

**Ketty La Rocca**  
***Dal momento in cui...***

01.02-29.03.2020

In close association with the artist's Estate in Florence, Fri Art presents a selection of works by the Italian artist Ketty La Rocca (1938-1976). The exhibition is composed mainly of collages that the artist created while she was a member of Gruppo 70, a Florence-based artist collective whose experiments were at the intersection of poetry, visual arts and media hijacking. Alongside this selection of collages, a series of works present the variety of media and approaches explored by the artist. Writing, sculpture and video bear witness to the poetic and personal quest of an artist who explores the potential of human communication and the finitude of words, images and gestures.

Ketty La Rocca's collage practice emerged in parallel to her writing and poetry. While contributing to the aesthetics developed by the visual poetry of its generation, her works stand out through their wit and their way to play the text against the body. The shifts in meaning give a corrosive commentary on Italian society of the time, stuck between tradition and modernity. By associating appropriated images and words, they often, if not always, refer to a culturally charged context: the situation of women, neo-imperialism, consumerism, conservatism. Beyond, while always starting from a feminist engagement, they enter into conversation with anthropology, psychoanalysis and philosophy in a way still contemporary to us.

Her gradual emancipation from the Gruppo 70 and their ambitions to challenge the social order through art gives way to a more solitary practice, a practice that expresses a quest moved by a constant concern with the (im)possibility of knowing oneself, and the difficulty of communicating with others. Ketty La Rocca's oeuvre is marked by the search for another language, the imagination of a non-alienated mode of communication. This work on communication involves simple figures, gestures, isolated pronouns and/or punctuation. This quest connects her with the feminist struggles of the time, which undertook to deconstruct patriarchal society's use of communication as a form of domination.

In her oeuvre, nonsense comes to play the strategic role of a poetic against the instrumentalization of language. She fashioned a radical questioning on the difficulty of communicating, on the solitude of human existence that persists in spite of language. An affective quality of the work is located between incarnation and power of abstraction. Who, then, was it addressed to? Who, then, now?

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**Ketty La Rocca's work *Dal momento in cui...* has given the exhibition its title  
N°16 on floorplan**

*Dal momento in cui...* is a non-sensical text the artist wrote in 1971. It is composed of too long a sentence, a tortured analytical proposition that evokes the impossibility of grasping the world from a fixed point of view. It deliberately imitates a language contaminated by information and logic. Like an indecipherable mantra repeated over and over again, it circulates and imprints itself on several of the artist's works. An alienated ritornello, it poses as the product of a subjectivity contaminated by administered society that loses contact with the outside world. Its automatism testifies to a confinement in language, but also to the radical function of the speech act that, each time it is employed, opens onto a new space for all that is possible. "From the moment when...", sets the conditions for a situation that is different every time, like a throw of the dice...

*On 28 February, a day will be devoted to research on the artist and her current impact.  
Further information on the Fri Art website.*

**Thank you:**

The Ketty La Rocca Estate (Michelangelo Vasta), Martina Cioni, Amanda  
Wilkinson Gallery, Galerie Kadel Willborn, Camilla Paolino,  
Francesca Gallo, Sally Schonfeldt, Barbara Casavecchia, Emma Berset,  
Jack Sims and Konstantin Meisel.

Ville de Fribourg  
Agglomération de Fribourg  
Canton de Fribourg  
Loterie Romande  
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Migros pour-cent culturel

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**To become a member of our association the Friends of Fri Art  
and support the activities organised by the art center  
write us an e-mail: [amis@fri-art.ch](mailto:amis@fri-art.ch)**

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