

LODOLANDIA

July 2nd – September 16th 2007

Monday July 2nd at 06.30 p.m., in occasion of *La Bella Estate dell'Arte 2007*, **Lodolandia**, **Marco Lodola's personal exhibition**, has opened to continue until **September 16th 2007**. The **Sforzesco Castle (Sala Viscontea)** hosted thirty works: light sculptures, plastics, templates on canvas and drawings, which tells about Lodola's art, started from Neo-futurist and American Pop experience, then improved with long trials about the use of everyday materials, light and new technologies. Twenty bright sculptures, realized in metal sheet, drew a path around town, from **via Dante** to **corso Vittorio Emanuele**, passing through **piazza dei Mercanti** and finally getting to **piazza San Babila**.

Lodola's world, populated by figures without face, dancers, athletes, musicians and animals, neon skeletons, an immaterial universe, made out of light and silhouette, cables and plastic materials, has entered the heart of Milan. A dialogue with the town, with its bright advisories, with its bar signs and street furniture. **Lodolandia**, curated by architect **Carlo Golgi**, was a virtual planet of mind, but at the same time an instrument for "urban cosmetics", as told by the artist, in order to contact actually the feeling of the public in his ordinary life.

Lodola refers to cinema, tv and music audience, looking for right contamination between various arts, searching for new impulses and creative incitement: He also tries to update his works of art to the parameters of contemporary life. He featured many artists, such as Timoria, 883, Max Pezzali, Jovanotti, Andy from Bluvertigo and also with renowned writers, as Tiziano Scarpa and Aldo Busi.

Marco Lodola curated also the image of important brand, drawing logos and advisories.

The exhibition was shown in a catalogue edited by **Electa**, where the exhibition itinerary through Milan is described, with an introduction by Vittorio Sgarbi and an essay by Luca Beatrice. There are many other texts by Jovanotti, Renzo Arbore, Max Pezzali, Renato Barilli, Aldo Busi, Gillo Dorfles, Marisa Vescovo. To Luca Beatrice Marco Lodola said: "*In Art I ask for the same impulsiveness as in rock'n'roll...I always hated artists who need instructions to be understood*".