



Carmela Loiacono is proud to present the selection for the collective exhibition:

## NATURAL FLOW

Exploring water's essence

March 1-22, 2025

### THE CONCEPT

Water is one of the fundamental elements of nature and it's the most widespread compound on Earth.

Considering both its symbolic value, in philosophical and mythological terms, and its material consistency, the presence of the element water is very recurrent in the history of art.

From ancient Egypt to Greek and Roman mythology, water is synonymous with creative force, a representation of life and fertility, a symbol of purification in medieval art, and a fluid and elusive element in the modern age.

The theme of water becomes predominant in Impressionism, where transparency and the play of light created by the reflection of colours give life and movement to the works.

Over the centuries, the element water, essential in the life cycle, has inspired several generations of artists, from Cubism to Surrealism to Arte Povera, and it continues to be a source of inspiration for contemporary artists.

From the vision of seas, rivers and lakes to reflections on its conservation as a resource for the environment, the exhibition **Natural Flow - Exploring water's essence** will explore the ways in which water can impact everyday life and inspire creativity. The artworks selected will celebrate the culture of water, the deep connection between art and this natural element without which we could not live.

Dr. Carmela Loiacono, Art Historian & Independent Curator

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## **TERMS OF PARTICIPATION**

The selection is open to a single artist or a collective of artists in these following categories:

Painting, Photography, Sculpture, Illustration, Video art and Performance art.

All artists are invited to submit their works. To take part in the selection, send your works' submissions with a CV/biography, some still images (for video art), links to videos/films/performances and pictures via e-mail to [carmelaloiacono.arthistorian@gmail.com](mailto:carmelaloiacono.arthistorian@gmail.com)

Artists interested in taking part in the events are free to be sponsored and supported by institutions, organizations, governments and their representatives; the logos of their sponsors will be included in all the communication (digital and print) of the events.

The submission proposal is free. The participation in the exhibition requires an entry fee **ONLY** for selected artists, that will be communicated after the selection based on the works selected.

The participation fee covers the following services:

- Logistics management of the exhibition by the curator.
- Rental costs of the exhibition venue.
- Mounting and dismounting of all artworks for the exhibition.
- Assisting with customs formalities, international shipping and local transport.
- Assistance in finding accommodation and/or city experiences.
- Design and printing of posters, flyers and labels.
- Certificates of participation for each artist selected in pdf format.
- Dedicated article with interview and artworks published on website and social media.
- Global and local press office, press, banners, etc., advertising on local and national art websites, and social media, etc.
- Realization of the exhibition page and dedicated press office.
- Exhibitions opening ceremony with food and drinks.

The participation fee will be paid **ONLY** upon selection.

The terms of payment will be made known only to selected participants and in private.

## **THE SHIPPING**

Each participant artist will be responsible for getting the works to their destination and for their return. The modalities will be communicated to the participating artists after the selection.

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