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SHOW AND TELL: ANDREA FRANCOLINO

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Artist Andrea Francolino graduated from the Accademia delle Belle Arti in 2004 after completing a sculpture degree and since then has lived and worked in Milan, winning the Prize San Fedele art critic award along the way. You can next catch her work at the Arteco Gallery's show, *The Masks We Wear*, from Friday.

WHAT INSPIRES YOU?

The perfection of nature on the one hand and the masses on the other. The awareness that we humans can not create anything, but only put together contemporary elements, to analyse what we are in relation to existence. I like to communicate through wrapped hypermarked goods –the same stuff we, as consumers, buy and carelessly through away.

WHAT IS THE MOST IMPORTANT ASPECT OF YOUR ARTWORK, WHAT ARE YOU TRYING TO ACHIEVE?

For me it is impossible to say what I'm trying to get from my work. I think that art is my free psychoanalyst! I like to analyse everything in my work and my research never stops. Even when I think I've got a great idea, I do not stop and after I finish it, I continue my journey questioning what I did, always. I find it difficult to analyse in the same way or always using the same technique. I live periods in which I am so convinced and confident, and periods when I do ask myself a lot of questions, so I always see things differently. One thing is certain, my work never stops, it is constantly evolving, and I am in constant conflict and contradiction, I believe it is the strength of my work.

WHAT PERCEPTION DO YOU THINK PEOPLE HAVE OF YOUR WORK?

Many people who see the works that are part of my first phase from 2008 to 2012 just see the irony with which I denounce or tell something, but then some of these people pass that stage and use my art to analyse themselves in society's need for consumption.

WHAT ARE YOU WORKING ON AT THE MOMENT?

In my new work I'm experimenting with a new material for me: cement. I think that it is a strong material, but at the same time very vulnerable and this is very fascinating to analyse the comparison between the consumerist man and his destiny. I'm also creating artworks and cancelling everything that has a brand and advertising. One of these focuses on whole lane of a supermarket, which I've made

without brands or slogans. It's all white packaging that is totally cleared and filled on one side with the garbage (or packaging) that each of us produces in weight in a month and on the other side with the garbage (packaging) that a person in the third world produce in the same period.

WHERE CAN WE SEE YOUR WORK THIS YEAR?

Some of my artwork will be part of the exhibition, *The Masks We Wear*, from September 6th to October 5th, 2012 at the Arteco Gallery (<http://www.artecogallery.com/>) owned by Kristin Hjellegjerde. I am very happy to take part in this exhibition because I think Kristin as a gallerist is very careful about what art is trying to tell. She seeks to address important issues and does so with the pleasure that only art can do. I love working with a gallerist who has the passion for what they do and who is involved with other artists that I consider to be very interesting.

See Andrea's work at the Arteco Gallery (<http://www.artecogallery.com/>) in part of the group show *Masks The We Wear* from the 6th September.

Gallery



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