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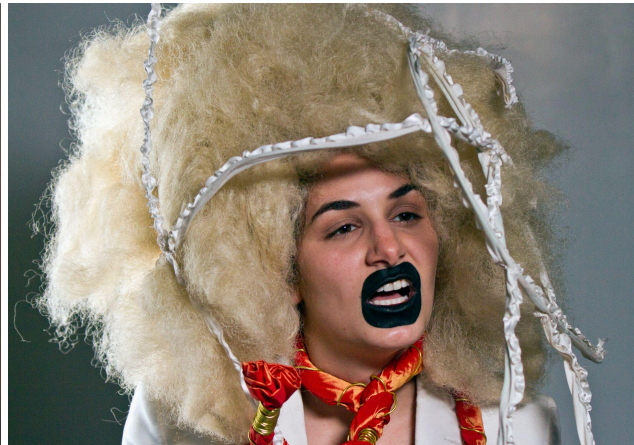
***INFLUENCERS***  
***PIONEERING WOMEN SHAPING ART AND DESIGN***

**Exhibition of 22 International Artists Celebrates Influence of  
Louise Bourgeois, Barbara Hepworth, Carol Rama, and Cindy Sherman**

**Premiere of *REBIRTHDAY*, an Art Film by Designer Aliona Kononova  
and Two-Time Grammy Nominated and Emmy-Winning Choreographer and Director  
Ryan Heffington Offers a Ritual of Transformation**

**Part of a Series of Nomadic Pop Ups Presented by 74tharts,  
set in Milan's Intergenerational, Artistic Landscape**

**Exhibition on View October 22 – 31, 2024, Milan, Italy**



L: Carol Rama, *Spazio anche più che tempo*, 1970, courtesy Lévy Gorvy Dayan. Rama's iconoclastic practice holds a singular place in the history of twentieth-century art. Although subject to censorship and marginalization during her lifetime due to the highly subversive nature of her work, Rama, a self taught artist, has been celebrated in recent years as a key avant-garde figure in the development of both abstraction and figuration from the 1930s onward. The influence of her innovative oeuvre on both her contemporaries and a younger generation of artists worldwide has been recognized internationally.

R: Jillian Mayer, video still from *I Am Your Grandma*, 2011, courtesy the artist and David Castillo Gallery. Influenced by Sherman's work, this autobiographical video diary was recorded by Mayer for her unborn grandchildren, challenging the expectation that the innate destiny of a woman includes motherhood.

**NEW YORK** — [74tharts](#), the global art business founded by **Becca Hoffman** to explore culture, connectivity, and commerce through a series of nomadic pop up events, announced today its latest venture **INFLUENCERS**, a new 10-day art and cultural celebration in Milan, Italy. Building on the success of 74tharts' previous chapters in Vienna and Aspen, **INFLUENCERS** will feature a selling art and design exhibition and concurrent cross-cultural events that celebrate the intergenerational influences on art and design and embrace Milan's rich local and regional culture with a global perspective.

Borrowing from and recontextualizing the role of the influencer as we know it today in the realm of social media and prompted by the importance of family in the continuity of Italian culture, themes and ideas of intergenerationality, strong women, and Hoffman's own close-knit relationship with her mother, the project centers on the exhibition **INFLUENCERS: Pioneering Women Shaping Contemporary Art and Design** to open at Blindarte (Via Palermo, 11 20121 Milano, Italy) from October 22–31, 2024. In the exhibition, curator **Maya Binkin** explores the profound impact and artistic legacy of pioneering women artists including **Louise Bourgeois**, **Barbara Hepworth**, **Carol Rama**, and **Cindy Sherman** and their influence on contemporary art and design practices today.

The exhibition will feature painting, sculpture, works on paper, photography, prints, furniture and jewelry design offered at varying price points by the following artists and designers:

**Anthony Akinbola, b.1991, Nigerian-American**  
**Sydney Albertini, b. 1973, French**  
**Iain Andrews, b. 1974, British**  
**Cristina Babiloni, b. 1981, Spanish**  
**David Rodriguez Caballero, b. 1970, Spanish**  
**Daisy May Collingridge, b. 1990, British**  
**Mat Collishaw, b. 1966, British**  
**Claudia Doring-Baez, b. 1960, Mexican-American**  
**Antonio Girbes, b. 1952, Spanish**  
**Abbie Griffiths, b. 1987, British**  
**Haroun Hayward, b. 1983, British**  
**Nicolas Lefebvre, b. 1982, French**  
**Christabel MacGreevy, b. 1991, British**  
**Nao Matsunaga, b. 1980, Japanese**  
**Jillian Mayer, b. 1986, American**  
**Polly Morgan, b. 1979, British**  
**Blanca Muñoz, b. 1963, Spanish**  
**Woody De Othello, b.1991, American**  
**Carol Rama, b. 1918 – 2015, Italian**  
**Gideon Rubin, b. 1973, Israeli-British**  
**Romilly Saumarez Smith, b. 1954, British**  
**Liliane Tomasko, b. 1967, Swiss**  
**Faye Toogood, b. 1977, British**

In the same way that Sherman in 2013, curated a show for Rama during La Biennale di Venezia celebrating Rama's fearless exploration of the female body and fabric, a similar intergenerational and intercontinental exchange is evident in this exhibition. The work of each of the twenty two international artists reveals a deep appreciation for the thematic and formal explorations of identity and the human experience, and the innovations in technique and medium pioneered by either Bourgeois, Hepworth, Rama and Sherman.



L: Faye Toogood, *Spoon Chair / Moon*, 2016, photo by Angus Mil, courtesy of Friedman Benda and the artist. Responding viscerally at an early age to the large-scale sculptural work of Hepworth, Toogood draws inspiration from Hepworth's immersion in materiality, the Cornish landscape, and classical tropes and references from art history

R: Liliane Tomasko, *Portrait of the Self (on a slippery slope)*, 2024, courtesy the artist and Kerlin Gallery. In her exploration of the nocturnal realm, sleep, and dreaming and the psyche, Tomasko echoes themes of sleep and the unconscious expressed in drawings, sketches and poetic annotations during Bourgeois's frequent bouts of insomnia.

The lasting influence and impact these iconic figures have had on the multiple practices of the younger generation of artists and designers in the exhibition can be seen in the work of Polly Morgan, for example, who has drawn inspiration from Bourgeois' intense psychological connection to animals, channeling this into her own taxidermy sculptures; in the jewelry design by Romilly Saumarez Smith who has found a muse in Bourgeois, using her work to inform a jewelry collection that bridges the worlds of fine art and design; in the work of Faye Toogood, who has turned to the sculptural mastery of Hepworth to inform her object design; in the rawness of Nao Matsunaga work with clay, reflecting a reduction that is seen in the primal qualities found in the work of Rama, and in the work of Claudia Doring-Baez who, fascinated with repurposed images, culled through memory or re-enacted, devoted an entire series to Sherman's iconic *Untitled Film Stills*, appropriating the cinematic stills that Sherman herself had appropriated, and recreating them in oil paint, the medium Sherman herself once rejected.

"These four protagonists broke through boundaries, entered a world reserved predominantly for male artists, and changed it forever," said Binkin. The repercussion of their genius is found throughout contemporary practice today, with artists now freer to express themselves than at any other time in history." Within the exhibition, a collection of books and catalogs on the work of

Bourgeois, Hepworth, Sherman, and Rama will provide a dedicated space for research and reference.

Set in an 18th-century villa in Milan's Brera district, the exhibition acknowledges the city's role as a hub for artistic inspiration, where contemporary artists and designers continue to draw from past generations to shape the future.

*INFLUENCERS* extends beyond the exhibition, incorporating moments of connection, community, and education through events that reinforce the impact of cross-generational, artistic exchange and influence to heal, inspire and re-imagine.

*INFLUENCERS* will present the premiere screening of the art film *REBIRTHDAY* by Los Angeles-based designer **Aliona Kononova** and two-time Grammy nominated and Emmy-winning choreographer and director **Ryan Heffington**. A visual poem and journey of healing and acceptance dedicated to Kononova's late mother, the film demonstrates a ritual of transformation using movement, shapes and colors.

"Milan is a vibrant crossroads of the old and new, the modern and cosmopolitan," says Hoffman. "It is rich in historical romance and embodies creativity throughout – on its streets, in storefronts, in its inhabitants, and industries. In a metropolis famed for design and fashion and increasingly recognized as an influential art world center, we're excited to contribute to its vibrant cultural tapestry," says Hoffman.

74tharts will continue its series of nomadic art and cultural events in 2025 in Singapore and Marseille.

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**Exhibition On View Tuesday, October 23 – Thursday, October 31, 2024**  
***INFLUENCERS: Pioneering Women Shaping Contemporary Art and Design***

Location: Blindarte, Via Palermo 11, 20121 Milan, Italy

October 23-26, 12:00pm – 6:00pm

October 27 - Closed

October 28-31, 12:00pm – 6:00pm and Closing Cocktail on October 31 from 6:00 pm – 8:00 pm

**Free Admission**

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**EXHIBITION-RELATED EVENTS**

**Saturday, October 19**

**All Together Now Aperitivo**

*Time:* 4pm – 7pm

*Location:* Enoteca La Botte Fatale, Via Giuseppe Giacosa 11, 20127 Milan, Italy

*Description:* A Kick Off Aperitivo for 74tharts' stop in Milan with morsels of Gorgonzola and a celebration of local Italian women winemakers

### **Tuesday, October 22**

#### **Opening Preview for the Exhibition *INFLUENCERS: Pioneering Women Shaping Contemporary Art and Design***

*Time:* 5:00 pm – 8:00 pm

*Location:* Blindarte, Via Palermo 11, 20121 Milan, Italy

*Description:* Opening preview of the exhibition and cocktail reception

### **Thursday, October 24**

#### **Premiere of *REBIRTHDAY*, an art film by designer Aliona Kononova and award-winning director and choreographer Ryan Heffington**

*Time:* 6:30 pm – 8:00 pm

*Location:* Blindarte, Via Palermo 11, 20121 Milan, Italy

*Description:* Aperitivo and Screening

### **Saturday, October 26**

#### **Art, Fairy Tales, and Therapy: In conversation with Iain Andrews**

*Time:* 6:00pm - 8:00pm

*Location:* Galleria Gaburro, Via Cerva, 25, 20122 Milan, Italy

*Description:* A conversation with Iain Andrews on his practice, focussing on fairy tales and art therapy

### **\*Tuesday, October 29**

#### **Influencers and The Art of Influencing**

**Time: 6:30pm-8:00pm**

*Location:* Blindarte, Via Palermo 11, 20121 Milan, Italy

*Description:* Join Jenny Walton (@jennymwalton), Cristina Giopp (@thegirlinthegallery) and Giulia Torelli (@rockandfiocc) in conversation moderated by Elena Caslini.

### **Thursday, October 31**

#### **Decadence, Delights and Desires — a Closing Cocktail**

*Time:* 6:00 pm – 8:00 pm

*Location:* Blindarte, Via Palermo 11, 20121 Milan, Italy

*Description:* Inspired by Milan and Leonardo Da Vinci's painting *The Last Supper*, 74tharts has invited Mat Collishaw to present his *Last Meal on Death Row* (2010) series. Learn about this extraordinary series of photographs with Collishaw in-conversation with Maya Binkin, as they discuss food, memory, history, life and death. The conversation will take place as part of a blind cheese and wine-tasting led by sommelier Kevin Ballarin and local cheese maker

### **ABOUT**

**74tharts** is global art business founded by Becca Hoffman to explore culture, connectivity, and commerce through a series of nomadic pop up art and cultural events including the [The Aspen Art Fair](#). Launched in 2023, its goal is to re-think, re-examine, re-engage, and re-invigorate, connecting creative communities worldwide.

**Becca Hoffman** is the founder of 74tharts, a global art business established to explore culture, connectivity, and commerce through a program of year-round cultural events around the world, including pop-up exhibitions, conversations, unique activations, community engagement events, and beyond. Hoffman is a veteran art world professional with more than a decade of running art galleries and leading art fairs. She is co-founder and director of The Aspen Art Fair and was instrumental in rebranding and upgrading the Outsider Art Fair New York and building the Outsider Art Fair Paris from 2012 to 2020. From 2020 to 2023, she developed art fairs and cultural events in Aspen and Palm Springs for Intersect Art and Design. She lives in New York City and Antibes, France.

**Maya Binkin** is a contemporary art specialist working internationally as a freelance curator, writer, and advisor. She has staged exhibitions in the UK, Italy, Israel, and Spain, including the critically acclaimed *London Calling: British Contemporary Art Now* which toured from Valencia to Rome. She has curated exhibitions of Frank Auerbach, Idris Khan, Lee Miller & Picasso, Annie Morris, Julian Opie and Sean Scully to critical acclaim in *The Guardian* and *The Times*. She has worked at The Royal Academy of Arts in London and the Serpentine Gallery, and as the artistic director of Newlands House Gallery, which, under her direction, was named the new art destination of 2023 by *The Financial Times*. She is a contributor to *The Art Newspaper*, *Forbes Magazine*, and [Artuk.org](http://Artuk.org) and is the founder of [The Art Pilgrim](http://The Art Pilgrim), a guide to modern and contemporary art destinations around the world. Binkin holds a Master of Contemporary Art from Sotheby's Institute of Art in London and a Bachelor of Fine Arts from Central Saint Martin's School in London. She is the Chair of The Culture Initiative and a founding member of Cure3. She currently resides in Rome.

#### **Website**

[www.74tharts.com](http://www.74tharts.com)

**Instagram** [@74tharts](https://www.instagram.com/74tharts)

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