

UNA

SPAZIO
LEONARDO


GENERALI LEONARDO
AGENZIA MILANO ASSICURAZIONI

FREAK SHOW
a project by (ab)Normal

Spazio Leonardo is pleased to announce the first exhibition of its 2022 programme: *Freak Show*, a project by (ab) Normal, an artist collective working across design, architecture and scenography.

On the occasion of *Freak Show*, Spazio Leonardo will be populated by a series of inflatable artefacts reproducing the imaginary relics of Luna Park delle Varesine, a now dismantled amusement park. The project takes the viewer on a trip down memory lane – an excavation into the social past and collective/personal memory of Milan and its citizenry before the year 2000, with a focus on the district where Spazio Leonardo stands today. In the early 1960s, a first set of carousels were installed right in front of what is now The Corner building. A handful of merry-go-rounds soon grew into what shortly afterwards became known as Luna Park delle Varesine, a “mythical” venue for popular entertainment, which was eventually dismantled in 1998. Since its inception, Luna Park delle Varesine was conceived as a temporary and ephemeral “place-holder” – a short-lived architecture that was soon going to be replaced by future real estate developments. Despite its brief trajectory, the complex of Le Varesine has left a mark in everyone’s memory as the go-to place for everyday entertainment.

Very little photographic documentation of the place remains to this day. Yet, this gap is filled by the abundance of materials originating from the world of cinema, since the venue was often used as a movie set. After a careful study of numerous feature movies and amateur films, frame by frame, the most iconic bits of Le Varesine come back to life in the exhibition *Freak Show* as large inflatables resembling the carousels that used to occupy the amusement park.

Installed on the walls of the *Gallery* and in other key spaces of Spazio Leonardo, these elements playfully recall a not-so-distant past, which many Milanese would remember in person and many others – the youngest or simply those who did not live in Milan in those years – would discover for the first time as a portion of an almost forgotten history. As the passing of time clouds our memories, the round shapes of the inflatable structures seem to soften the contours of our perceptions, altering their emotional impact.

Exhibition: March 17 2022 – June 12 2022
from Monday to Friday:
09:00 am – 6:00 pm

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(ab)Normal is a creative agency engaged in the multidisciplinary exploration of areas such as design, architecture, scenography and graphic design. The project began as a Graphic Novel without chronology, in which outdated 3d objects and unrealized formal obsessions are rearranged into spatial narratives. The images, highly iconographic, allegorically describe the strange intersection between the Internet, Gaming and Religion. (ab)Normal has been published in magazines such as Domus and Abitare and has contributed with his works to various cultural events related to design and architecture, such as the Oslo Triennale (OAT2019), the Ljubljana Biennale (BIO26), The Swiss Architecture Museum (S AM), Triennale of Milan, Haus der Architektur in Graz (HDA). (ab)Normal was founded in 2018 by Marcello Carpino, Mattia Inselvini, Davide Masserini and Luigi Savio.