

new
art
economy

FACTORY-ART - Mommsenstraße, 27 - 10629 BERLIN
10 september / 30 october 2010

massimotoffolo.Ltd

www.massimotoffolo.com

massimotoffolo Ltd
new art economy

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Factory-Art Gallery: Mommsenstraße, 27 10629 BERLIN

Information sheet for the media

All information in this press release are available on www.massimotoffolo.com.

Invitation

Invitations for the exhibition can be obtained at **FACTORY-ART: Mommsenstraße, 27 10629 BERLIN - phone. 0049(0)30.31809794 /**

0049(0)30.31809795 / 0049(0)30.31519687 (fax) - e-mail: info@factory-art.com / staff@factory-art.com

for commercial informations: head.office.uk@factory-art.com

They may also be required at **MASSIMOTTOFFOLO Ltd: 411-421 Coventry Road, first floor, Birmingham, UK B10 0TH / 00390236215913 (fax) -**

e-mail: info@massimotoffolo.com

for booking shares: booking@massimotoffolo.com

Preview, Vernissage

The Preview and Vernissage for invited guests and the media will be held Friday, 10 September 2010.

Opening Days

From 10 september to 30 October, 2010. For appointments, please contact the staff of the gallery "Factory-Art"

Catalog

The online version of the catalog can be viewed at

<http://www.massimotoffolo.com/memorandum.html>

Journalists can receive a free copy of the physical catalog.

The catalog cannot be sent in advance or forwarded after the exhibition.

Massimotoffolo Ltd

MASSIMOTTOFFOLO LTD is a Private Company Limited by Shares duly registered under

the laws of the England.
PRIVATE COMPANY LIMITED BY SHARES
INCORPORATED: 20/07/2010
REGISTERED NUMBER: 07319246
REGISTERED IN: England

Memorandum

The complete online version of the memorandum can be viewed at
<http://www.massimotoffolo.com/memorandum.html>

Exhibition "New art Economy"

The MASSIMOTTOFFOLO LTD is pleased to presents its first art exhibition.
The exhibition is held within 5 rooms:

Booking

During the exposition will be possible to book online the company's shares. The bearer share warrant that correspond to shares will be delivered after registration on the register of shareholders and the deposition of the minutes of the meeting.

Shares

The first 20 bearer share warrant are presented to the public.

Project

Four projects are the genesis of "New Art Economy" in all its parts. Each project size 230L x 155H cm.

Company letterhead

A whole kit company letterhead signed and stamped, completely blank.

Companies Act 2006

One room is dedicated to consultation of the whole volume "Companies Act 2006", including explanatory notes, origins and destinations.

Massimotoffolo Ltd

People talk about sex when they don't make it enough and about money when they don't have it ... Indeed as said good old Osar Wilde: "When bankers get together, they talk about art. When artists get together, they talk about money." Guess why ... Then there are bankers of art: powerful galleries, with their superstar artists, which often produce objects or ideas / objects only to justify the trading. Hence the idea of Massimo Toffolo that every day in his studio - warehouse produces art because he needs it ... more for natural necessity than for the economic reason. Maybe he's poisoned by paint and this makes him completely hooked, drugged? ... Or is it just a brain necessity that produces endorphins and makes him happy to do this (it always a kind of drug!) ...

In this way M.T. describes his demanding work of 2006/2008 "**The Rumanian rider in saddle on a snail without wheels**": *The cataloguing is like a reflex at the method, already instill, of associate to make sure. Well, this actually takes away the natural reflex of contemplation, making the artwork a simply container. The eye that should be open and should operate in isolation at the beginning, now is unable to grasp the work of art, but it captures the artwork factors that would be appropriated "at the limit" only in the second moment. Now when these factors arise from critics or from a series of nonsenses that the day give us, there is still all to see; what interests me is to let you notice like the art, as the mother of emotions and feelings, can be "not included reasonably", but admired and praised for what my painting is: an aesthetic vision of a journey, narrated simply without thinking about it. Well, if that's the point, then it have to be it to the end: semiology aestetica without conditions, without labels, without fear ...*

Since then, over the years, I tried to remove the superfluous, the unnecessary, and to add, more and more, the spirit of 'aestetich', this journey narrated simply without thinking about it ...

So, the real vision of things revaels itself in the moment wherein it turns into pure reasoning; well, these 19 works were created in the moment wherein they describe what they were intended to describe, either before or later, but

together, as they should be and how it was.

The artworks come to life from the first color that is laid, thrown, dropped or spat and at once I need to write what is coming to my mind, what the color is saying me. So, together, the artwork takes shape and I never know when it ended, but the ambience, the atmosphere that arrives slowly during creation, they help me to open the mind and without untimely judgements, I find essential to follow it and to let it make by itself ... ("My friend for life")

One of my paintings is my story and my story is one of my paintings. Who will miss such unique vision, will also lose the work atmosphere, with shapes, tones and colors that indicate the important points of contact; in this way appears clear where the tone of the voice rises up or becomes tiny.

Artwork inside an artwork? Nothing at all, but only, as I said after I have met the little yellow man in the homonym tale "Fuck the rest "..."

From here a series of studies, changes of technique, intellectual suffering, destruction of produced material because isn't satisfactory. The fixed idea to remove the superfluous, but what is necessary and what is superfluous? Then the current project of Massimo Toffolo, designed and painted on large canvases post-it, as the stories of the series "**The Rumanian rider**", was created directly on the canvas without afterthoughts, finally the way is open: why "justify" a product? It's the man who counts ... And the market! Going forward beyond the justification. No more excuses. Showdown. If it's the man and only the man who counts, and his ideas, then the product is no longer needed! He is his own artwork, a Limited Company issuing bearer bonds that become works, as the artwork based on demand and on availability (of the market) that increase in value. The time is ripe and awareness comes in the moment wherein it is told about reissues of this or that. But the economy is going forward and it not allows to impairment losses. Art is a mirror of the times and the business is ruling, riding and basically deciding everything. The art knows it and as a rider, of noble mind, wants the fight. It 's time for notice that the opponent is none other than itself, like a madman Don Quixote, the windmills are mirrored in the soul of art, where the water like unstoppable art filters through his fingers and it doesn't leaves trap to the detriment of little men who want to close it in a bottle and expose it in their collections. The art is going forward, the market is going forward and the idea of blocking everything and shift into reverse has never worked. So go forward! The market doesn't wait ..

Malgorzata Joanna Jedrzejewska