

## PRESS RELEASE

### JUST A PLAY

Project room by

**Monica Giovinazzi**

Curated by Barbara Pavan

**BLU Spazio delle Arti**

Via Torpignattara 142

ROME IT

**February 7 – March 2, 2025**

**Opening reception: Friday, February 7, 2025, at 7:00 PM**

**JUST A PLAY** is a *project room* by **Monica Giovinazzi**, curated by Barbara Pavan, opening on Friday, **February 7, 2025**, at 7:00 PM at **BLU Spazio delle Arti**, Via Torpignattara 142, **Rome**. The installation is the result of years of research in which the artist has explored the underestimated mechanisms of manipulation that pervade our hyper-technological and globalized era, revealing the vastness and depth of these phenomena.

**Manipulation** has become increasingly pervasive as it becomes less perceptible. In an age of hyperconnectivity and technological advancement, manipulation manifests in ever more sophisticated, insidious, and therefore dangerous ways, embedding itself into the lives of individuals, communities, and the global society. It thrives on the virtual and real networks through which data and information circulate, often distorted, planned, and instrumentalized to turn individuals into passive subjects incapable of resisting this intricate – and alluring – system of conditioning.

Particularly egregious is the manipulation directed at **children**, who lack the tools to defend themselves and are thrust into a world that artificially generates their desires only to exploit their hopes and expectations. Bombarded with illusory images, a deceptive overlap of virtual and real, and the glorification of false myths rooted in dominance and consumption, their spaces of freedom gradually shrink. This constriction is reinforced by a system that finds complicity in figures and institutions traditionally tasked with protecting children and fostering their healthy, conscious development while respecting individuality and authenticity.

The project room is structured around three large site-specific installations that transform the space into an immersive and unsettling environment. Familiar elements intermingle with the disturbing, leaving visitors unable to remain detached or passive. Each individual is compelled to confront the ambiguities and contradictions of a system that targets the most vulnerable, implicating all in a cruel, ruleless game.

**The exhibition will run through March 2, 2025**, Monday to Friday from 5:00 to 8:00 PM, and on weekends by appointment.

## **Short biography**

A versatile artist, Monica Giovinazzi's artistic practice emphasizes upcycling and spans performance, installations, and participatory art projects. Since 2017, she has exhibited regularly across Europe, particularly in Austria and Italy. She has collaborated with the Italian Cultural Institute, the Italian Embassy in Austria, and various universities. In recognition of her artistic contributions and cultural mediation between Austria and Italy, she was honored with the title of Knight of the Order of the Star of Italy. Giovinazzi is also the founder of the Cultural Association Raabe UNLA (National Union for the Fight Against Illiteracy), an organization accredited by the Italian Ministry of Education. Since 2000, it has carried out educational projects for all ages in collaboration with schools, universities, institutions, associations, and organizations. She promotes training workshops and projects in Relational Art.

## **Technical Details**

**Title:** Just a Play  
**Artist:** Monica Giovinazzi  
**Curated by** Barbara Pavan  
**Venue:** BLU Spazio delle Arti, Via di Torpignattara 142, 00176 Rome  
**Dates:** February 7 – March 2, 2025  
**Opening:** Friday, February 7, 2025, at 7:00 PM  
**Hours:** Monday – Friday (5:00 – 8:00 PM); Saturday and Sunday by appointment.  
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