

# MANIFATTURA TABACCHI

**On the occasion of the Palazzo Strozzi's exhibition "Reaching for the Stars", Manifattura Tabacchi hosts a special project dedicated to the artist Katja Novitskova**

*Beginning April 12, the Factory at Manifattura Tabacchi will become a stage in Palazzo Strozzi's Fuorimostra, presenting a selection of works by the celebrated Estonian artist*

On the occasion of the **Fondazione Palazzo Strozzi's** exhibition **Reaching for the Stars. From Maurizio Cattelan to Lynette Yiadom-Boakye** (March 4-June 18, 2023), **Manifattura Tabacchi** is hosting a special exhibition on **Katja Novitskova** in collaboration with **Fondazione Sandretto Re Rebaudengo**. From April 12 Manifattura Tabacchi hosts a "Fuorimostra" stage with an exhibition of the works of the international acclaimed Estonian artist **Katja Novitskova** who proposes a reflection on the value of images in the contemporary world in a short circuit between art and nature, reality and representation. The exhibition **Reaching for the Stars** presents a selection of works by the most important international contemporary artists, a journey through more than 70 of their works, at Palazzo Strozzi, in collaboration with the Fondazione Sandretto Re Rebaudengo.

**Katja Novitskova's** exhibition renews the collaboration between **Manifattura Tabacchi** and **Fondazione Palazzo Strozzi** which started in 2020 with *Tomas Saraceno's* exhibition *Aria*. This exhibition was an in-depth analysis of the Aerocene philosophy that develops ecological sensitivity projects for a new ethical collaboration with the atmosphere and the environment. This event will be hosted in the Factory, in its new exhibition space in **Building 11**, a cutting-edge, creative and productive workplace inside the former Florentine cigar factory. This project is signed by the Florentine studio **q-bic**, flanked by landscape architect **Antonio Perazzi**. The **Factory**, this brand new space at the Manifattura Tabacchi, becomes the scenario where Katja Novitskova's works come together in their surreal and ironic dialogue, made of participation and alienation which creates a dissonant exhibition. In her photo-sculptures, which are part of the Collezione Sandretto Re Rebaudengo, the artist reproduces images of animals, such as a colorful ibis, a polar bear with a flushed face, a cat or three anthills, all collected from the Internet and replicated in large format on shaped aluminum plates and cardboard panels. Novitskova's intent is to demonstrate how our perception of space has been altered by rapid technological development, and how the boundary between the natural world and its digital version is dissolving.

Before the artist took possession of them, photographs transformed these animals into flat, immaterial images, but through her work, Novitskova gave them back their three dimensions. However, the audience's photographs will bring them back to their inevitable starting condition. The result is a continuous exchange between real and virtual, within an ideally never-ending cycle.

The exhibition is open to the public and can be visited for free at the Factory's Building 11 (entrance from via delle Cascine 35) from April 12 through June 18. The public is invited to visit the Factory's workspaces, galleries and shops and to learn all about the culture, the fashion, the creativity, the design and the food that make up the vibrant community of Manifattura Tabacchi.

Full program and opening hours available at [www.manifatturatabacchi.com](http://www.manifatturatabacchi.com)

**Katja Novitskova** was born in Tallinn in 1984. She lives and works in Amsterdam, where she moved after being chosen as an artist-in-residence at the Rijksakademie Van Beeldende Kunsten. Her work

is internationally acknowledged, and has been shown in prestigious sites among which Marta Herford Museum, Herford (2022); MUDAM Luxembourg (2021); Hamburger Bahnhof, Museum für Gegenwart, Berlin (2019); 57th Biennale di Venezia, Estonian Pavilion (2017); IX Berlin Biennale for Contemporary Art (2016); Museum of Modern Art, New York (2015). Her works are shown in important public collections, including the Stedelijk Museum in Amsterdam and the National Museum in Oslo. Since 2014 Katja Novitskova has been one of the artists of the Collezione Sandretto Re Rebaudengo.

### ***Manifattura Tabacchi***

*Manifattura Tabacchi in Florence is one of the leading urban regeneration projects in Italy: it involves the recovery of 16 buildings of the historic cigar factory which will be transformed into lofts and residences, executive spaces, retail, cafes and restaurants, a student residence, a hotel. It will also house important institutions such as E-rihs (European research infrastructure on Heritage Science) and Polimoda.*

*Since the start of construction in 2018, Manifattura Tabacchi has been promoting an intensive program of cultural initiatives in specifically reclaimed temporary spaces, providing a concrete example of how areas being regenerated, and the "waiting time" (the period of the construction site) can be a strategic resource for designing a more sustainable and inclusive future in the cities. Last April the Factory opened its doors: it is a creative hub and a cutting-edge workplace capable of attracting an international community of professionals who want to work and live in Florence, in a context enlivened by a vibrant community and eco-friendly spaces, among culture, fashion, art and design. The completion of the work is expected for 2026. The project is promoted by the joint venture established in 2016 by the real estate of the Cassa Depositi e Prestiti Group, and PW Real Estate Fund III LP, a fund managed by Aermont Capital.*

*MTDM - Manifattura Tabacchi Development Management Srl - is the development and project management company that manages the entire process.*

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