



13.10.2023
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16.10.2023
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EXHIBITION

"Mail Art Day"
Giornata Internazionale dell'Arte Postale
Italy

MAIL ART DAY

16

OTTOBRE

GIORNATA
INTERNAZIONALE
DELL'ARTE POSTALE

INTERNATIONAL
MAIL ART DAY



ABOUT

Mail Art, this unknown... Cinderella, but at the same time a thorn in the side of Contemporary Art, Mail Art has shuffled the cards and attempted to undermine, and in some cases even succeeded, the so-called official system – artwork , exhibition, marketing – which was so broken. The rules have been brought into play.

Mail Art, quintessence of creative communication, already "felt" by the Futurists but not only, also by Surrealists, Dadaists (how can we forget the "timbral" works of Kurt Schwitters) and then touched upon by the Fluxus and some adherents of Pierre Restany's Nouveau Réalisme.

Mail Art with a strong vocation for social and ecological commitment, always against war, against violence wherever it manifests itself, as highlighted in the past by the Solidarte, Shadow Project, United for Peace projects, ...

All this had an initial explosive moment: the brilliant idea of RAY JOHNSON "the most famous unknown artist of New York" of the New York Correspondance School... the Big Bang of Mail Art! From that moment on, Mail Art has spread throughout the world, involving thousands of artists. And it is precisely for this reason that at the end of 2022 I launched the idea of dedicating October 16th (Ray Johnson's birthday) to Mail Art with M.A.D. Mail Art Day, the International Day of Mail Art, through the sending of one of Ray's famous Add & Send Backs, asking the artists to intervene and send back to the sender and since then the responses from the great "auditorium" of Mail Art have been hundreds.

On OCTOBER 16th SIMULTANEOUSLY many SITES, BLOGS, FB PAGES of Museums, Foundations, art magazines and artists will insert or publish the works received from around 300 international artists with the relative video catalogue, in order to create A GREAT INTERNATIONAL COLLECTIVE EVENT OF MAIL ART to remember this figure of the culture of the 20th century that I have rightly defined, as well as Shozo Shimamoto, GAC (Guglielmo Achille Cavellini), Pierre Restany, Bruno Munari, Piero Manzoni, Marcel Duchamp... INFINITE!

– *Ruggero Maggi*

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