



ARTIST
NELLY RUGGERI



The time is a source of inspiration and a position where Nelly Ruggeri's art moves, as the hands of a watch; as if it was inside a dial, the entire poetics of the artist from Bologna has its roots in a story telling which is the perfect translation into painting of personal experiences, a sort of trip, meant as an emotional diary not as an alchemical gimmick.

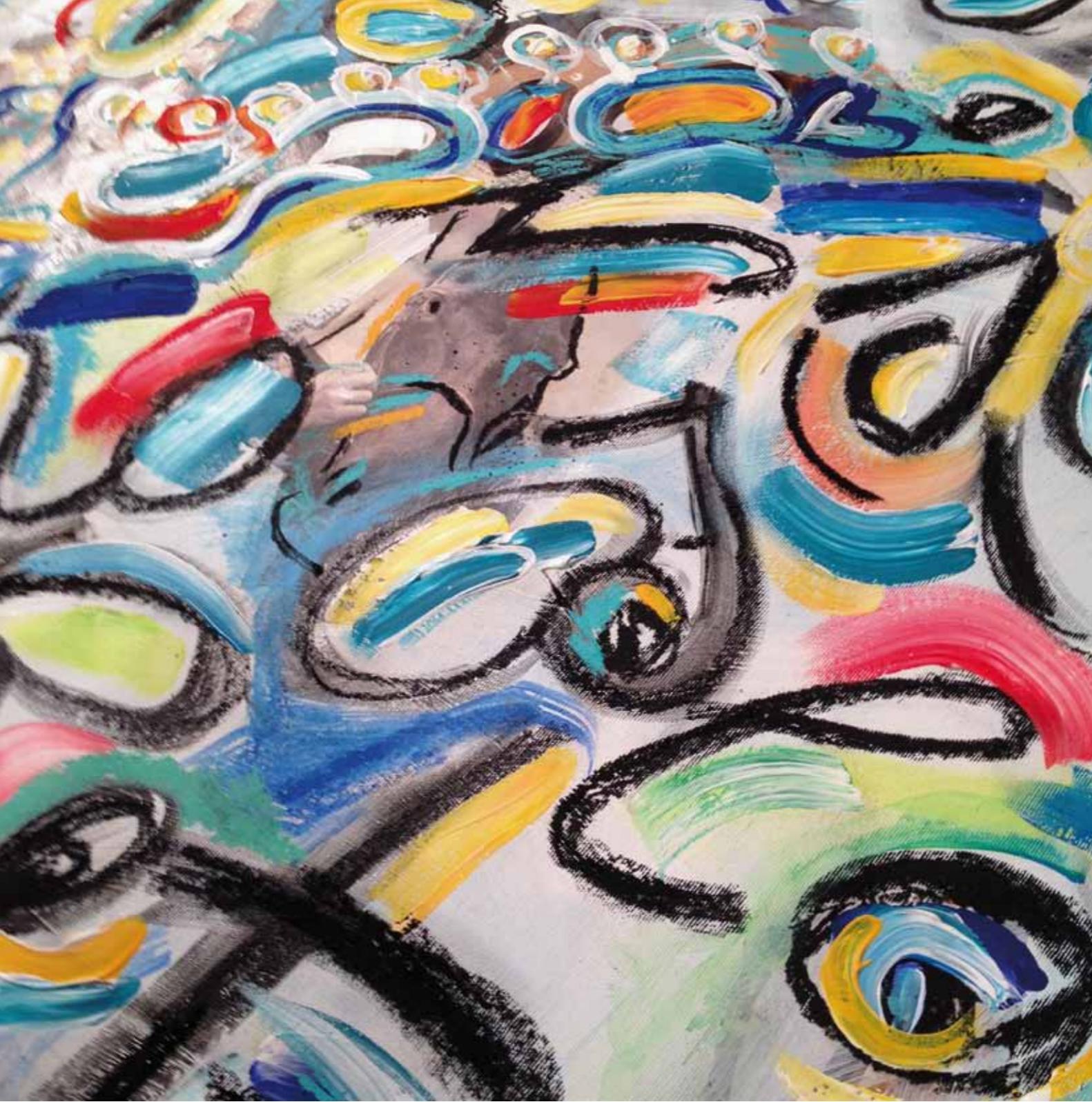
By constructing a pure primer of graphic newspeaking, Nelly Ruggeri continues her pictorial journey through painted writing, hidden, animated colored and marked lettering. In her last paintings she adds a morphological symbolic something.

The maturity gained by the painter seems to run at the same rate with what's happening on the canvas: if the treatment of signs and gestures comes back, which has become Ruggeri's stylistic code, it enriches itself of new stories, new experiences and new shapes.

Some extraneous elements add to the predominance of graphic elements, to veiled sentences that among the black coal spirals, they animate the space.

It takes shape a sort of "escape from the real world" – as the artist herself states – through the irruption of the color – acrylic, spray, dust – not only sudden and raging but also as a gradual wonderful change.

The black and white elements gradually take color, becoming a symbol of the unknown future, of an ongoing transformation; nevertheless it's a moment that is seemingly not recognizable but it takes place and the artist becomes bearer as when she lets people, newspaper clipping, family vintage photos and materials that belong to her period, coming into the story.



The characters are not chosen at random; they are not only relatives of the artist, but they become much more; they merge with her as they want to create not only a sense of belonging and connection, but also a fusion with the character itself.

The great-grandfather, Amedeo Ruggeri, a famous racer known in the 30's, the racing motorcycles and cars and a past time of great importance become a part of the complex symbolism which mixes to signs, color, black coal spirals, letters and hidden symbols. The characters are versatile almost exhibitionist and can be set outside the time they live in. They express a great humanity but at the same time a complex personality the artist wants to investigate. It seems they want to tell their story or maybe the story of the artist and her roots.

It seems they want to escape from the limit of the photo, as black and white picture cards they seem to go out from an old album coming into life again through a story dictated by the tones the artist uses on their bodies, as she wants to give them a breath of life, by mixing to the vivid and pulsating color of the dreamlike world created by the artist.

The balance of the composition is given by the clear contrast between the apparent calm of the old black and white image and the whirl and the chaos of the vivid color which reminds the nowadays modernity. The symbolism of the racing and the cars represents the balance between life and death, speed and immobility, reason and passion, black and white and the color.

The race and the win, the chaos and the balance express the key idea of the poetics of the artist but at the same time they hold the deepest meaning of the life itself.



Famous Italian racers to 1929
Tazio Nuvolari, Varzi, Gherzi,
Arcangeli, Ruggeri



The characters



The characters..

The name of Amedeo Ruggeri is not only the name of a great Champion but also the name of an ideal, a legend. His memory is not lost, his spiritual inheritance was handed on among sportsmen from Bologna.

It is so rare to remember a so versatile and complete personality as Ruggeri himself in the story of motorcycle races. He was born the 14/06/1889 in Bologna and since he was teen, he started to be interested in these new fascinating cars.

During First World War he enlisted in the Air Force and he piloted the Farman and S.A.M.L. in the reconnaissance detachment.

Once demobilized, he started immediately to fly with the motorcycles of that time which wasn't less dangerous. He decided to train to boldness his male sons, Jader and Luigi, that won important races when they were young. Before with the green Harley Davidson and after with the scarlet Indian, he won many important national and international victories.

This was the happiest moment of his racer career, during which he started assert himself also by car. He arrived first in 1921 and 1925 at the circuit of Lario and the Monza Grand Prix and Italian champion in 1924.



“I would like to have a black and white world like Pleasantville where I don’t see the colors and I can turn them on”

From the verses of the rapper Nitro and the Hollywood film Pleasantville, so Nelly Ruggeri does, by creating a dreamlike plot mixed with rarefaction and glorification, in the toning that takes place through the passage from monochrome to color. The time is set in a telling, in a symbolic and unconscious writing which brings the unknown of the experiences to become a new reality to discover and to reach like a destination of a trip. A personal and intimate trip of the painter but also a universal trip for the audience which it seems to take place by following clear directions, stages marked by personal and familiar experiences and by the belonging relationship which express itself through the old photos and which it intersects with the present of the artist. In this way it creates a pictorial and conceptual circularity prone to the future, in a conscious flow of vague suggestions becoming tangible by the touch of painter.

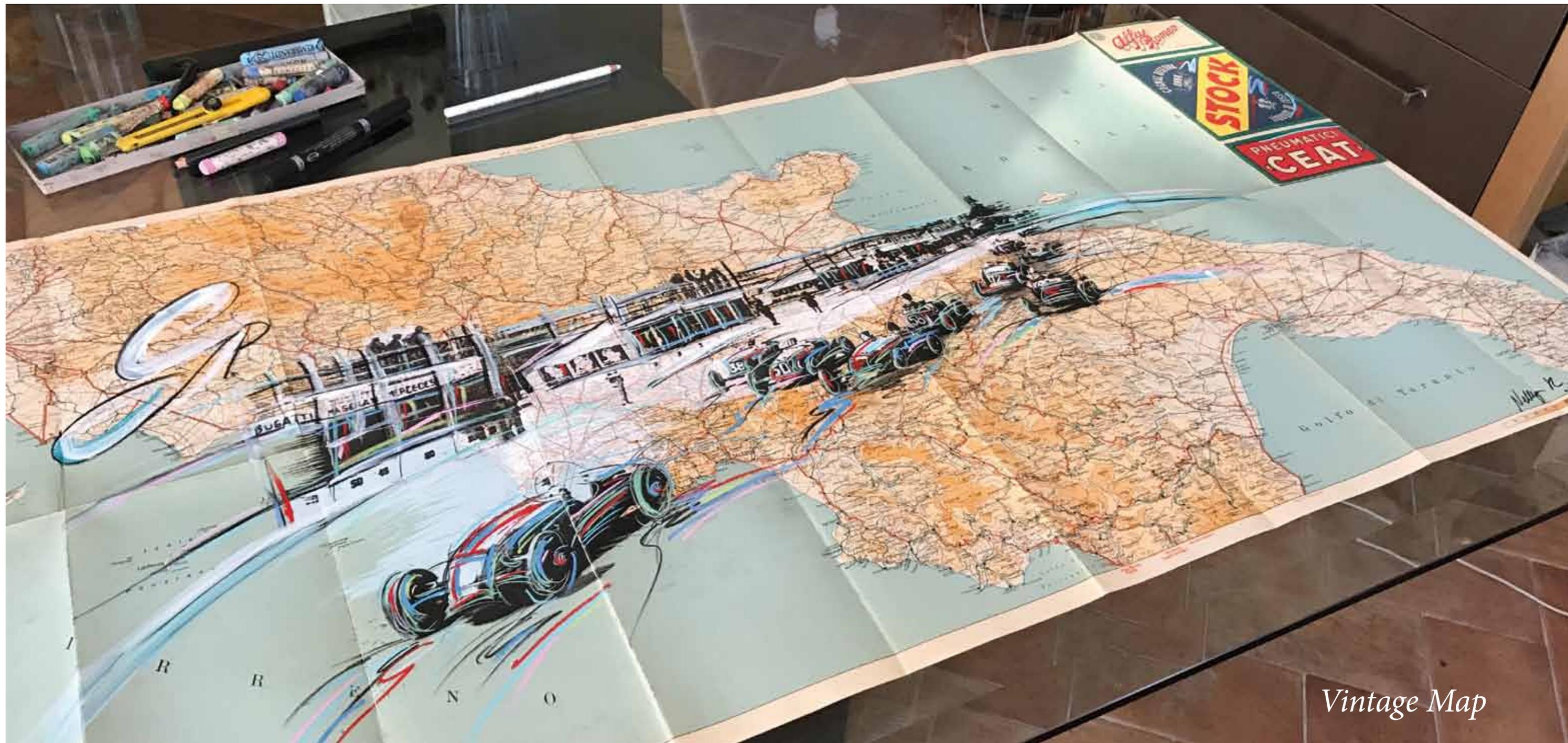
The work of Nelly Ruggeri enters, in that way, in a conceptual neosymbolism which, through the use of gestures, colors, the theme of the trip and the experience, never exhausts but it is an endless experience like a diary, hold in a multiple time widen to the infinite, looking for new emotions.

The artist, introduces us in a world made of emblematic signs, hidden words, enhanced by the chromatic contrast which extends the meaning of the most intimate complex poetic, by translating letters into images and vice versa.

Azzurra Immediato



the STREET
Mixed media on canvas
70x100 cm



Vintage Map



The races...

One of the themes of Nelly Ruggeri's art is the race. The symbology of the races and the cars represents the balance between life and death, speed and immobility, reason and passion, black and white and the color.

The race and the win, the chaos and the balance express the key idea of the poetics of the artist but at the same time they hold the deepest meaning of the life itself.

Old images representing the great-grandfather Amedeo Ruggeri during the race, come into life again through the color and graffiti arts and the hidden sentences that Nelly join to the composition to create an escape from the real world and the photos itself.

A new becoming world where the past, the present and the future perfectly fuse in a dreamlike plot mixed with rarefaction and glorification, in the toning that takes place through the passage from monochrome to color.

GP Monza
Mixed media on canvas
170x170 cm

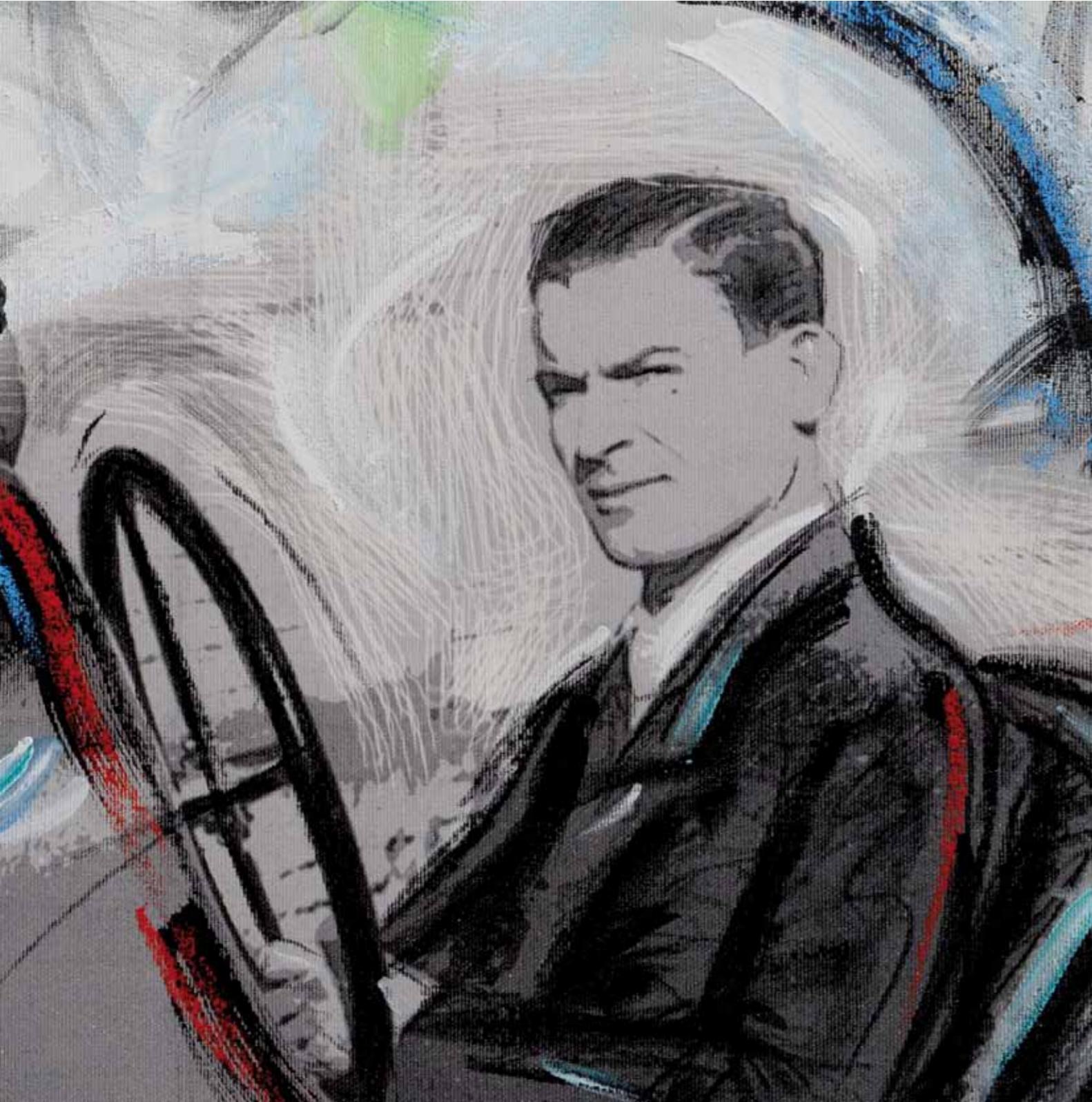


Ruggeri&Ferrari
Piazza D'armi Modena 1929
Mixed media on canvas
200x150 cm



I Want a Wall
Mixed media on canvas
cm





To be Ernesto

This work represents the famous cars constructor Ernesto Maserati and one of his creations, the Maserati.

He is not only a personality, not much remembered nowadays, but he becomes a symbol, the symbol of a period during which Italy was created, the industries and the Italian greatness in the world raises up, important industries which belong to our story but we hardly manage to keep them under the color of our flag.

In her works we find real insert of the past, authentic newspapers and magazines of the 20's, vehicles advertisements, lubricant for cars, tire and much more.

The artist deliberately uses old materials to stress the composition, to put in something authentic, antique and real, something which has lived in the story of those years. As they are hidden witnesses which has seen but they don't speak, they leave the signs, colors and the personalities represented by the artist speak.

The newspaper cuttings enter, by walking on tiptoe, in the story, they are almost hidden in the composition in order to come to life again with it.

To be Ernesto
particouars
Mixed media on canvas
200x150 cm



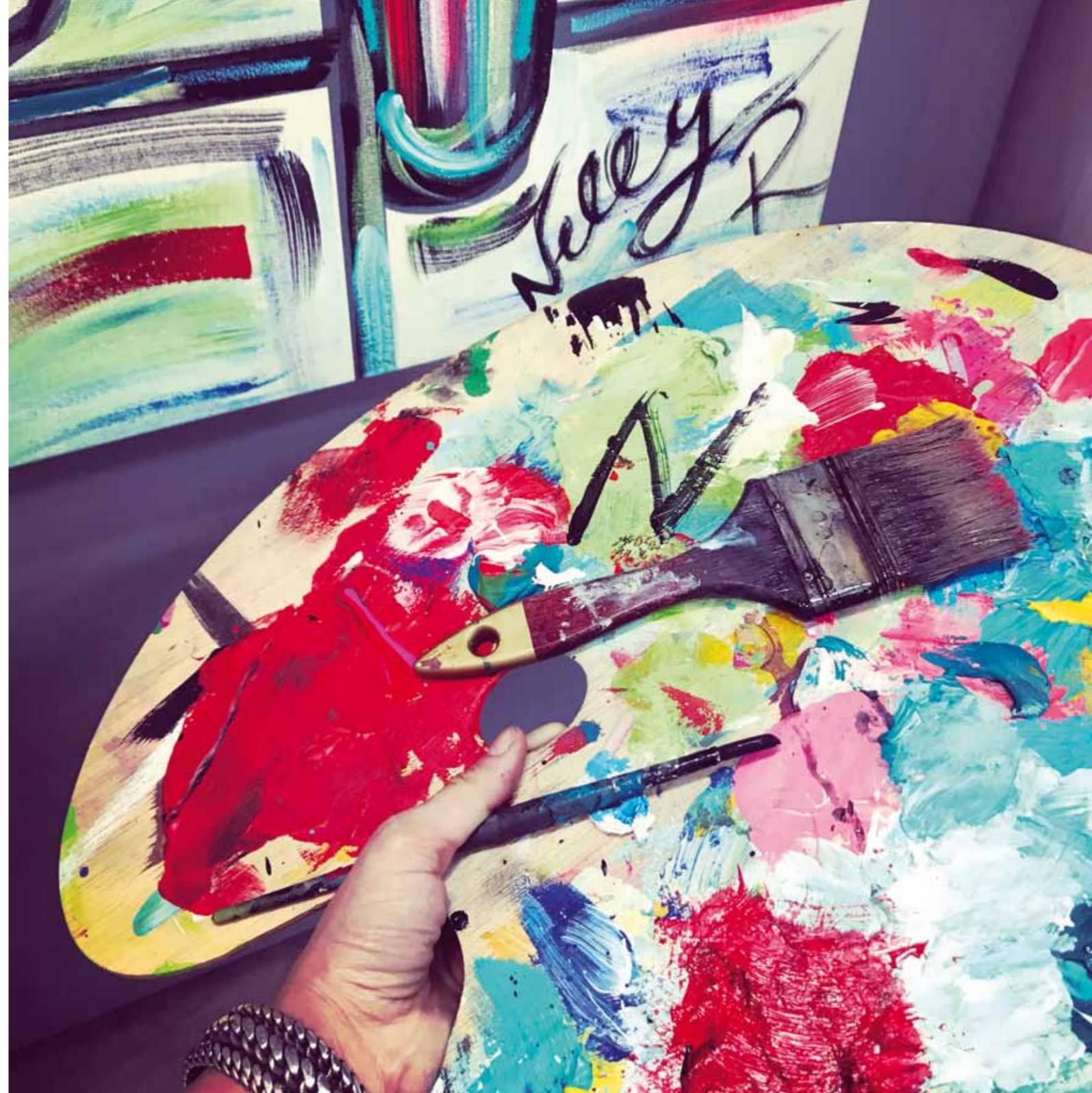
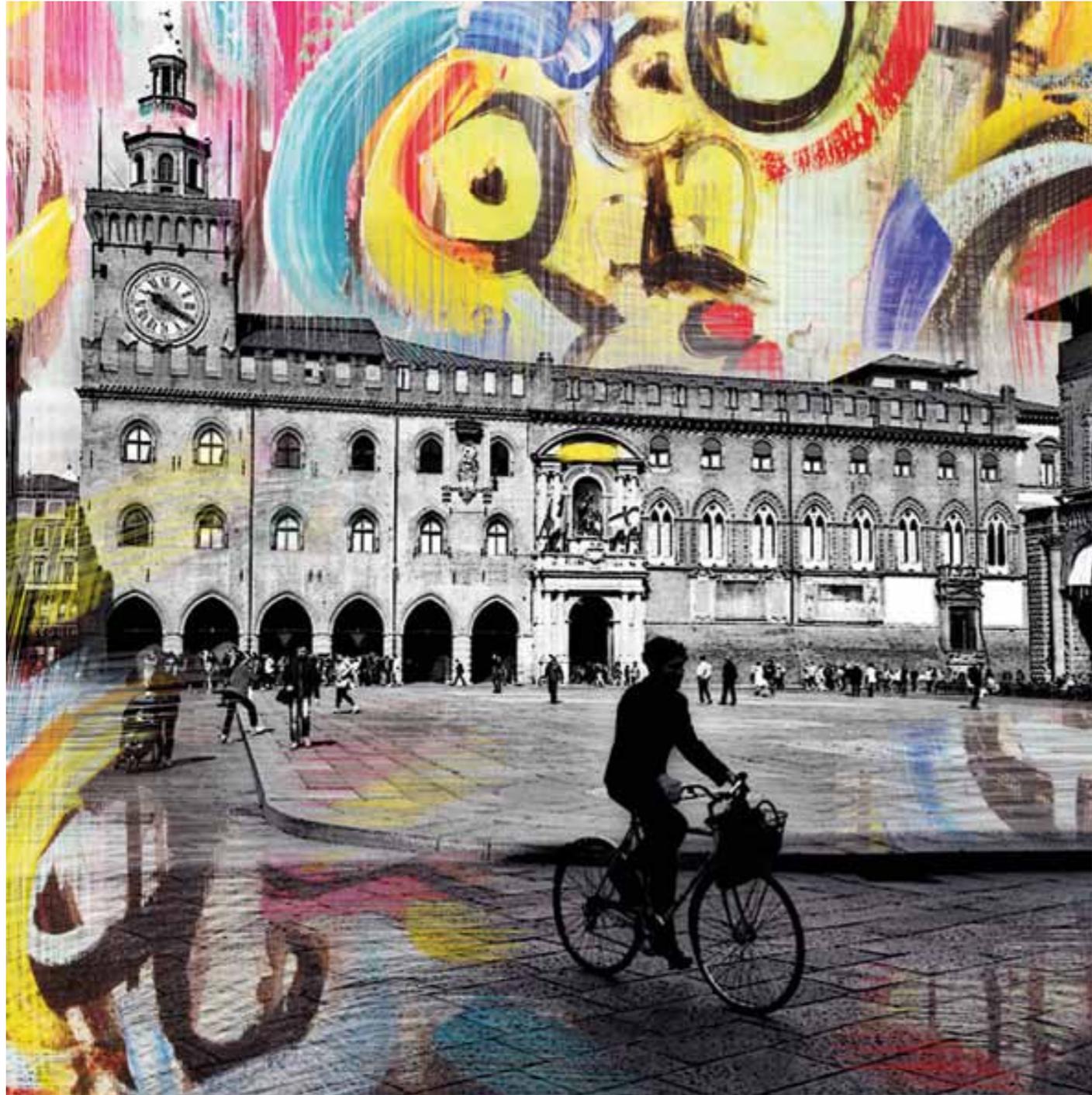
To be Ernesto
Mixed media on canvas
200x150 cm



Kong, (party event bologna) exhibition
ex ospedale dei bastadini
in occasion of Arte fiera 2016



Street ART





Street riqualification project







Street riqualification project



live painting show

feristic stand decoration

scenography





Interpack 2017 Dusseldorf
live painting
Stand CAM



Interpack 2017 Dusseldorf
live painting
Stand CAM

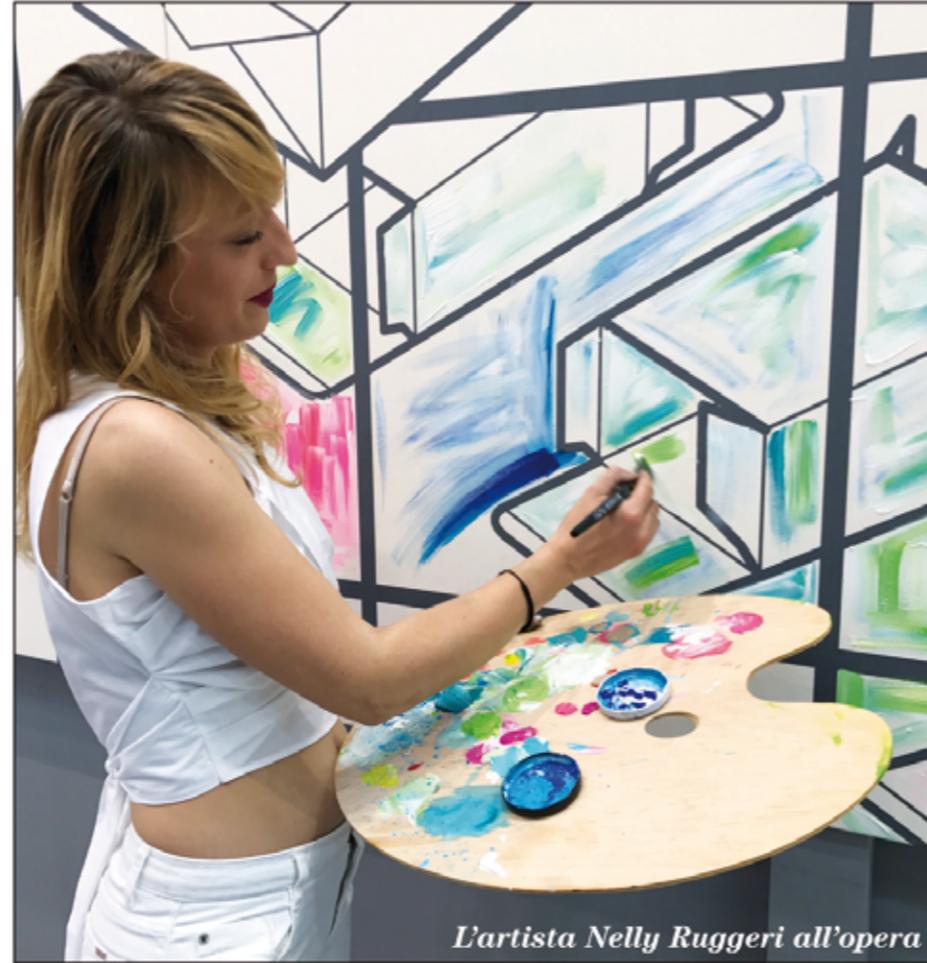


Investiamo nei giovani talenti

Si è da poco conclusa a Dusseldorf, Interpack 2017, la fiera di riferimento del settore dell'imballaggio che ha registrato la partecipazione di 2.865 aziende e di 170.500 visitatori provenienti da tutto il mondo. In questa edizione CAM ha deciso di partecipare e valorizzare la sua presenza con il contributo di una giovane artista bolognese.

Nelly Ruggeri nasce a Bologna il 31 luglio 1985. Inizia a dipingere fin dalla tenera età. Nel 2008 si laurea a pieni voti all'accademia di Belle arti di Bologna. Non solo una passione quindi, ma un lavoro e un impegno costante che la portano in giro per il mondo a mostrare i suoi lavori. Viene così selezionata dall'azienda CAM che si innamora del suo stile giovane, giocoso e molto colorato che ricorda un po' la street art.

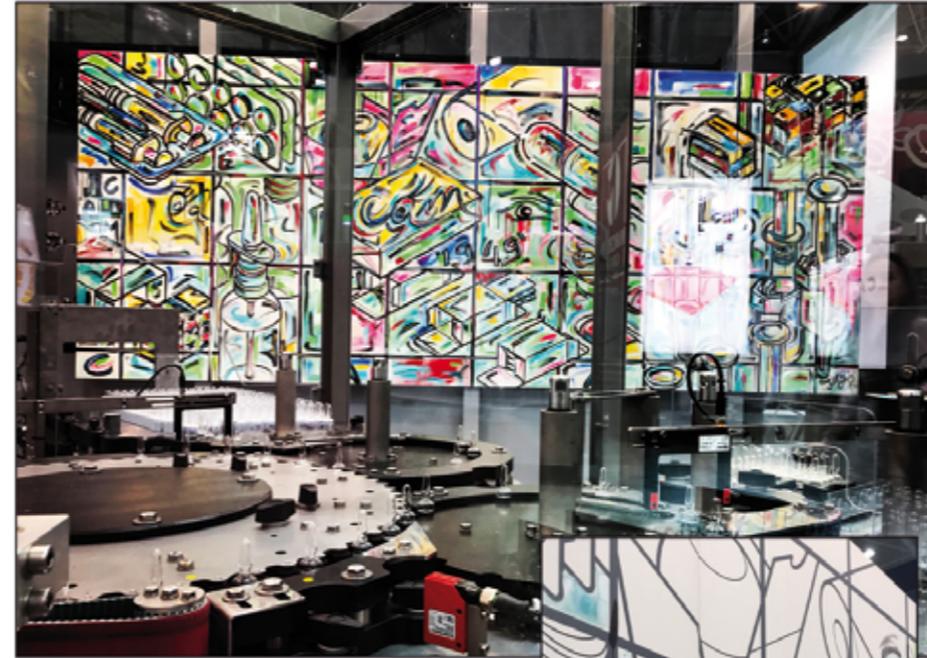
L'idea innovativa della giovane direttrice creativa Matilde Govoni ha avuto molto successo e apprezzamento da parte del pubblico e dei visitatori della fiera che, entrando nello stand CAM, hanno trovato una ventata di colore e di italianità portata dalla cucina italiana presente



L'artista Nelly Ruggeri all'opera

nello stand e dalla performance artistica in live della pittrice. Matilde Govoni spiega: "Abbiamo deciso di portare nel mondo del packaging un po' di colore, di vivacità, di allegria e di partecipazione. L'artista ha dipinto

una scenografia di 5 metri x 2 intervenendo poi su varie pareti dello stand. Questa idea ha dato l'opportunità a collaboratori e visitatori di interagire direttamente con la pittrice e ad alcuni in particolare di improv-



La scenografia e un dettaglio sulle pareti dello stand di CAM

visarsi pittori per un giorno". L'iniziativa ha sicuramente contribuito a creare una pausa di colorata leggerezza tra una trattativa e l'altra e si è rivelata decisamente benefica se si considera il ritmo serrato per l'affluenza di oltre 2300 clienti presso stand. Per immortalare l'iniziativa e rendere partecipi anche i dipendenti che non hanno potuto recarsi a Dusseldorf, CAM ha deciso di essere presente per la



prima volta anche su Facebook (@campackaging).

Resto del Carlino "Lavoro e Finance" article about my live painting show in CAM stand in Dusseldorf Interpack 2017



About Nelly

Nelly Ruggeri was born on July 31st, 1985 in Bologna where she graduates in painting from the Academy of Art.

She took her degree in Artistic Decoration at the Fine Arts Academy (Accademia delle Belle Arti) in Bologna.

After many other studies in Graphic Design, her passion for the art became determining in her life.

Every new artwork brings in itself many eclectic and vital elements of Nelly Ruggeri's personality.

It successfully attracts not only her public but also many known fashion and luxury brands, which choose this young artist in order to create common paths.

Ruggeri's style stands out because of inputs it offers from the very creation of her artworks that seem to mold the world, through new conceptual dimensionalities, which transform thinking into gesture, color and material.

In fact, by these new visions, many important cooperation for the artist are prefigured.



Exhibitions

2017
Interpack Dusseldorf 2017
stand CAM
live painting show

Kong
Fuori salone Arte Fiera 2016
Ex Ospedale dei Bastardini, Bologna

2016
Pebble beach Concourse d'Elegance
The inn at Spanish Bay, Pebble beach, (Monterey) California

Personal exhibition
WHERE THE COLORS
Kartell Flagship Store
Via Altabella, Bologna
in occasion of Arte Fiera 2016

2015
Personal exhibition
VERSO|GESTO|MATERIA
Kartell Flagship Store
Via Altabella, Bologna

Personal exhibition
Temporary Store Esse & Co. Land Rover
Galleria Cavour
in occasion of Arte Fiera 2015

Personal exhibition
Elegance Room With Laurent-Perrier
Galleria Cavour
in occasion of Arte Fiera 2015



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