

# Alessandro Pongan: Totem

BUILDING 📍 MILANO | ITALY

SEP 14, 2023 - OCT 21, 2023

 Save to calendar

From September 14th to October 21st, 2023, BUILDING TERZO PIANO presents Alessandro Pongan. TOTEM curated by Serena Tabacchi, an exhibition that explores the transition between magic and the divine through a selection of sculptures, tapestries and native digital works, in which the dialogue between the symbolism of the body, and the evolution of contemporary society aims at rediscovering the value of the sacred.

The exhibited works are the result of the research of Alessandro Pongan (1963, La Spezia). Through a careful study in the artistic and design fields, he interprets the sacredness of objects and forms, starting with a personal and historical examination of the cult of divinity. TOTEM is rooted in the intimacy of the individual; through the use of recurring symbols and forms, it tries to describe the human desire to know infinity. The Golden Bough, pivotal essay of anthropologist James Frazer's research, illustrates how magic, which was once part of humankind's everyday practices, fades with the gradual recognition of the gods and nature as supernatural forces, and therefore superior to esoteric influences. If nature and life events have led us to believe that there is a power greater than our will, the moment the man realizes that the resemblance to his god does not amount to the democratization of nature, but rather to the affirmation of an external but as yet undefined entity that governs the course of creation, this view is opposed by Pongan with a new theory that encapsulates in the totem the transition between votive practice and the embodiment of the sacredness of the body and mind that governs it.

The three native digital works in the Brain Drain Digital series form a triptych, whichh creates a synergy between the design of the text, which hints at the work's title, and the plastic colours chosen for each of the perspectives of the Brain presented by the artist. For this series, Pongan relies on an innovative and internationally patented technology that safeguards and protects the work's file in a unique and therefore nonreplicable DAW® (Digital Art Work) form. Through an encryption system developed by the Italian company Cinello, the works are comparable to unique digital canvases, thanks to which the artist highlights his attention and sensitivity to the issue of authorship of the digital work, and its dissemination as a collectible work in a unique, protected and certified format.



## Artists on show

Alessandro Pongan

## Contact details

 Website

 +39.028.909.4995

 Get in touch

Via Monte di Pieta 23  
Milano, Italy 20121

[VIEW ON MAP](#)