

LA FABBRICA DEL
CIOCCOLATO

Curatorial project *foreignness*

The programmatic content of the curatorial project named "*foreignness*" is structured as an artistic laboratory analysing the interaction between art, in its various expressive forms, and the territory, intended as evolving cultural, social and political heritage. The analysis is also focused on the impact on the social fabric of Blenio Valley, which has experienced, over time, the opposition of different economic and cultural contexts, both local and global.

The term *foreignness* [estericità] involves different ways of feeling foreign, different, not belonging, and consequently detached from a constantly evolving environment.

The activity related to the project, which is set up as an "arts festival", could become a focal point for social gathering and sharing and concretely interact with the local reality, in order to compare with it, through a bottom-up approach, with the aim of facilitating the participatory process intended as an engine of economic and cultural activities and possibly recreate a context of urban development with which it is possible to identify.

The present, past and future programme and the resulting curatorial choices adopted, in terms of artists invited and artistic creation, will express themselves also in the equilibrium between the local artistic offer and the foreign one, in the certainty that only a process of opening and comparison can highlight and preserve the local cultural heritage.

Therefore, as it is possible to understand, the activities that will be part of the programme will deal with the concept of *foreignness* from different angles, with the aim of recreating, through artistic activity in the broad sense of the term, the process of re-appropriation and preservation of local cultural heritage, thus beginning a programmatic re-contextualisation of all those factors that represent an incentive for a common sense of belonging.

Foundation La Fabbrica del Cioccolato

The foundation **La Fabbrica del Cioccolato**, established on 25 August 2015, is in charge of the cultural activities in the ex-industrial complex Cima Norma, located in the town of Dangio-Torre, in Blenio Valley (Canton Ticino, Switzerland).

The main purposes of the foundation are: the organisation and development of cultural activities in the former industrial complex; the preservation, protection and maintenance of the archaeological and architectural heritage of the former factory; the transformation of the place into a centre for cultural and artistic promotion; the enhancement of cooperation between the various artistic disciplines; the improvement of the interaction between the worlds of economics, finance, science, industry and the ones of art and culture, and the support of local/regional traditions, culture and craft work. Moreover, the foundation aims at contributing to the organisation of events, initiatives and cultural productions of different types, even by providing financial support.

PROGRAMME 2016/2017



May 2016: Daniel González – Paper Building

Paper Building is a site-specific, ephemeral architecture on the facade of the former Cima Norma factory. In *Paper Building* the application of white paper to the external facade of Cima Norma is complete; it annuls the history of industrial architecture to discover a new identity through the paper interruptions at each door and window.

Image: Daniel González, *Paper Building*, 2016, white billboard paper, glue, wood, zip ties, 890 square meters – 9579.880 sq ft, Fondazione La Fabbrica del Cioccolato. Courtesy of the artist. Credit: Carola Merello.



May 2016: Daniel González – Emergency Disco Gang Swiss

Emergency Disco Gang Swiss merges all situations: emergency, fun and relax. An ambulance, agricultural vehicles and a private car turned flashing lights on at La Fabbrica del Cioccolato foundation, tuning in to the same radio station for approximately 30 minutes at 7.30 pm. Vehicles created a flash-mob performance.

Image: Daniel González, *Emergency Disco Gang Swiss*, 2016, performance, Fondazione La Fabbrica del Cioccolato. Courtesy of the artist. Credit: Saverio Lombardi Vallauri.



May 2016: Anna Galtarossa – Kamchatka '16

Kamchatka '16 is a trip in a fantasy landscape, which alternates dream and reality, by guiding the visitor through a world, which is real and visionary at the same time. *Kamchatka* is a peninsula in the far east of Siberia, with strong volcanic activity; extraordinary vegetation grows and peculiar animals live in this area. This world is as far and mysterious as Tatarian land used to be perceived by Europeans in the middle ages, and it is now brought to Blenio Valley, involving, completing, and integrating local nature and crafts.

Image: Anna Galtarossa, *Kamchatka '16*, 2016, mixed media, environmental dimensions, Fondazione La Fabbrica del Cioccolato. Courtesy of the artist. Credit: Saverio Lombardi Vallauri.



June 2016: Ivo Rovira and Ana Ponce- CacaoCollective

CacaoCollective focuses on the complexity and peculiarity of cocoa plantations in the world, highlighting the common sustainable exploitation of nature: a common element among plantations, beyond differences in the geographical and socio cultural context, and it connects them to the history of the factory, the valley and local people. *CacaoCollective* is also a documentary about the origin, growing, characteristics and future of cocoa, produced by Ivo Rovira and Ana Ponce for Cacao Barry.

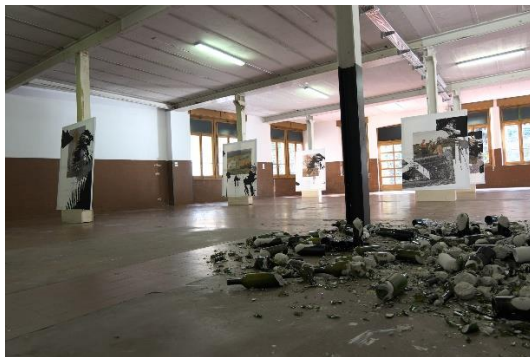
Image: Ivo Rovira and Ana Ponce, *CacaoCollective*, 2016, Fondazione La Fabbrica del Cioccolato. Courtesy of the artists.



July 2016: Oliver Ressler – Confronting Comfort's Continent

The starting point of the exhibition *Confronting Comfort's Continent* is the base of the foundation La Fabbrica del Cioccolato: a former factory. The discussion that ensues is about factories under workers' control, where not only goods but also new social and economic models are "produced". The main idea of the exhibition *Confronting Comfort's Continent* is to transform a (former) factory into a site for the production of knowledge and discussion of new social and economic models able to outrun the deadening capitalist realism on offer.

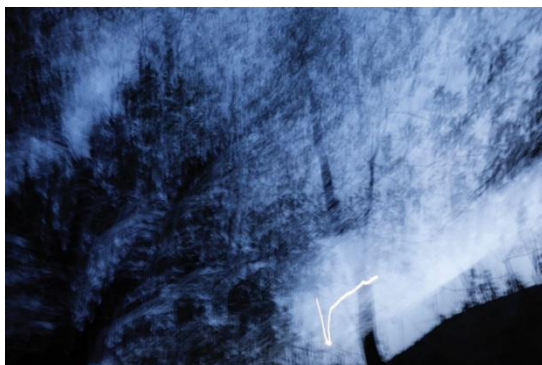
Image: Oliver Ressler, *Confronting Comfort's Continent*, 2016, Fondazione La Fabbrica del Cioccolato. Courtesy of the artist.



November 2016: Fabrizio Giannini – Schlosshotel Pension Riviera

The work of the artist is perfectly inserted into the curatorial theme *foreignness*, through the accurate choice of elements which are "forced" to interact among each other. For this purpose, Giannini applies juxtaposition and transposition/overlay techniques, performing a delicate process of balancing, de-contextualisation and demystification of society's endogenous and exogenous factors. The process is intended as an interaction among nature, art and communication.

Image, Fabrizio Giannini, Room 3 (Overview), Exhibition *Schlosshotel Pension Riviera*, Fondazione La Fabbrica del Cioccolato. Courtesy of the artist.



April 2017: Yuval Avital – Three grades of foreignness

Three distinct though interconnected works; three equations manifested in image and sound; three investigations of the already Inevitable distances between things that once were in oneness and now are searching a new weird equilibrium; three creations of an immersive character; icon-sonic microcosmi turning around the relations of human/nature human/human nature/technology - both inner as outer, both remote as intimate.

Image: Yuval Avital, *Light recordings n.6/03*, 2016, Valle di Blenio, Installation *Fields v.2*. Courtesy of the artist.



“Nyamnyam In Fabbrica” project

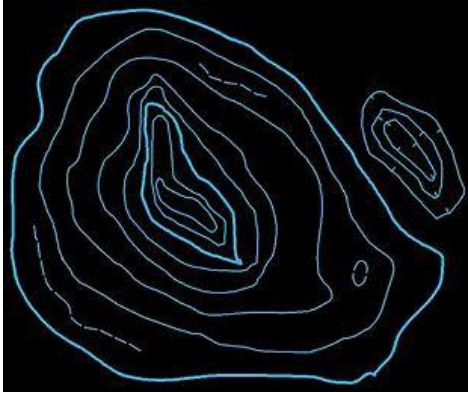
The collaboration between the cultural association Nyamnyam and the foundation La Fabbrica del Cioccolato involves the implementation of a series of activities part of a dynamic laboratory of artistic creation named *Todo lo que me gusta es ilegal, inmoral o engorda*. The laboratory aims at bringing art and people closer, through the organization of participatory events that use food and the kitchen spaces as convivial and cohesive elements.

Image: <http://www.nyamnyam.net/>



June 2017: Juan López

Image: Juan López, *PUSH THE ENVELOPE*, 2013, mural intervention, vinyl and plasterboard, variable dimensions, Louis 21 Gallery. Courtesy of the artist.



September 2017: Miki Tallone – CH-Terraforming

The artistic research of Miki Tallone is based on the exploration of space – including individual performance studies – and the collection of individual and collective memory.

Image: Miki Tallone, *CH-Terraforming*. Courtesy of the artist.



November 2017: Claudio Zulian – Place, time, desire

Place, time, desire will be a documentary by Claudio Zulian, mostly shot in Blenio Valley, Switzerland. The main topics of the movie will concern the relationship between the local “social imaginary” and more universal issues. The documentary will be presented at the Cima Norma under the form of a video-installation, specifically conceived for the foundation La Fabbrica del Cioccolato.

Image: Claudio Zulian. Courtesy of the artist.

Background

Torre village (800 masl) has been familiar with the production of chocolate since **XIX century**, when the population used to work as chocolate manufacturers abroad. Indeed, Maestrani family founded chocolate factories in Luzern and in St. Gallen; while Cima family founded one in Nice and in Milan.

In **1882**, "San Salvatore" brewery was established between Torre and Dangio villages; "Birra Bellinzona" bought it a few years later.

In **1903**, a power station was built to provide surrounding villages with electricity and Cima brother established the chocolate factory "Cima".

In **1908** a storm caused a flood that destroyed the factory, but Cima brothers restored it, with help of Giuseppe Pagani, the owner of Pagani's restaurant in London, well known by politicians and artists. The factory bought "San Salvatore" brewery; in 1913, Giuseppe Pagani became Cima's owner, and in 1914 he bought "Norma" chocolate factory in Zurich.

In **1915**, the cocoa roasting department caught fire, but Giuseppe Pagani fixed and expanded the factory. Cima Norma used to produce chocolate both for its own brand, and for some important customers.

Giuseppe Pagani died in **1939** and his sons-in-law Francesco Antognini and Luigi Ferrazzini became the factory's managers.

Cima Norma constantly increased its growth until the **60s**, when it produced 500 tons of chocolate and employed 340 people. The factory's managers also bought innovative machinery, like "Cavemille" or "Automolda", which turn liquid chocolate into bars.

In the following years, competitors became stronger and Cima Norma lost its main customer; despite the efforts aimed at finding new customers, the factory closed in **1968**. Machinery and raw materials were sold, while the buildings became a military warehouse and were later made available to organise arts and crafts workshops and to build lofts.

In **2009**, Cima Norma SA became a real estate company, and the majority stake was acquired by Marino and Maria José Venturini.

In **2015** the main building was transformed into a condominium.

In **2016**, almost half of the usable areas of the property were donated to the newly established Foundation La Fabbrica del Cioccolato to be used for cultural purposes.

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