

INTERVIEW: ARTOLDO

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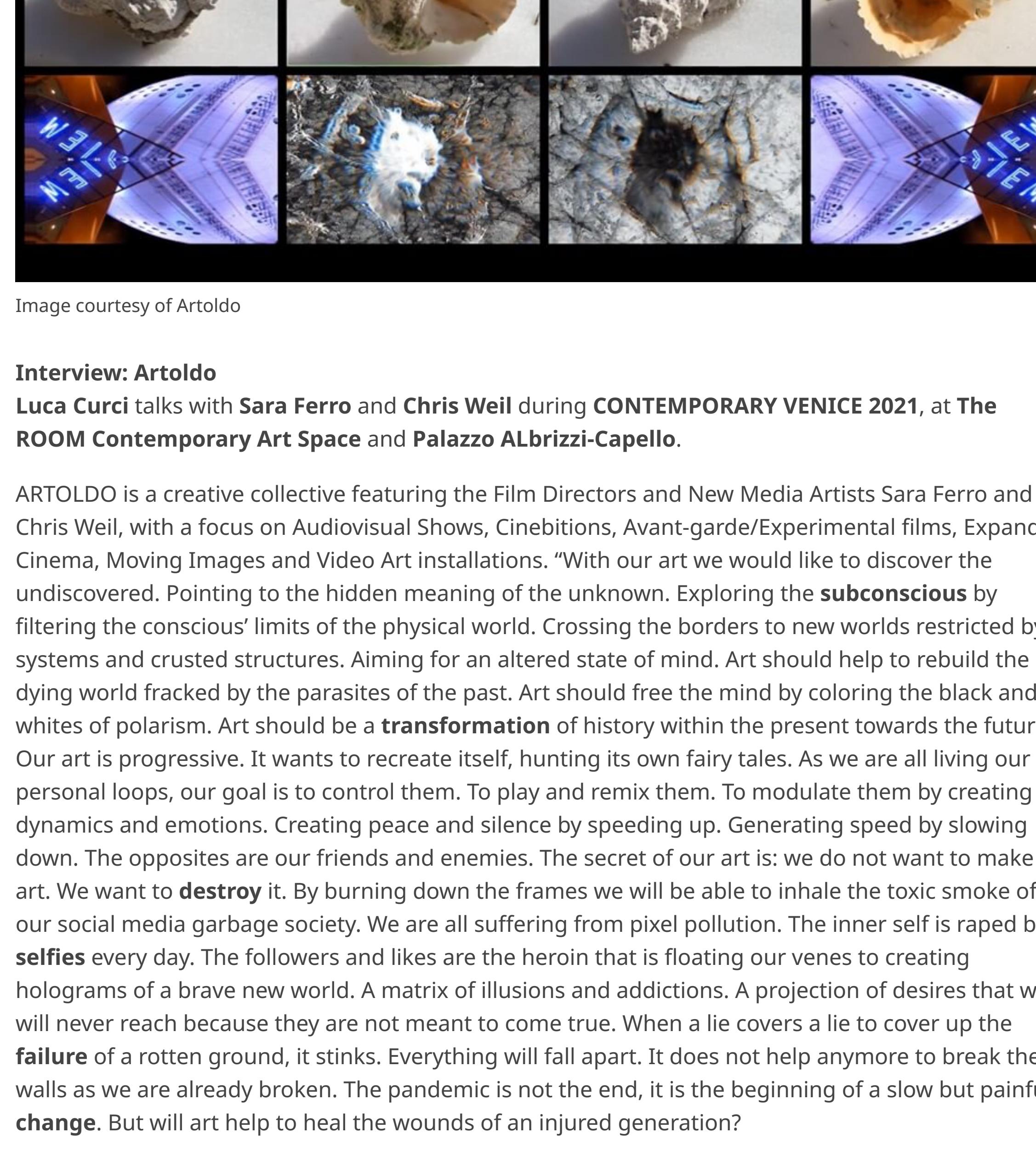


Image courtesy of Artoldo

Interview: Artoldo

Luca Curci talks with Sara Ferro and Chris Weil during CONTEMPORARY VENICE 2021, at The ROOM Contemporary Art Space and Palazzo ALbrizzi-Capello.

ARTOLDO is a creative collective featuring the Film Directors and New Media Artists Sara Ferro and Chris Weil, with a focus on Audiovisual Shows, Cinebitions, Avant-garde/Experimental films, Expanded Cinema, Moving Images and Video Art installations. "With our art we would like to discover the undiscovered. Pointing to the hidden meaning of the unknown. Exploring the **subconscious** by filtering the conscious' limits of the physical world. Crossing the borders to new worlds restricted by systems and crusted structures. Aiming for an altered state of mind. Art should help to rebuild the dying world fracked by the parasites of the past. Art should free the mind by coloring the black and whites of polarization. Art should be a **transformation** of history within the present towards the future. Our art is progressive. It wants to recreate itself, hunting its own fairy tales. As we are all living our personal loops, our goal is to control them. To play and remix them. To modulate them by creating dynamics and emotions. Creating peace and silence by speeding up. Generating speed by slowing down. The opposites are our friends and enemies. The secret of our art is: we do not want to make art. We want to **destroy** it. By burning down the frames we will be able to inhale the toxic smoke of our social media garbage society. We are all suffering from pixel pollution. The inner self is raped by **selfies** every day. The followers and likes are the heroin that is floating our veins to creating holograms of a brave new world. A matrix of illusions and addictions. A projection of desires that we will never reach because they are not meant to come true. When a lie covers a lie to cover up the **failure** of a rotten ground, it stinks. Everything will fall apart. It does not help anymore to break the walls as we are already broken. The pandemic is not the end, it is the beginning of a slow but painful **change**. But will art help to heal the wounds of an injured generation?

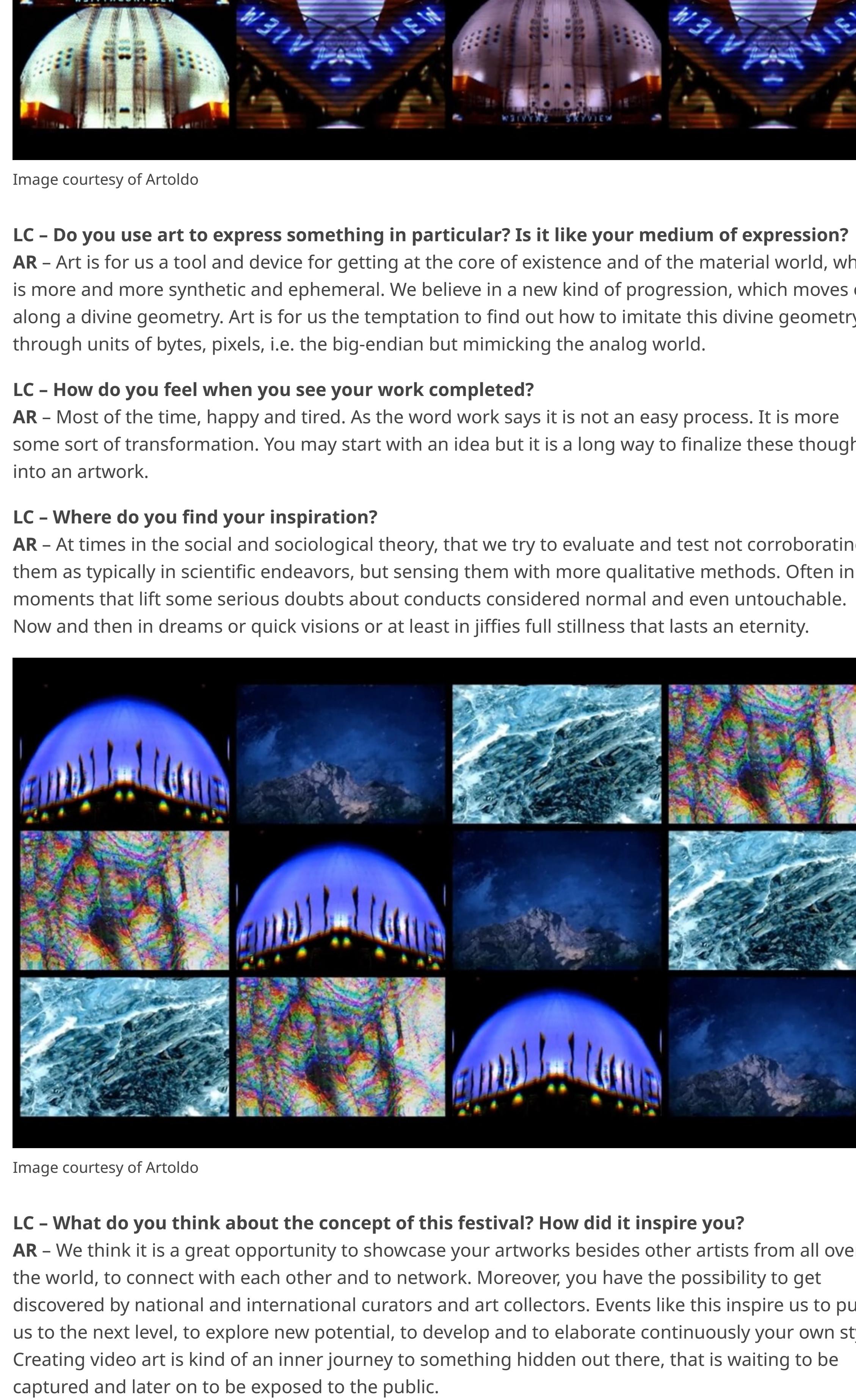


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Luca Curci - What's your background? What is the experience that has influenced your work the most?

Artoldo - As a duo, our background is multifarious, encompassing a pro video editing television broadcast experience and a master in sociology, skills in the antiquarian trade and knowledge of the fashion system, poetry slam engagement and literary translation, new media programming and net art inspirations.

LC - How did you get to your current artistic practice?

AR - All this has merged in the first place in form of subject matters and topics, in a word "contents" in our enterprise as filmmakers, writers and directors for cultural documentary films and then unfolded its full potential as "form" and "aesthetics" in the field of experimental filmmaking, feature and short, moving images and video art.

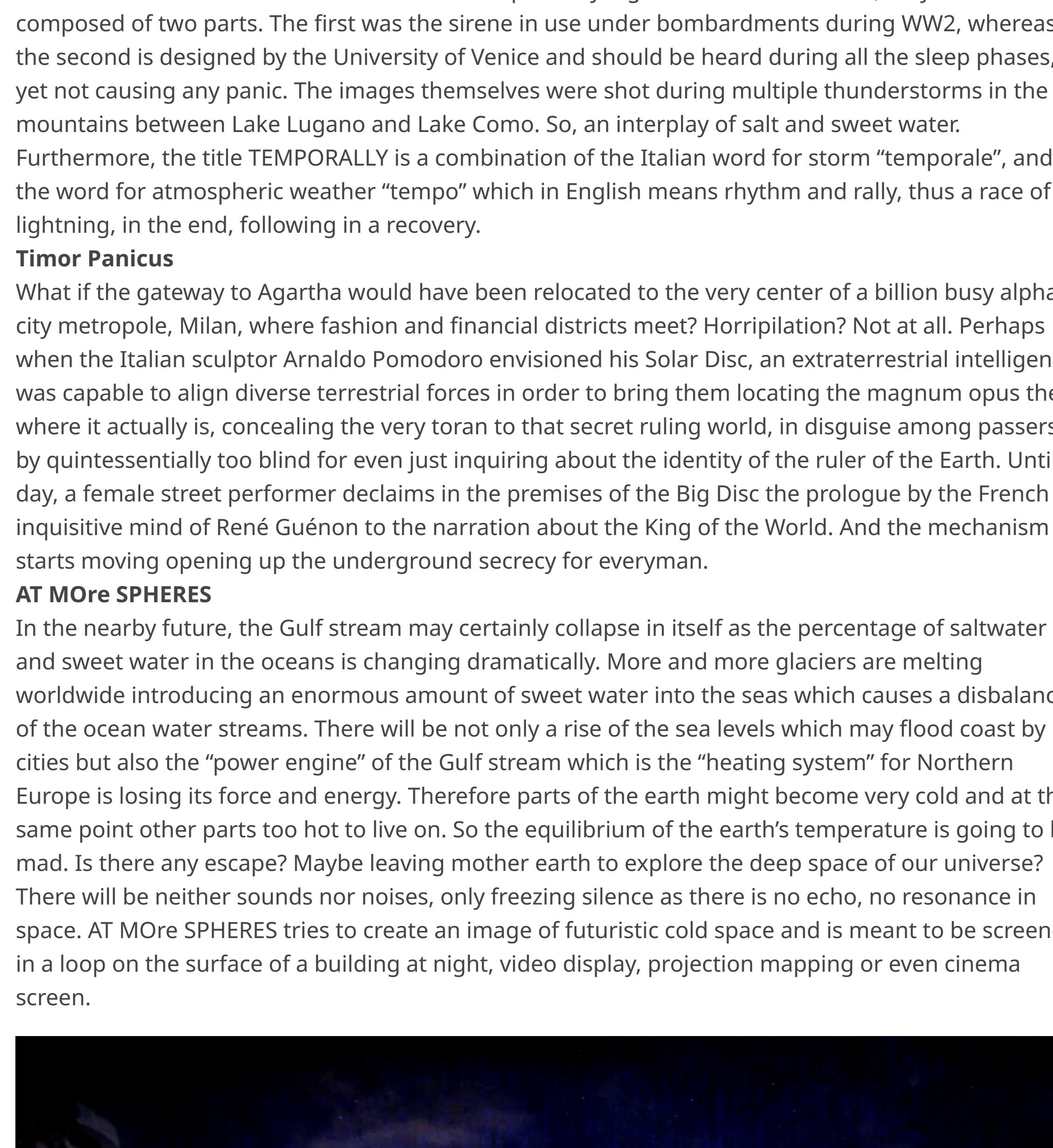


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LC - Do you use art to express something in particular? Is it like your medium of expression?

AR - Art is for us a tool and device for getting at the core of existence and of the material world, which is more and more synthetic and ephemeral. We believe in a new kind of progression, which moves on along a divine geometry. Art is for us the temptation to find out how to imitate this divine geometry through units of bytes, pixels, i.e. the big-endian but mimicking the analog world.

LC - How do you feel when you see your work completed?

AR - Most of the time, happy and tired. As the word work says it is not an easy process. It is more some sort of transformation. You may start with an idea but it is a long way to finalize these thoughts into an artwork.

LC - Where do you find your inspiration?

AR - At times in the social and sociological theory, that we try to evaluate and test not corroborating them as typically in scientific endeavors, but sensing them with more qualitative methods. Often in moments that lift some serious doubts about conducts considered normal and even untouchable. Now and then in dreams or quick visions or at least in jiffies full stillness that lasts an eternity.

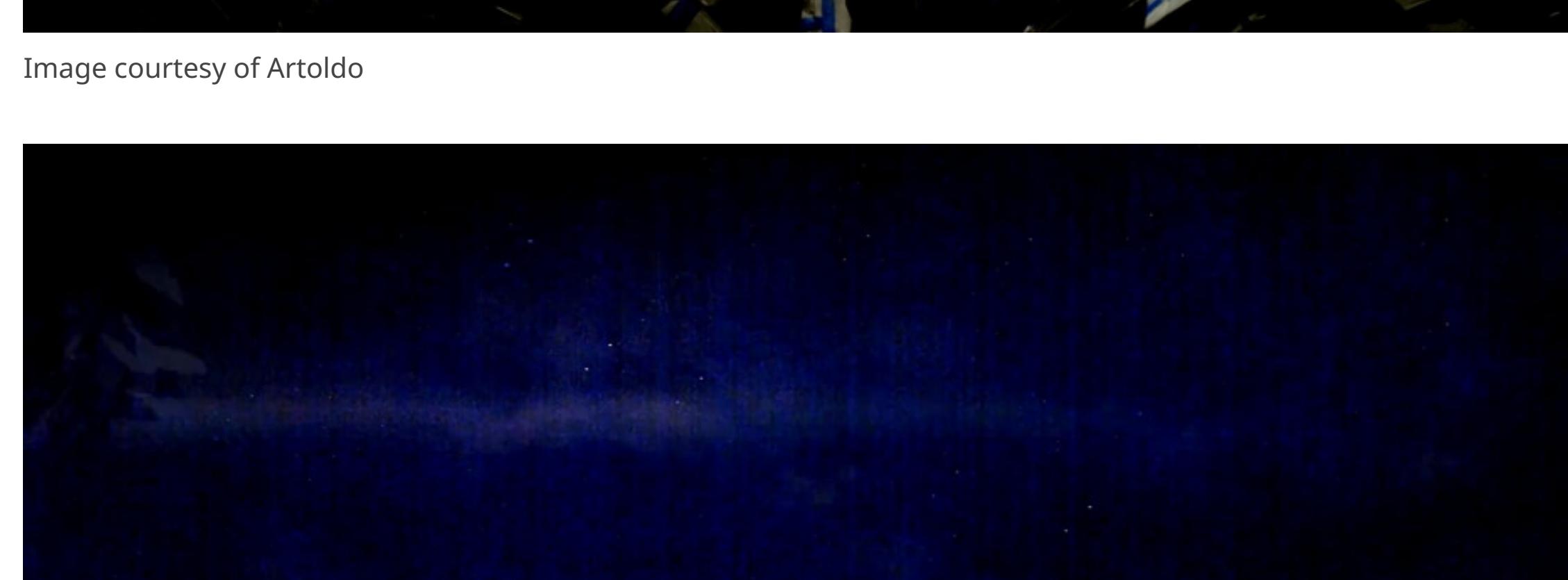


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LC - What do you think about the concept of this festival? How did it inspire you?

AR - We think it is a great opportunity to showcase your artworks besides other artists from all over the world, to connect with each other and to network. Moreover, you have the possibility to get discovered by national and international curators and art collectors. Events like this inspire us to push us to the next level, to explore new potential, to develop and to elaborate continuously your own style.

Creating video art is kind of an inner journey to something hidden out there, that is waiting to be captured and later on to be exposed to the public.



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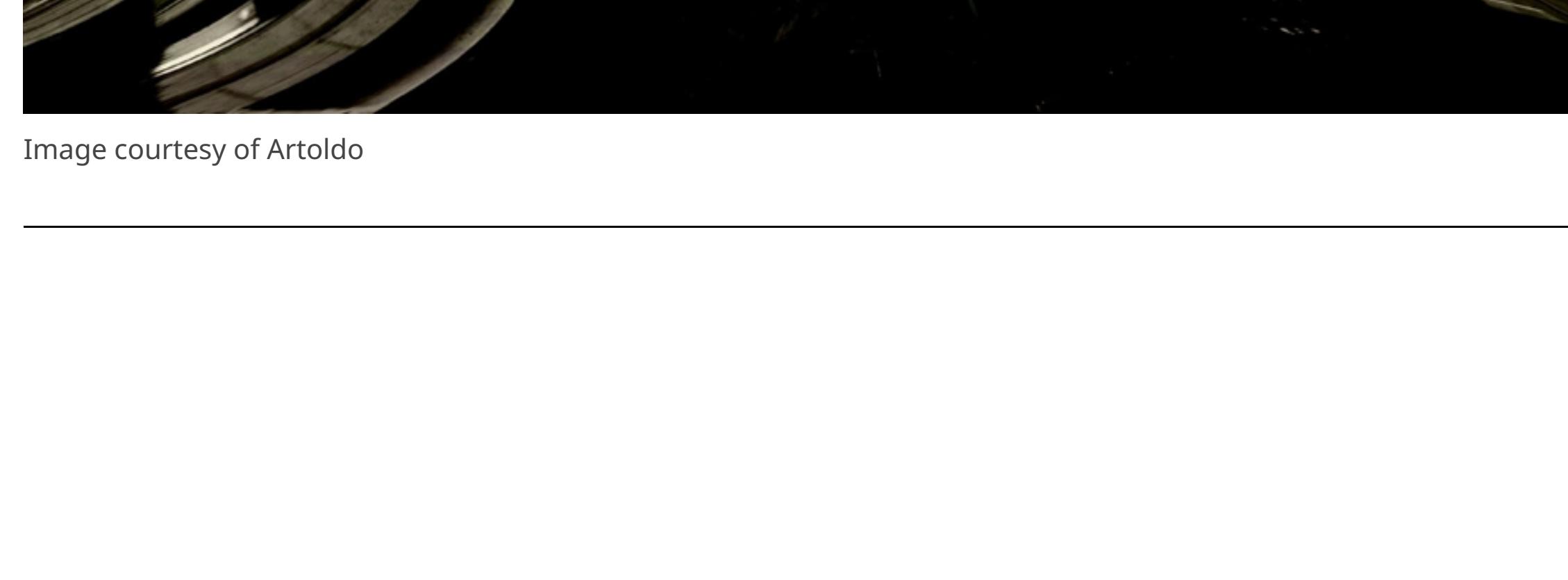


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