

**ARTISTS**  
**XCARMAX**  
**CLIMATE CHANGE**

**CARSTEN HOLLER**  
**NORMA JEANE**  
**ARMIN LINKE**

## **ABOUT A NOT-FOR-PROFIT PROJECT BY CARMA**

**Carma is a sustainable project focused on producing high quality EVOO and nature focused hospitality. Although all our productions are focused on organic and permaculture cultivation and positive CO2 emission balance we believe we can do more to fight climate change. On the occasion of our twentieth birthday we have asked three important international artists to produce exclusive art pieces and to allocate the profit to international organization focused on Climate change chosen by the artist themselves.**

# **ABOUT THE ARTIST**

## **CARSTEN HOLLER**



**Born in Brussels to German parents in 1961 lives and works in Stockholm and Accra (Ghana). Carsten applies his training as a scientist to his artist's work particularly on the nature of human relationship. His work uses different media - painting, sculpture,**

**photography, video - and focuses on the**

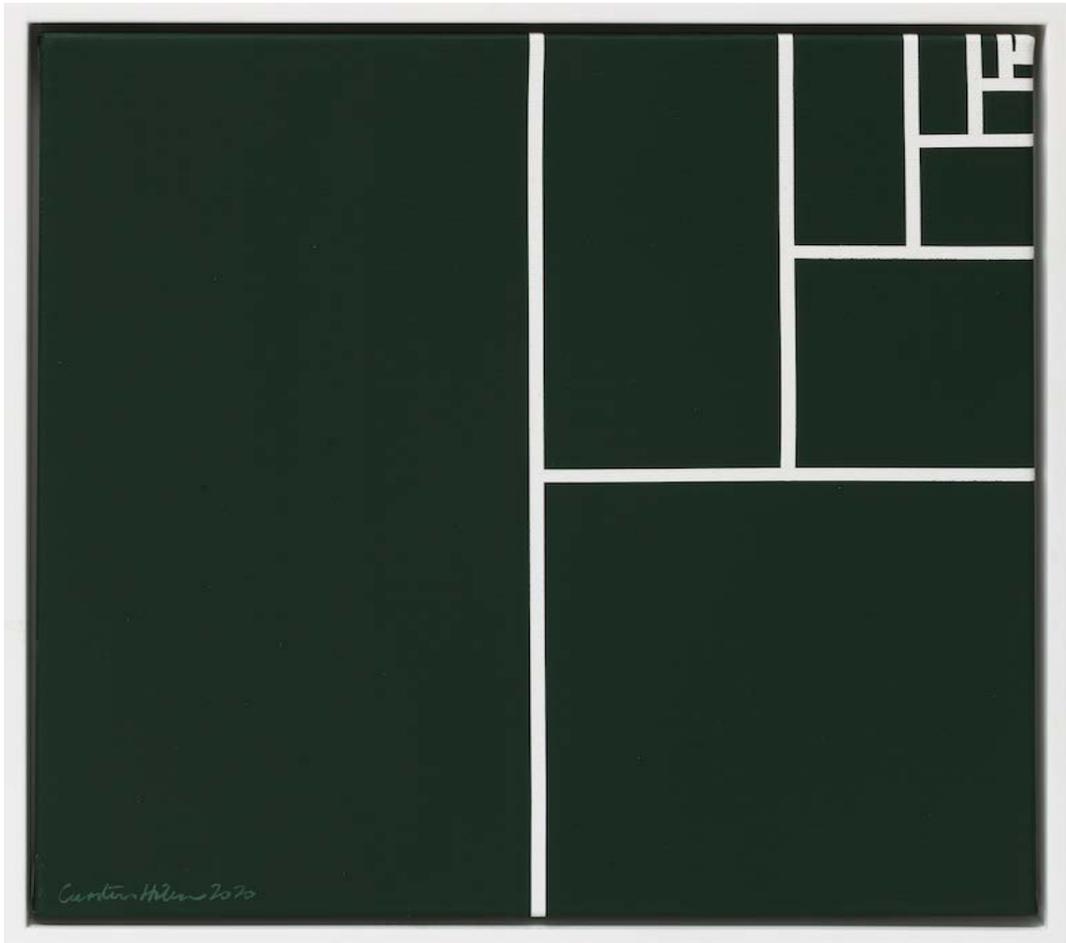
**Credit Photo Brigitte Lacombe**

**creation of monumental works such where the intervention of the public is decisive as the "Test Site" (2006), project commissioned by Turbine Hall, at the Tate Modern.**

**He has invited to all the most important contemporary art exhibition of his generation worldwide since 1993, the list of his solo and group show is visible on Wikipedia. He has attended just to name a few; several Venice Biennial, Documenta Kassel, New Museum, Tate Modern, Mass MOCA, Boston ICA etc..**

**For Carma Carsten has elaborated a special edition of his famous "*Division painting*".**

## **THE ART WORK: DIVISIONE SQUARE 2020**



### **Division Square 2020**

**Caravaggio Lines canvas Flashed Vinyl paint**

**30x30 cm**

**Series of 20 unique signed and initialed works  
with edition number from 1/20 + A.P.**

**Each painting was painted individually  
according to a serial drawing.**

**This Division square has been chosen after a conversation  
with the artist about this project as it summarizes a tentative,**

**of equilibrium between human rationalism and nature where the green represents nature and its subdivision a researched tentative of order and a history of multiplication at the same time.**

**Although there is no specific reference to Alighiero Boetti work the Division Square painting have a connection a series of performative acts elaborated in a similar manner but with a different result, from Alighiero in 1975.**

**“Raddoppiare Dimezzando (Insicuro Noncurante) ” in fact it is a concept that Boetti has expressed in different ways.**

**Unconscious-mind Holler developed a “Boettiano” concept by transforming it into a non-minimalist form and using bright colors and white lines, a happy surprise for Carsten to discover this affinity elective with a great Italian artist whom he himself esteems.**

**WILL GO TO THE FOLLOWING**

**ORGANIZZAZIONE NOT FOR PROFIT**

**A ROCHA GHANA – ATEWA FOREST PROJECT**

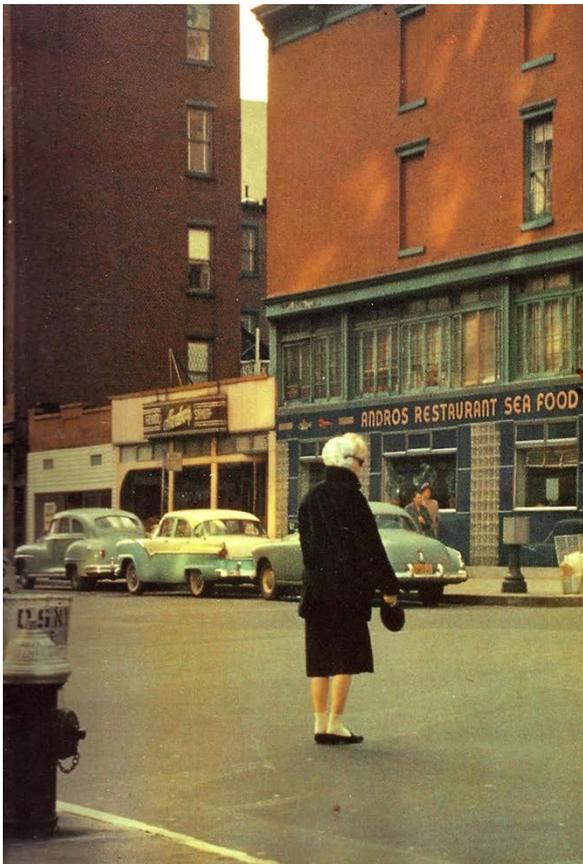
**Established in 1999, as Eden Conservation Society, A Rocha Ghana (ARG) has emerged as a committed environmental NGO providing practical conservation interventions aimed at contributing to the sustainable management of important ecological habitats and initiating programs aimed at facilitating target community’s ability to adapt to current trends in climate change and the impacts of a changing natural environmental. In 2003 Eden officially became part of the A Rocha family (network)**

**Atewa Range Forest Reserve, in the eastern region of Ghana, is internationally recognized as one of the highest priority ecosystems in West Africa for its high species diversity, high levels of endemism and great hydrological importance. The forest was gazette as a**

**National Forest Reserve in 1926, then subsequently a Special Biological Protection Area in 1994, a Hill Sanctuary in 1995 and as one of Ghana's 30 Globally Significant Biodiversity Areas (GSBAs) in 1999. For further information please download the research report about the Biodiversity of Atewa Forest ( Biodiversity -of-Atewa-A-Rocha.pdf) available on the web site <https://ghana.arocha.org/>**

## **ABOUT THE ARTIST**

### **NORMA JEANE**



**NORMA JEANE is the Alias of an artist who does not wish to be identified. The biography read as follows; (the artist) was born in Los Angeles when Marilyn Monroe (the movie star) died: in the night between August 4th and 5th, 1962. By taking possession of somebody else's personal data, renouncing a specific gender, and creating a proliferation of personalities, s/he produces uncountable "copy and paste" versions of the**

**persona in whom different features coexist, transcending any possible existing person. Norma is an artist without a body, and therefore without a personal biography that extends beyond his/her artistic curriculum. S/he have participated in numerous public art events and exhibitions in major international art museums - MoMA, New York; Palais de Tokyo, Paris, Martin Gropius Bau, Berlin; Schirn Kunsthalle, Frankfurt; Frieze Project, London; Quadriennale di Roma - and biennials Biennial; Lyon Biennial; Liverpool Biennial; Desert X Biennial, Palm Springs, etc.)**

**Norma Jeane has held numerous lectures and conferences in private and public international institutions such as Universities and Foundations and has taken part in various workshops and think tanks (e.g. Artificial Intelligence and the Transformation of Humanity, CIFAR and the Berggruen Institute, New York, August 31 - September 1, 2017). S/he took also part in various international residencies such as the P.S.1 International Studio Program in New York.**

**THE ART WORK: HOLYVA 2020**





## **HOLYVA 2020**

**A Ceramic Olive manufactured by Bottega Gatti in Faenza  
Containing a golden brain.**

**Height 38 CM – center diameter 17 cm**

**Series of 20 unique works signed and initialed with  
edition number from 1/20.**

**Holyva is a tribute to the sacrality and power of nature where  
the trees in general and the olive tree in particular are the  
maximum expression of resistance and harmony. Life on  
planet earth would have not be possible without trees that  
managed to modify a toxic atmosphere into a livable one by  
converting Co<sub>2</sub> into oxygen through the chlorophyll  
photosynthesis process. Trees, as well illustrated by  
Emanuele Coccia in ° La vie de plants ° (2018), are a  
superior being as they have developed a survival strategy  
although on a stand still position.**

**The olive tree is a jewel species among all others since has developed a survival strategy in harsh condition (the plant out of earth part survives over 40 degree and minus 13 degrees of temperature ) that include apparent death. Once the leaves fall and the branches dies the root remain alive and within few months reproduces itself thus never dying. Norma Jeane piece is a tribute to this exceptional capacity of survival as the golden brain represents the root hidden in the ground. Although Olive trees are known for their longevity of thousands of years, they are also one of the smartest effort to reach immortality among living creature of this planet.**

**CONTRIBUTES WILL GO TO  
N.O.E.L, THE Natural Ocean Engineering  
Laboratory di Reggio Calabria**

**The Natural Ocean Engineering Laboratory, of the Mediterranean University (UNIRC), has an excellent expertise in ocean/marine engineering, focusing on wave modeling related aspects and wave energy harvesting.**

**The research group of ocean engineering and marine energy of the NOEL is formed by one Full Professor, one Associate Professor and two Assistant Professors on Ocean engineering, supported by the collaboration of two Post-Doc Fellows, some Ph.D. students and undergraduates.**

**The mission of this group is to utilize the knowledge acquired in the field of marine and civil engineering to develop novel methodologies in the analysis of the wave phenomena and of the wave climate. The group is also involved in the analysis of coastal structures for protection purposes (for instance caisson breakwaters) and in the development of novel coastal structures hosting devices for wave energy harvesting (the REWEC device). The group has gained expertise in the fields of wave mechanics, short-term statistics, long-term statistics, coastal processes and reliability of marine structures.**

**Further, in the last decades the group has performed small-scale field experiments in a natural basin, where sea waves are not generated by artificial wave tanks. Thus, the researchers have gained unique experimental skills necessary for dealing with experiments in a natural environment.**

**For further info please visit the web site  
<http://noel.unirc.it/>**

## **ABOUT THE ARTIST**

### **ARMIN LINKE**



Credit photo Miguel Bueno

**Born in Milan in 1966 Armin Linke is a German artist, lives and works In Berlin.**

**Nicknamed the Bruce Chatwin of photography he is a photographer and filmmaker combining a range of contemporary image processing technologies to blur the border between fiction and reality.**

**Linke indagates the formation – so called *Gestaltung* – of the natural, technological and urban environment in which we are living. He has made several famous reportages within closed border country such a North Korea and China in the 90's and has focused on the Anthropocene, documenting the profound transformations of urban and natural landscape also caused by mankind. This research has been made following esthetics, anthropological and sociological criteria and has resulted in the creation of an archive in progress with the aim to give a witnessing of our planet condition. Matter in the last 20 years travelling worldwide. His works have been shown worldwide in some of the most important museum and group show such as MOMA/PS1, Centre Pompidou ,the Berlin Biennial, the famous Utopia station at Venice Biennial in 2003. Special award Venice Architecture 2004.**

## **THE ART WORK: TORNADO, 2020**



**TORNADO 2020 edition**

**Pantelleria (TP) Italy 2007 ReN\_005683\_19**

**40x50 cm Edition of 20**

**Tornado is a violently rotating column of air that is in contact with the surface and a thunderstorm in the atmosphere, in the form called waterspout these spiraling columns of air frequently develop in tropical areas close to the equator.**

**So the question is why in the Mediterranean coast? This phenomenon is another evidence of Climate change and as such has been chosen by the artist as a self-explicative message of warning.**

## **CONTRIBUTES WILL GO TO THE FOLLOWING ORGANIZZAZIONE NOT FOR PROFIT**

**On the basis of an ongoing research-based artwork and campaign by Maria Thereza Alves to bring awareness to the protection, care and preservation of the forest by the AMAAIAC (Association of the Movement of Indigenous Agro-Forestry agents of the state of Acre) in Brazil Armin Linke has decided to join forces and support the activities of the “Forest Agents which are not supported or recognized by the Brazilian government and receive no regular income for their labor and yet they are the front line for ensuring the possibility that Brazil and the larger world might have a future” AMAAIAC’s mandate is to preserve forested areas on indigenous lands and provide training for more efficient agro-forestry methods, particularly for areas which have been heavily deforested and destroyed by settlers.**

**AMAAIAC is not an organized ONG but a group of people fighting to protect the forest as such they do not have a web site and remittances are made to the head of the organization previous info to Maria Theresa Alves. To follow their adventure you can follow this link [https://it-it.facebook.com/amaaiac/about/?ref=page\\_internal](https://it-it.facebook.com/amaaiac/about/?ref=page_internal)**



## **DETAIL OF THE EXHIBITION OF THE WORKS**

**Logistics is managed by Carma with customized packaging made with 100% recycled material. clato and recyclable.**