

## The Gentle Art of

## FAKE

A conference on copies, fakes and appropriations in contemporary arts

curated by Tommaso Casini – Laura Lombardi

The symposium – realised the by Università IULM and Accademia di Belle Arti di Brera for the first time collaborating – intends to investigate the persistence and the growing tangled declinations of the theme of artwork replicas in the era of the so-called post-truths, up to the increasingly ambiguous concept of “fake”. In the last decades, interest and awareness around the intricate and blurred intersection between terms such as authenticity, fake, copy, reference, translation and reproduction, have reached - perhaps more than in the past – every field of culture. The wide theme of falsification has many reflections in our social life: in literature, visual arts, cinema, music, not to mention industrial production and technology, but also

in the way we perceive historical events, politics and religion.

Fiction seems to become the only way to take possession of “the real”.

## 1.15.2019      **Accademia di Brera [Aula10]**

10am-1pm

### **Awarding ceremony Diploma *Honoris Causa* to Thomas Demand**

Welcome address and introductory speeches:

President **Livia Pomodoro**, Accademia di Brera

and Director **Giovanni Iovane**, Accademia di Brera

**Helmut Friedel**, *Laudatio*

**Thomas Demand**, *Lectio magistralis*

1:30pm-7pm

Chair: **Laura Lombardi**, Accademia di Brera

**Cristina Baldacci**, Università Ca' Foscari, Venezia

“Povere immagini” della post-verità: re-enactments e incertezze visive”

**Eredi Brancusi / Elisabetta Longari**, Accademia di Brera, discussant

**Moira Ricci / Simone Frangi**, Accademia di Brera, discussant

**Gabriele Di Matteo / Raffaella Pulejo**, Accademia di Brera, discussant

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**1.16.2019**

**Università IULM [Sala dei 146]  
[IULM 6]**

**10am-1pm**

Welcome from:

Rector **Gianni Canova**, Università IULM

and **Vincenzo Trione**, Faculty Dean, Università IULM

Chair: **Paolo Giovannetti**, Head of Department of  
Communication, Arts and Media, Università IULM

**Adam Lowe**, Factum Arte

“The Migration of the Aura or the Role of High-Resolution Recording and  
Facsimiles in an Age of Repatriation”

**Maria Tilde Bettetini**, IULM

“Copia di copia, lo stigma del falso nella storia dell’arte”

**11:30 - Coffee break**

**Thierry Dufrêne**, Paris X Nanterre,

“L’art préhistorique réactivé par la copie. De l’art du feu à l’art du faux”

**Massimiliano Rossi**, Università del Salento

“Il primo secolo postmoderno: vero e falso nella temperie barocca”

**1:30pm-7pm**

Chair: **Laura Lombardi**, Accademia di Brera

Film, shortfilms, video’s show on the conference subject, discussed by

**Alberto Pezzotta**, IULM

“Il falso tra cinema, web e videoarte”

**Bruno Di Marino**, Accademia di Belle Arti di Frosinone

“Copia, ricalco, citazione. Metodologie di falsificazione nei media”

**Tommaso Casini**, IULM

in collaboration with **Pierandrea Villa**

“Il leone non è così pericoloso come lo dipingono”

from a video-conversation with **Joan Fontcuberta**

**Stefano Lombardi Vallauri**, IULM

“Amore e furto: il mio pezzo preferito del mio autore preferito è un falso”

Musical performance by: **The André\_Gab Loter**