



## EXHIBITIONS

# Menabrea Art Prize 2017, 7th edition: "MacGuffin as a bottle / a bottle as a MacGuffin"

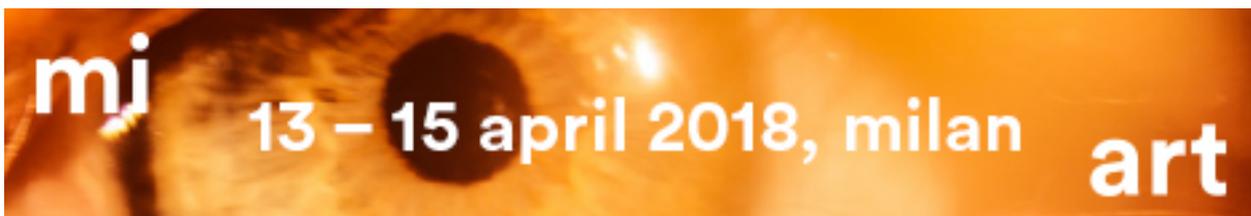
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The jury, chaired this year by Edoardo Bonaspetti (curator, Milan); and composed of Francesco Simeoni (artist, New York); Emanuel Layr (gallerist, Wien/Rome); Mauro De Iorio (art collector, Verona); Paola Maina (Birra Menabrea press office, Turin); Danilo Ruggiero (president of Untitled Association, Rome) has been asked to select the winner of the seventh edition of the Award.

The winner receives the following:

- a cash prize for the production of a new artwork,
- the opportunity to produce and publish an artist book or a limited edition in collaboration with CURA.BOOKS and Untitled Association.



(<http://www.miart.it/>)

The label created by Sara Enrico (Biella, 1979) was chosen among the entries of: Gaia Di Lorenzo (Rome, 1991), Alessandro Di Pietro (Milan, 1987), Andrea Polichetti (Rome, 1989) and Marta Ravasi (Milano, 1987).

The 2017 edition of the Menabrea Art Prize challenged the artists to present, through their work, a reflection on the theme 'MacGuffin as a bottle / a bottle as a MacGuffin'.

Created by the british director Alfred Hitchcock, the MacGuffin is an extremely contradictory object, fundamental to the purpose of narration and at the same time absolutely irrelevant. Genius and cruel.

Imperfect but crucial.

But what is really a MacGuffin?

Everything and nothing.

A disturbing pretext, an obscure expedient that feeds on the insatiable curiosity of the spectators and then clashes violently with the harsh transience of their expectations.

The MacGuffin is therefore a fulfilling disappointment that inextricably binds anyone who looks at the indecipherable object and at a quotationist imaginary with purely cinematic and iconographic contours.

The Menabrea Art Prize 2017, now in its seventh edition, has been awarded to Sara Enrico. After careful consideration of the projects submitted by the five contestants, the jury recognized the efforts of the Turinese artist in developing, with exceptional insight, the proposed theme of: 'MacGuffin as a bottle / a bottle as a MacGuffin'. The MacGuffin theme is a narrative device able to enliven a plot in the same way that the label created by Sara Enrico is a vehicle for creating curiosity and focus, open to many possible interpretations: the representation of the garment activates a narrative function, not with definitive content or meaning for the observer. Inspired by the renowned nineteenth-century novel by Flaubert, the 'glove' of Madame Bovary is a key visual element for a message that creates relationships beyond its primary function in the game of seduction or challenge. The observer is thus distracted, and thoughts are transported somewhere else : to someone? to something? What does the glove mean?

The answer is left to the public and the game is done.

All the participating labels are available on the website of Untitled Association ([www.untitled-association.org](http://www.untitled-association.org)) in the section dedicated to MAP.

Menabrea Art Prize 2017 (<http://www.birramenabrea.com/en/menabrea-art-prize-en>)

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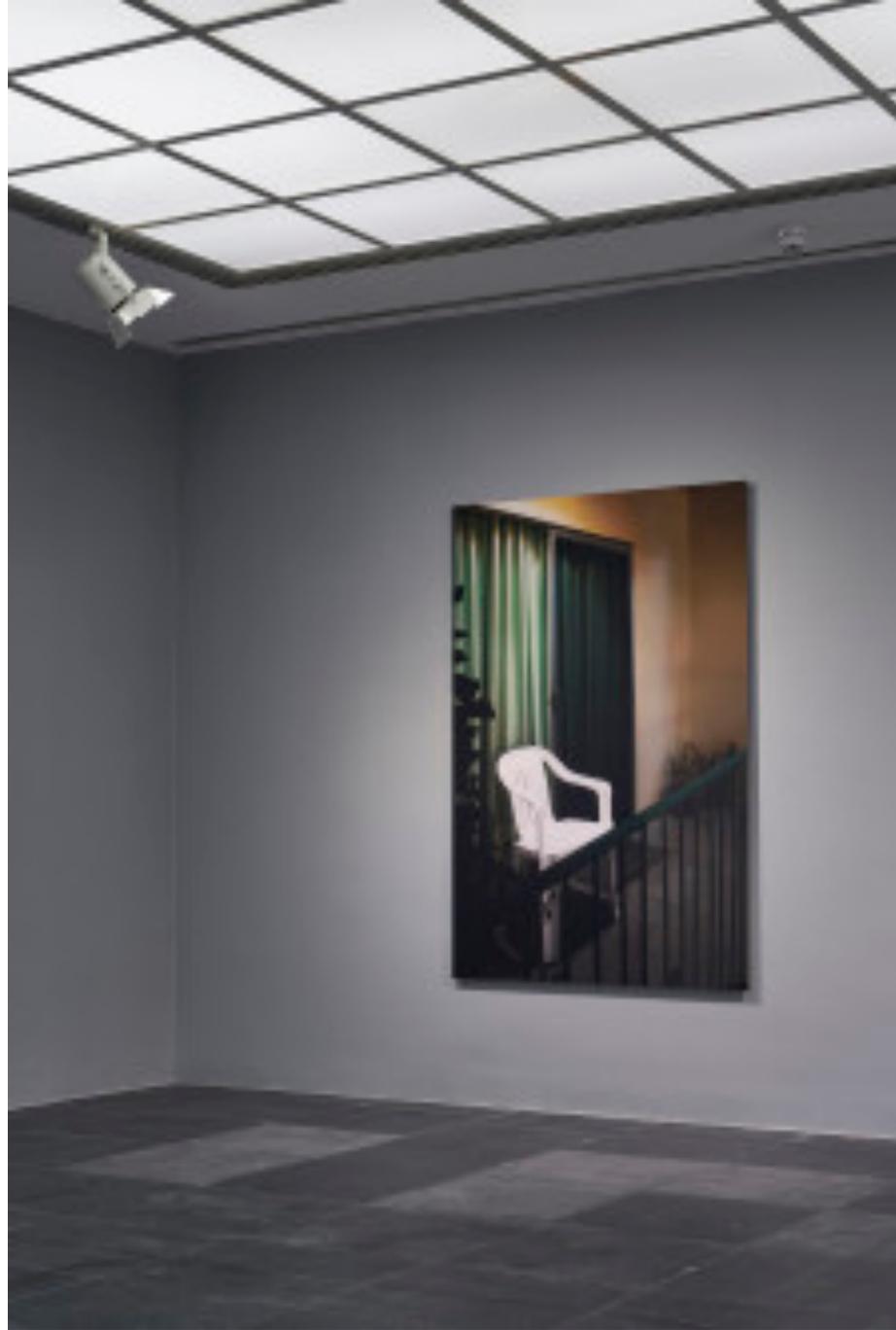
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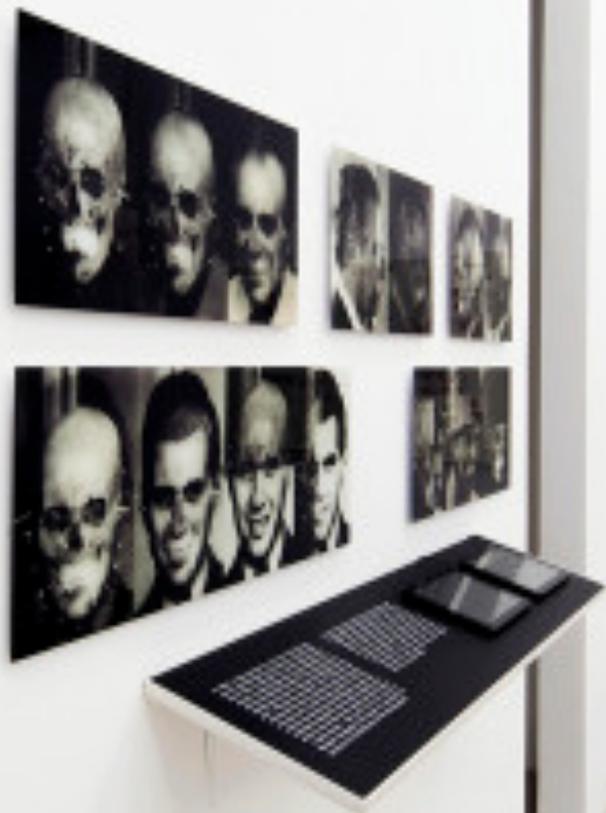


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