

# Quaderni/Disegni

*masterpieces in the form of notebooks*

“Quaderni/Disegni” is an evolution of the “Quaderno” conceived by Mala Arti Visive in 1994. The “Quaderni/Disegni” project has so far involved 6 top contemporary art galleries in Italy and other countries which, in turn, have selected 6 artists and invited them to design the cover of a notebook. “Quaderni/Disegni” is, therefore, a collection of masterpieces in the form of notebooks.

The aim of the project is to bring people in touch with the world of contemporary art and the thoughts of its protagonists; and to bring them alive every day while you write or draw or make travel notes; or jot down recipes or do homework; or simply scribble a shopping list. These are no ordinary decorated covers, but little masterpieces in their own right, a line of notebooks all to be written in and collected.

Over the next few years, more museums and artists will take part to increase the involvement of international contemporary art which is represented, during this initial stage, by the Villa Stuck museum in Munich.

This project, which is unique in Europe, develops upon Arbos' desire to bring together the worlds of business and culture.

*The following artists and organisations are involved in the project:*

**Terzo Paradiso/ Cittadellarte-Fondazione Pistoletto** · Biella

**Mariangela Levita/ Museo Madre** · Napoli

**M+M/ Museum Villa Stuck** · München

**Mala Arti Visive/ Biennale del Disegno** · Rimini

**Gabriela Oberkofler/ Museion** · Bolzano

**Alessandra Spranzi/ Museo MAGA** · Gallarate



**YW9**  
Assortment  
120 pieces  
with display





W07

**Cittadellarte Fondazione Pistoletto**  
**Terzo Paradiso**

**Alessandra Spranzi**  
**Nello stesso momento #63 › 2012-2014**

I love looking at photos of any type, but particularly those one finds in old books and magazines. In "Nello Stesso Momento" (At the Same Time), I cut some pages out of furniture magazines from the 1950s and 1970s, and overlaid them and re-photographed them. The holes left by cutting into the images create apertures onto different angles and objects, onto different doors, walls and tables: onto something other. They are temporary montages that invite us into a new and unstable space, where things appear as if from a distance, suddenly and unexpectedly. It's a space which produces not only surprise but also slight vertigo, like a feeling of falling.  
Alessandra Spranzi

"What is the Terzo Paradiso (Third Paradise)? It's a combination of the first and second paradises. The first paradise was one where human beings were totally in harmony with nature. The second is an artificial paradise, created by human intelligence through a process which has now taken on global proportions. This paradise consists of artificial needs, products and commodities, of artificial pleasures and every other form of artifice. (...) The Terzo Paradiso project consists of harnessing the artificial world (i.e. science, technology, art, culture and politics) to restore life to the Earth, linking this to an effort to re-establish common principles and ethical behaviour, because the success of the project depends on these. (...) The symbol for Terzo Paradiso involves a re-configuration of the mathematical sign for infinity and is formed from a line which intersects twice, creating three aligned circles. The two outer circles represent nature and artifice, while the one in the centre is a combination of the two and represents the fertile womb of a new humanity."  
Michelangelo Pistoletto



W06



W04

**Mala Arti Visive**  
**Io non ci credo**

**Quaderni/Disegni**

**copy-book A5**  
**pcs 20**

This work is an invitation to undertake a private, individual act of iconoclasm, directed primarily against ourselves and the very act of believing - without, however, ignoring the need for such an act.

We chase images, but we must recognise them as such. We want this donkey to fly off, but at the same time we want to reject such nonsense.



W05

**Mariangela Levita**  
DISCORSO LIBERO INDIRECTO

Art interprets the crisis  
The crisis is announced here with a verbal affirmation of the negation of nothing in a free and indirect visual discourse

The work of Gabriela Oberkofler, who currently lives in Stuttgart, includes drawings, objects and installations, but also performance art and actions. In her work, the artist confronts the themes of her country of origin and of being a foreigner, comparing her upbringing in a farming family in S. Genesis to the way of life in a big city. Starting with these autobiographical references, she opens up universal questions with regard to viewing the past and progress, the culture of personal and collective memory and the search for identity.



W02

**Quaderni/Disegni**

copy-book A5  
pcs 20

**Gabriela Oberkofler**  
casa, stecato, albero › 2015

**M+M**  
Autobahnschleife/Motorway Loop

The project offers drivers an opportunity to leave the motorway at a sign-posted exit and to drive around a 360-degree-circuit that loops back to the motorway, rejoining it at the same point from which it branches off. The whole enterprise is under development in close collaboration with an engineering firm. A digital image incorporating the landscape of the site located near Vittorio Veneto illustrates the sculptural quality of the motorway loop in the surrounding countryside.



W03



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*the first artist's notebook  
...since 1994*

**Mala Arti Visive  
Quaderno**



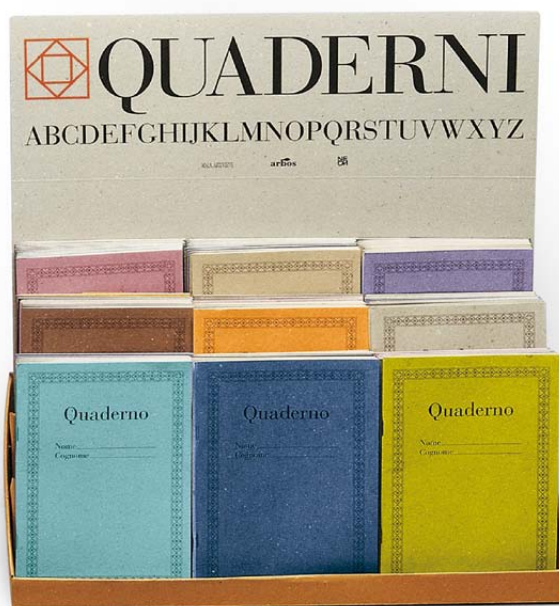
W01

*The legendary copy-books conceived by the Mala Arti Visive group.*

"Quaderni" is a project designed and carried out by Mala Arti Visive and Arbos together with the contemporary art gallery Neon of Bologna. This copy-book is intended to be a handy tool, a mental and an actual place where it is possible to reflect upon and plan our time; the artistic aspect consists of emphasizing the value of this function in a cultural context and of considering it a decisive element in the commercial-productive sphere: in other words an economy which knows how to propose culture through production and a culture which succeeds in being transmitted through daily consumer products. In keeping with the original concept, an essential line has therefore been used to give the product a tasteful graphic appearance and a manageable shape, all at an extremely reasonable price.

**copy-book A5  
pcs 50**

**Assortment  
200 pieces  
with display  
(free display  
with 200 pieces)**



On the covers of these copybooks, artists chosen by museums and institutes of contemporary art are describing and questioning our present world. They create bridges in our everyday lives, places for art and culture and spaces for thought and reflection.

**Terzo Paradiso/ Cittadellarte-Fondazione Pistoletto/ Biella**  
**Mariangela Levita/ Museo Madre/ Napoli**  
**M+M/ Museum Villa Stuck/ München**  
**Mala Arti Visive/ Biennale del Disegno/ Rimini**  
**Gabriela Oberkofler/ Museion/ Bolzano**  
**Alessandra Spranzi/ Museo MAGA/ Gallarate**

Copybooks/Designs is a Mala Arti Visive (Mala Visual Arts) project produced by Arbos.



**madre**  
museo d'arte  
contemporanea  
donnaregina



**MA\*GA**

