

PRESS RELEASE



PRESENTS

“ZONA FRANCA – free zone”

works on display by PIERFRANCO ARGENTIERO



**Throughout the month of
July**

**St-Art
Kinkerstraat 2, Amsterdam**

PIERFRANCO ARGENTIERO'S BEACHES ON SHOW FOR THE FIRST TIME IN CASALE MONFERRATO

Throughout the month of July, the art-works of Pierfranco Argentiero will be on display at St'Art, a remarkable art studio and exhibition space in Amsterdam, with whom we are honored to collaborate during this period.

ZONA FRANCA – free zone” by Pierfranco Argentiero: 28 photo-collage works from a series the photographer has been developing over the past 20 years.

A professional photographer since 1985, Pierfranco Argentiero has specialized in creating imagery for advertising, working alongside major Italian textile manufacturers such as **Missoni, T&J Vestor, Bellora, Somma, Gabel, and Tag Hause.**

Alongside his commercial work, he has always preserved personal ideas and projects expressed through images, leading him toward the world of fine art photography.

For Pierfranco, photography is curiosity, concept, reflection, and selection — “an excellent tool for never ceasing to search for oneself.”

ZONA FRANCA – free zone stems from the methodical and meticulous search for images that Pierfranco has gathered through hundreds of shots, later refined through subtraction and selection, isolating moments that are usually hidden in the chaos of the beach.

He creates a series of photo-collages that portray archetypes of beach life with an ironic twist — a way to laugh at ourselves, as we all become part of this human landscape every summer.

Carolina Saporiti, author of the exhibition catalog’s introduction, writes:

“We could all easily guess the setting of these photos, even though they are decontextualized: the street vendor, the woman shielding herself from the sun, the players, the readers, and the bored lifeguard.

Placed side by side, these images could form an endless beach where the sea is never visible, yet always present — because it lives in our memories.

It doesn’t matter where the sunbeds, umbrellas, human figures, cabins, and beach bars were captured: the beach, as we know it — a space for leisure and a break from normal life — is a ‘construct’ that has existed since the 1930s.

In just a century, it has evolved from a source of food and a starting point for journeys into an urban fringe dedicated to pleasure and homogenized across the globe.

Once history, political, geographical, and social context are removed, what remains is a bare stage.

It is no coincidence that Argentiero’s archetypes all inhabit an identical backdrop: a monochrome, sand-colored tabula rasa.

Their gestures and mere presence reflect our society. They are our mirror, and we instantly recognize ourselves in them.

Zona Franca is not only a place created ex nihilo — it is a historical document. Argentiero’s work is sharp and aware, a legacy for future generations, who may change their habits or, perhaps, will no longer have beaches to overrun — a memory.”

ZONA FRANCA – free zone is presented and produced by NUMM Contemporary Art, which, with this exhibition, opens the autumn art season, bringing exciting cultural events to the Monferrato region in the months ahead.INFO

Admission: Free

Dates: July

Venue: St-Art, Kinkerstraat 2, Amsterdam

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