

imago
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Luciano Benetton
Collection

IMAGO MUNDI

Imago Mundi is an idea of Art. Imago Mundi is an idea of the World. Art and the World without borders, as envisaged by Luciano Benetton, creator of the global fashion brand United Colors of Benetton, and art patron by vocation. It is a democratic, collective and global map-in-the-making of human cultures.

With a single format, 10x12 cm, the collection brings together artists from every continent: more than 20 thousand from one hundred countries and native communities, a number that will reach over 26,000 by the end of 2017. Established names and promising talents, all side-by-side on the same starting line. And all involved on a voluntary and non-profit basis.

Imago Mundi unites: countries where there is wellbeing with countries at war; historically opposed and divided countries; minorities, such as in China where there are 55 different ethnic groups; inviting everyone to join a dialogue in the name of art. The result is an impassioned, creative, visionary kaleidoscope of techniques, colors, currents and inspirations. A mosaic of stories, passions, dreams, actions and contradictions, where each work lives by its own light, but at the same time becomes a piece in a global picture.

The Imago Mundi artists are promoted internationally through catalogues, the imagamundiart.com web platform and participation in art fairs and exhibitions in partnership with private and public institutions around the world: from Venice, Italy (Venice Biennale 2013; Cini Foundation in 2015) to Senegal (Biennale Dak'Art Off 2014); from Rome, Italy (Museo Carlo Bilotti, 2014-2015) to New Orleans (NOMA Museum, 2014-2015); from Vienna, Austria (Belvedere Museum & Winter Palace, 2015) to New York, U.S.A. (Pratt Institute, Brooklyn, 2016).

From 6th November 2016, twenty-one Imago Mundi collections (Afghanistan; Angola; Cameroon; Caribbean; Chile; Democratic Republic of Congo; Denmark; India; Italy II; Japan; Kazakhstan; Kenya/Tanzania/Zanzibar; Mongolia II; Nigeria; North Korea; Russia; Saudi Arabia; Sweden; Switzerland; United States; Vietnam) will travel through 13 Chinese cities, hosted in museums, universities and cultural spaces. The first city to open the exhibition, on 6th November, will be Lincang in Yunnan province, home to 23 of the 55 ethnic minorities in China.



Lincang will be followed by Guiyang (Guizhou province), Nanning (in the autonomous region of Guangxi), Guangzhou (Guangdong province), Hangzhou (Zhejiang province), Wuhan (Hubei province), Chengdu (Sichuan province), Xian (Shaanxi province), Yinchuan (Ningxia autonomous region), Urumqi (Xinjiang autonomous region), Beijing (Beijing province) and Hohhot (autonomous province of inner Mongolia).

The city of Shenyang, in Liaoning province, will be the last leg of this incredible journey, where the exhibition will end on 21st December 2018.

Imago Mundi's tour through China and its diversities is part of the Imago Mundi China project, which began in September 2015 and has involved more than 5,000 artists from 55 ethnic minorities.

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