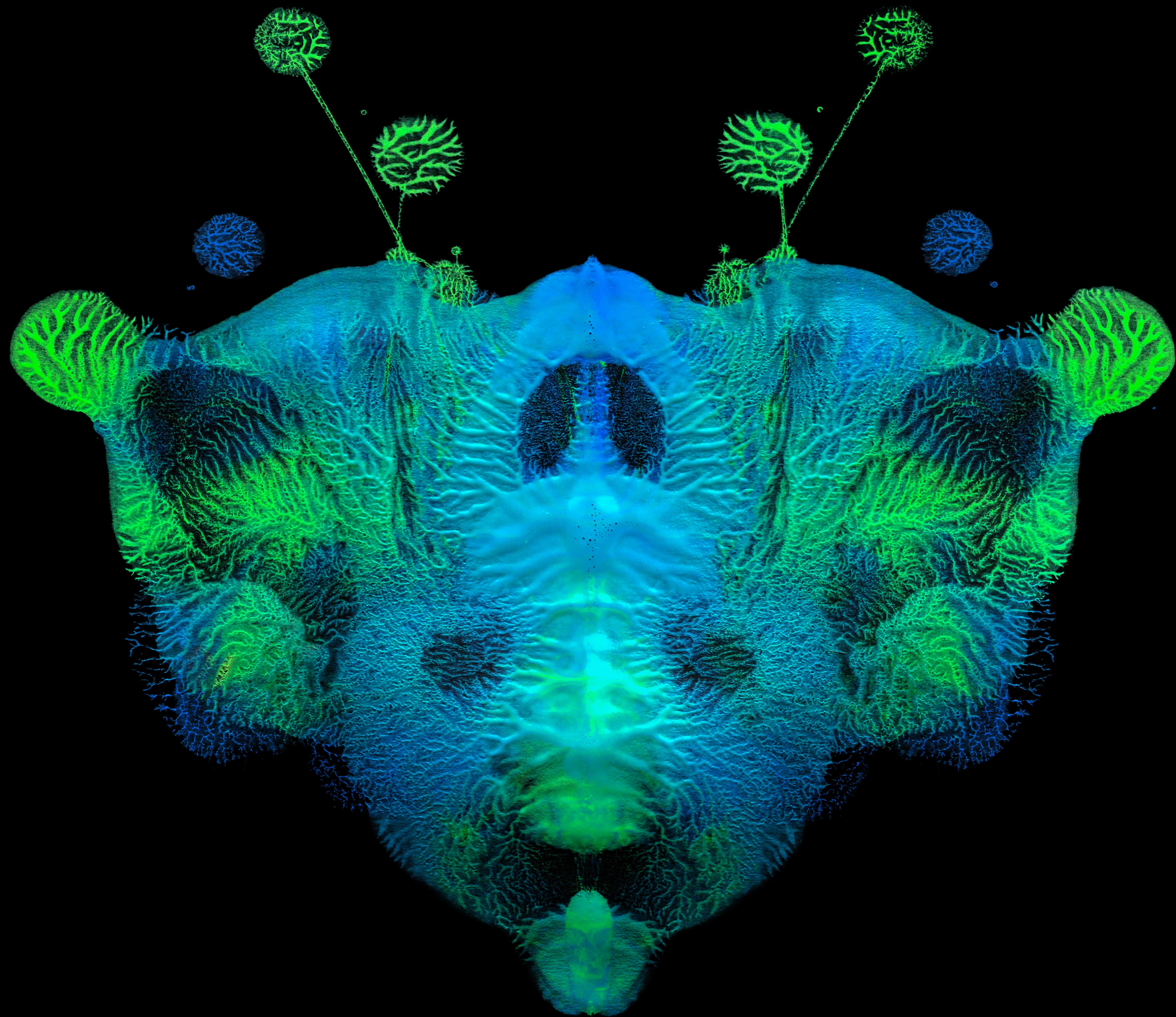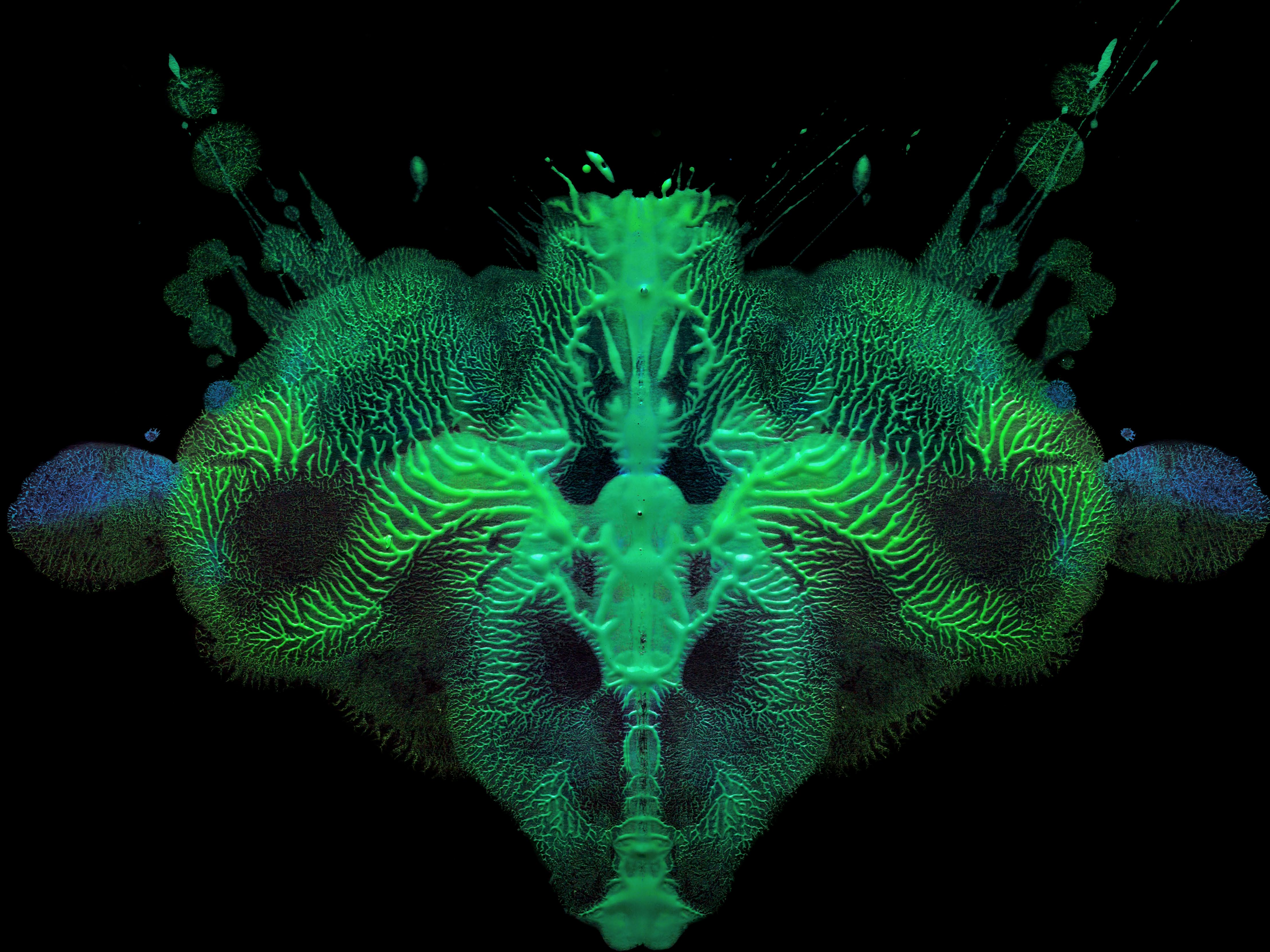*"Take each PREMATURE revelation as a mirror for reflecting yourself into the work of art".*
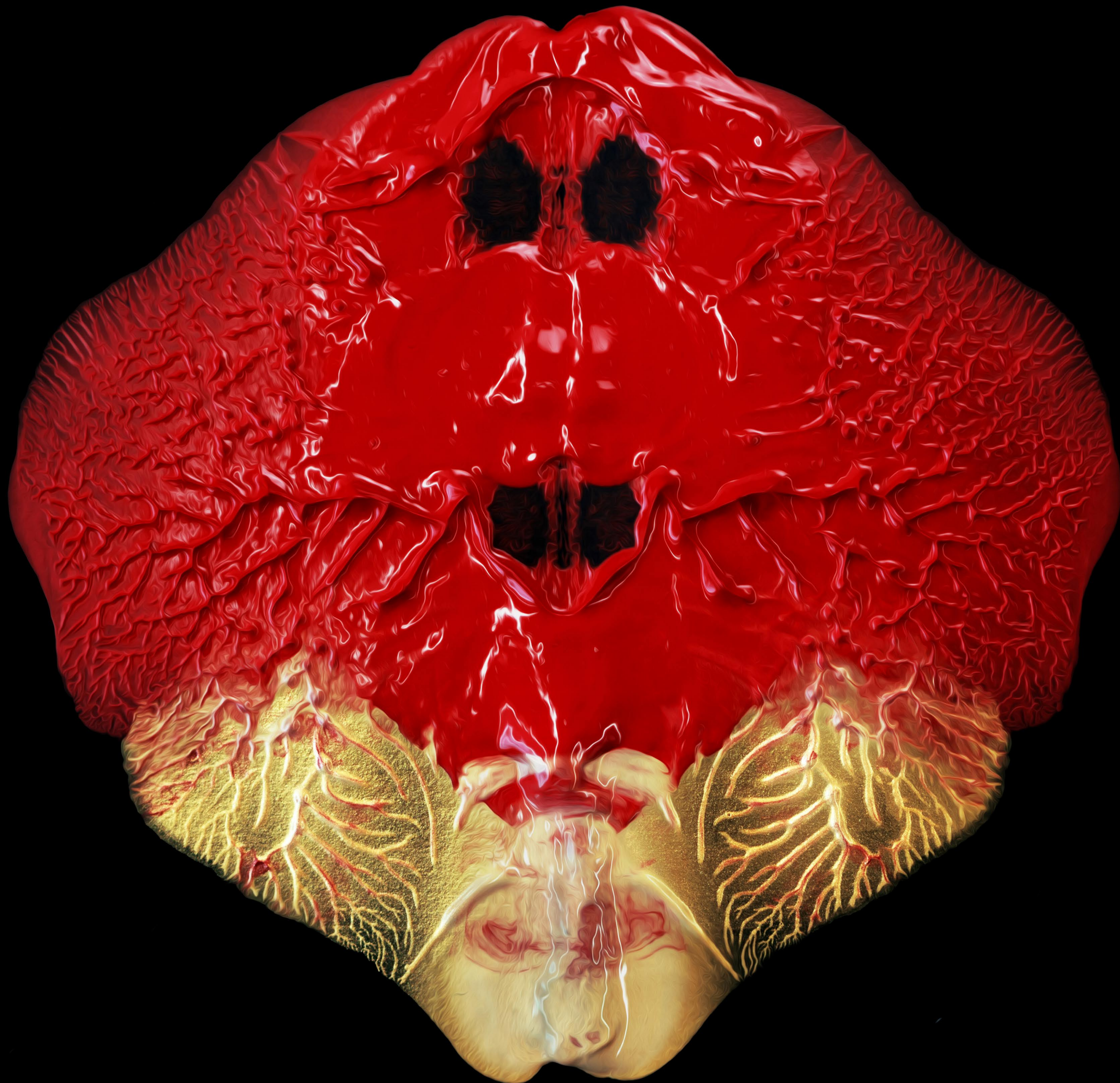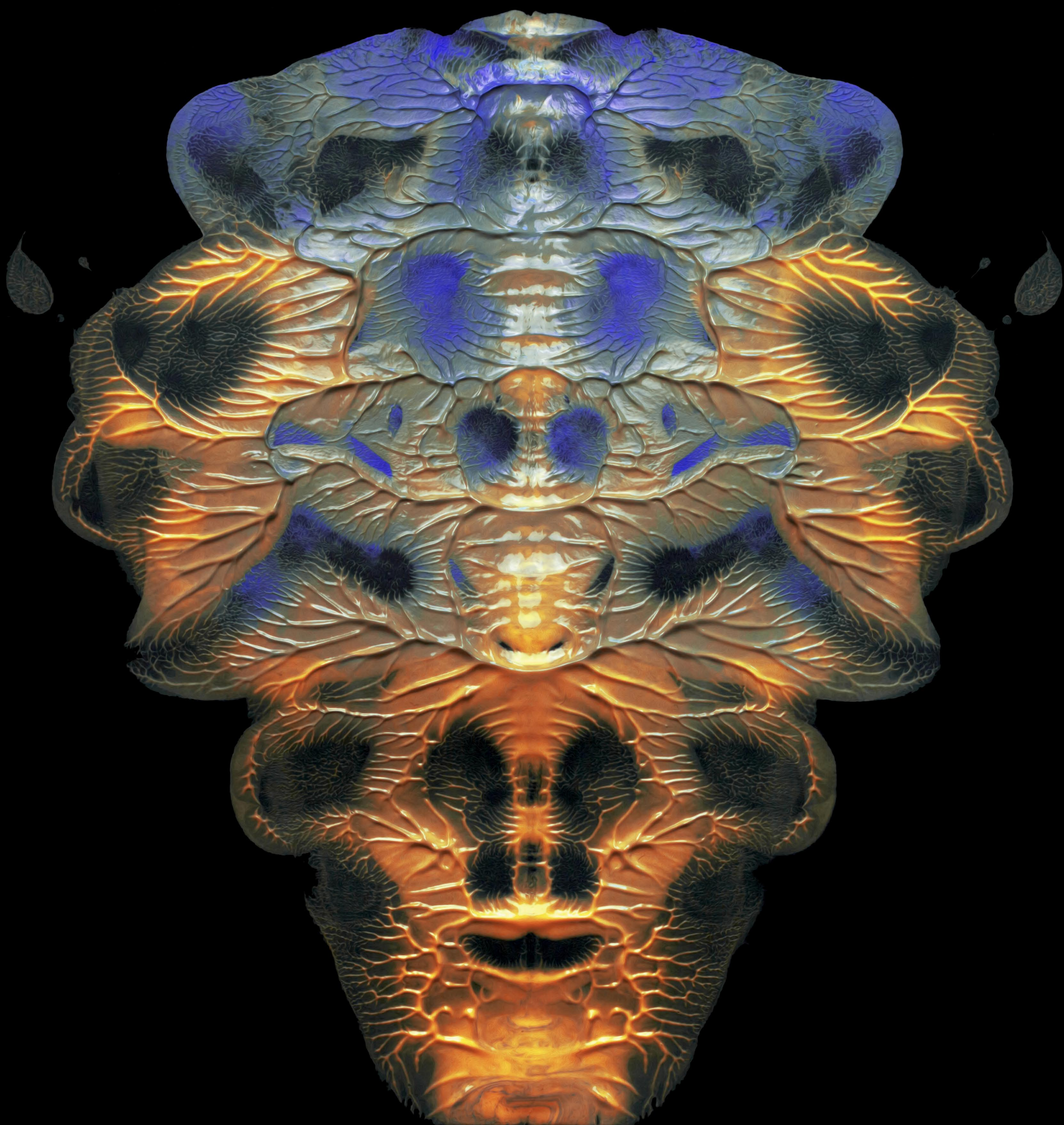
ARTWORKS DETAILS

Title: Premature 136: Premature Revelation x Serena Tabacchi
Medium: Klecksography Painting & Digital Photography
This piece is associated with its NFT version minted on Makersplace.
Dimension: 90 x 60 cm
Unique Edition
Year: 2021
Collection of Serena Tabacchi

Title: Premature 134
Medium: Klecksography Painting & Digital Photography
This piece hold an Augmented Reality experience and it exists also in the form of NFT.
Dimension: 150 x 100 cm
Edition of 2 copies
Year: 2021
Price: €4000

Title: Premature 146
Medium: Klecksography Painting & Digital Photography
This piece exists also in the form of NFT. Its 1/1 NFT was sold on World of V.
Dimension: 150 x 100 cm
Edition of 2 copies
Year: 2022
Price: €4000

Title: Premature 154
Medium: Klecksography Painting & Digital Photography
Dimension: 90 x 60 cm
Edition of 3
Year: 2023
Price: €2500

Title: Premature 155
Medium: Klecksography Painting & Digital Photography
Dimension: 90 x 60 cm
Edition of 3 copies
Year: 2023
Price: €2500

Title: Premature 156
Medium: Klecksography Painting & Digital Photography
This piece hold an Augmented Reality experience and it exists also in the form of NFT.
Dimension: 90 x 60 cm
Edition of 3 copies
Year: 2023
Price: €2500
Year:

Title: Premature 127
Medium: Klecksography Painting & Digital Photography
This piece was selected by Artsy.net curatorial team to be included in the *Emerging Photographers to Watch* category.
Dimension: 90 x 60 cm
Edition of 3 copies
Year: 2021
Price: €2500

Title: Premature 105
Medium: Klecksography Painting & Digital Photography
This piece hold an Augmented Reality experience and it exists also in the form of NFT. This piece was exhibited at Hub/Art in Milan.
Dimension: 100 x 100 cm
Edition of 2 copies
Year: 2019
Price: €4000

Title: Premature 121
Medium: Klecksography Painting & Digital Photography
This piece was exhibited at Hub/Art in Milan.
Dimension: 100 x 100 cm
Edition of 2 copies
Year: 2021
Price: €4000

Title: Premature 106
Medium: Klecksography Painting & Digital Photography
This piece was exhibited at Hub/Art in Milan.
Dimension: 150 x 100 cm
Edition of 2 copies
Year: 2019
Price: €4000

Title: Premature 107
Medium: Klecksography Painting & Digital Photography
This piece hold an Augmented Reality experience and it exists also in the form of NFT.
This piece was exhibited in the wider maxi-LED in Times Square, NYC.
Dimension: 150 x 100 cm
Edition of 2 copies
Year: 2020
Price: €4000

*The prices include a black wooden frame and museum glass to prevent light reflections.

**Every artwork has its own original painting (matrix).

SELECTED EXHIBITIONS

2023
CTM Vorspiel hosted by Lighthouse Berlin, Germany
24th & 31st January 2023

2022
Image. Time group exhibition curated by Greta Zuccali, Hub/Art, Milano, Italy
13th October -8th January 2023

Exhibition on maxi LED during Art Basel Miami curated by Art Innovation Gallery, Miami Beach, USA
1st- 3rd December

Exhibition on maxi LEDs in Time Square during The Armory Show curated by Art Innovation Gallery, New York, USA
5th - 11th September

Gallery Arte Azulejo curated by See.Me, New York, USA
22nd January

The Crypt Gallery x Ninfa.io, Dream Downtown, New York, USA
22nd January

Superchief Gallery curated by Ninfa.io, New York, USA
22nd January

Bespoke digital installation at Vinci curated by Artpoint, Paris, France
July

The Crypt Gallery, Dream Hollywood, Los Angeles, USA
22nd January

Decentral Art Pavilion, Venice, Italy
3rd - 5th June

NFT Paris curated by Eleonora Brizi x Mint Gold Dust, Paris, France
22nd January

2021
Miami Art Week AR Drop curated by Eleonora Brizi x Mint Gold Dust, Miami, USA
30th November - 5th December

NFT Art Week Shenzhen curated by Neal Digital Gallery, Shenzhen, China
17h November - 22nd November

Signals Festival, Funkhaus Berlin. Germany
15th October - 16th October

4 Degrees Exhibition curated by Humble Art Foundation & Strange Fire Collective
From 15th July on

2019
PULSE Art Fair, The Next Generation initiative, Miami Beach, USA
5th December - 8th December

Solo Exhibition at coGalleries, Berlin, Germany
28th May - 3rd June

2015
Scope Art Fair curated by SeeMe, Miami Beach, USA
1st December - 6th December

Collective Exhibition on digital screens at Louvre Museum, Paris, France
13th July

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SELECTED AWARDS

2022

Emerging Photographers to Watch by Artsy.net
August

OP71 Decentral Art Pavilion contest Winner
3rd June

2021

16th Annual Black & White Spider Awards – Nominee
6th November

14th International Color Awards – Nominee
27th March

2020

Neutral Density Awards – Honorable Mention
22nd November

15th Annual Black & White Spider Awards – Nominee
10th November

IPA International Photography Awards – Honorable Mention
27th October

PX3 Paris Photography Awards – Honorable Mention
8th September

SELECTED PRESS RELEASES

Art Market Magazine Gold List Issue #7
It will be published in September 2022

NFT Culture
Published on July 7th 2022

Dodho Magazine
Published on November 2021

Aesthetica Magazine
Published on October 1st 2020

Art Market Magazine Issue #48
Published on June 20th 2020

My Art Is Real Magazine
Published on June 3rd 2020

Al-Tiba9 Magazine ORIGINAL Issue
Published on June 2020

Al-Tiba9 Issue #3 Magazine – Cover and interview
Published on December 31st 2019

Exposure Award Catalog x the Louvre Museum, Paris, France
Published on July 26th 2015

InsideArt Magazine
Published on December 10th 2013

BDG

PARTNERSHIPS

2022
Art Innovation is an innovative startup company organizing exhibitions on maxi LEDs
in the major public spaces worldwide.
www.artinnovationgallery.com

Artpoint is an art consultancy agency for digital art based in Paris, France.
They invited me to join their artists' catalog to be exhibited in high-end real estate,
hotels and companies through bespoke screen installations.
www.artpoint.fr

SeeMe is an international platform for visual artist partnering with institutions like
Sotheby's Institute.
www.see.me

2020-present
Art-Preview is a private management art platform for emerging artists based in Rimini,
Italy, and Miami Beach, USA.
They represent my work on Artsy.net
www.art-preview.com

BASIC INFORMATION

Name: Giovanni De Benedetto
Date of birth: 01.17.1989
Nationality: Italian
Field: Fine Art Photography & Digital Art

BIOGRAPHY

Giovanni De Benedetto (b. 1989) is a klecksography fine art artist who created a specific technique employing action painting, digital photography, and post-production, for which he coined the term *Augmented Klecksography Paintings (AKPs)* to describe his creations.

PREMATURE is the project gathering all the AKPs, where the beholders are an active part of the creative process, projecting themselves into the artwork, creating in this way their unique work of art, and sharing their visions with others.

Giovanni obtained several recognitions in the fine art photography field, and his PREMATURE artworks have been exhibited in major cities worldwide, from Berlin to New York, Los Angeles, Miami Beach, Paris, and Hangzhou.

In 2022 De Benedetto won the Decentral Art Pavilion contest in Venice, earning the 71st spot within the exhibition, and he has been invited to join Artpoint, a French consultancy agency that creates bespoke digital art installation for companies and high-end real estates.

De Benedetto is represented by Art Innovation Gallery, SeeMe, and Art-Preview Management.

CONTACTS

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