

ANDREAPRANDI

LIFE >< LINE: IDEAS



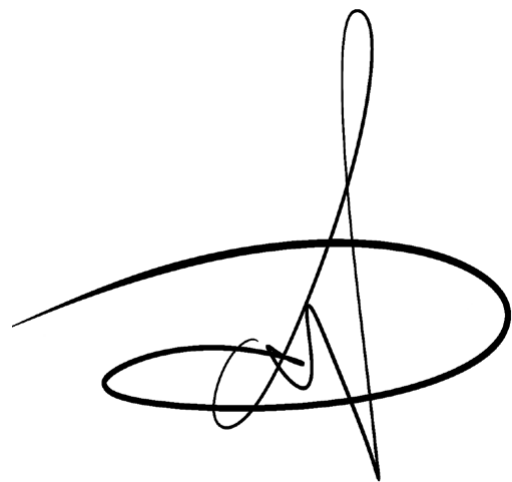
NP

*"IN UN MONDO DUALISTICO
OGNI SCELTA TRACCIA
UN NUOVO PUNTO DI VISTA..."*

TU SEI IL TUO PERCORSO"

*"IN A DUAL WORLD
EVERY CHOICE TRACES
A NEW POINT OF VIEW..."*

YOU ARE YOUR OWN PATH."



ANDREA PRANDI



CONTENTS

BIOGRAPHY 8

LIFE >< LINE COLLECTION 10

BIG BANG BRAIN 14

LIGHT IDEAS 18

ECO IDEAS 40

PSYCHEDELIC IDEAS 46

MAZEMAN PORTRAIT 52

LIFE >< LINE METAVERSE 60

BIOGRAFIA

Andrea Prandi inizia la sua formazione all'Accademia di Belle Arti G.B. Cignaroli di Verona concentrando i suoi studi sulla pittura, la decorazione e l'anatomia. Prosegue poi la sua ricerca artistica frequentando per molti anni lo studio del prof. Giorgio Scarato, accademico della Cignaroli e illustratore internazionale.

Dal 2011 ad oggi, si registrano diverse mostre personali e rassegne in musei, gallerie e storiche location in città italiane e all'estero, tra cui Barcellona, Copenaghen, Londra, Miami, New York, Dubai.

La sua arte spazia dalla digital art alla video art, dalla scultura all'installazione.

I primi anni della sua produzione sono dedicati a sperimentazioni pop-culture in un trait d'union tra installazione e pittura, mentre le successive creazioni, figlie dell'incontro tra arte e scienza, si concentrano sui segreti del cosmo, dando origine alla collezione I Misteri dell'Universo, di cui si ricorda l'opera Panspermia, premiata come miglior digital art nel 2015 alla X Florence Biennale.

Nel 2016, Prandi si distingue ricevendo il Premio Arte della rivista Arte, Mondadori, presso Palazzo Reale a Milano.

Nel 2017 l'artista è presente alla 57ª Biennale d'Arte di Venezia come artista italiano scelto ad interpretare il tema della rassegna artistica La Marge nel Padiglione Nazionale del Guatemala. L'opera presentata per l'occasione dal titolo L'Anima in Fiore, è un'installazione cinetica che cela al proprio interno una video art che racconta il sottile margine che separa l'uomo dal proprio bambino interiore. L'opera, premiata per il suo significato sociale e valenza artistica, è entrata nella collezione permanente della Fondazione AIAPI a Rovereto (TN).

Nello stesso anno, dopo la sua partecipazione all'Art Expo di New York, in una personale allestita a Palazzo della Gran Guardia di Verona, Prandi presenta Il Labirinto dei Sogni come espressione finale di una ricerca che vuole confrontare l'uomo con un instabile labirinto, metafora dei meandri sconosciuti della mente.

Alla fine del 2017, presso la Pall Mall Gallery di Londra, l'artista introduce la linea labirintica intesa come sintesi di vibrazione del pensiero, oggi sua peculiare e riconoscibile identità artistica, che diventa presto un linguaggio universale per riflettere sul senso più profondo dell'esistenza dell'uomo.

Nel 2018, si citano la personale alla Made4Art Gallery di Milano e la presenza delle sue opere nelle Sale Espositive della Grande Moschea di Roma.

Nel 2019 presenta un nuovo ciclo di opere sul tema della linea labirintica all'International Contemporary Art Fair a Thessaloniki e al MAC Museo Arte Cultura di Milano.

L'ultima ricerca artistica di Prandi evolve con la serie LIFE >< LINE: la vita di una linea nella mente dell'uomo. Il percorso della vita viene inteso come una linea che nasce, cresce e si trasforma attraverso continue scelte, tracciando una storia frutto delle esperienze vissute e quindi specchio del proprio animo.

Nel 2022 vengono esposte le prime sculture della collezione LIFE >< LINE durante gli eventi ufficiali di Expo 2020 Dubai.

Nel 2023 i progetti LIFE >< LINE Sculpture e Ideas vengono presentati all'esposizione internazionale d'arte contemporanea Art Miami.

Nel 2024 a Milano Scultura vengono presentati i Maze Clew, gomitoli labirintici risultato delle scelte dettate dal nostro pensiero, attraverso un codice genetico arrotondato su se stesso.

Andrea Prandi started studying at Verona's G.B. Cignaroli Fine Arts Academy, mainly taking painting, decorative arts, and anatomical drawing classes. On a quest for his artistic expression, he then spent many years working alongside Prof. Giorgio Scarato, a faculty member at the Cignaroli school as well as an illustrator with an international reach.

Since 2011 to date, he has been in various solo exhibitions and reviews in museums, galleries, and historic locations in Italian cities and abroad, including Barcelona, Copenhagen, London, Miami, New York, and Dubai.

His art runs the gamut from digital art to video art, and from sculpture to art installations. The early years of his production are spent in pop-culture experiments in a trait d'union between installation and painting. Instead, subsequent creations, born out of the encounter between art and science, focus on the secrets of the cosmos which resulted in the *Mysteries of the Universe* collection, of which the work *Panspermia*, awarded best digital art in 2015 at the 10th Florence Biennale, is mentioned.

In 2016, Prandi distinguished himself by receiving the Art Prize from *Arte* magazine, Mondadori, at the Palazzo Reale in Milan.

In 2017, the artist was in the 57th Biennale di Venezia as the Italian artist chosen to give his take on the *La Marge* art exhibition's theme in the Guatemala National Pavilion. The work he submitted for the event, *Blooming Soul*, is a kinetic installation that conceals within itself a video art which narrates the subtle margin that separates Man from his inner child.

The award-winning work of art, thanks to its social resonance and artistic value, became part of the AIAPI Foundation's permanent collection in Rovereto (TN).

That same year, after his participation in the New York Art Expo, at his solo show at Palazzo della Gran Guardia in Verona, Prandi unveiled *Maze of Dreams*, as the final expression of work that compares man with an unstable labyrinth — a metaphor for the dark meanderings of the mind.

In late 2017, at the Pall Mall Gallery in London, the artist introduces the labyrinthine line intended as a synthesis of thought vibration, now his peculiar, signature artistic identity, which soon becomes a universal language for reflecting on the deeper meaning of human existence.

In 2018, the solo exhibition at Made4Art Gallery in Milan and the presence of his works in the Exhibition Halls of the Grand Mosque in Rome are mentioned.

In 2019 he submitted a new cycle of works on the labyrinth line theme at international Contemporary Art Fair in Thessaloniki and at the MAC Museo Arte Cultura in Milan.

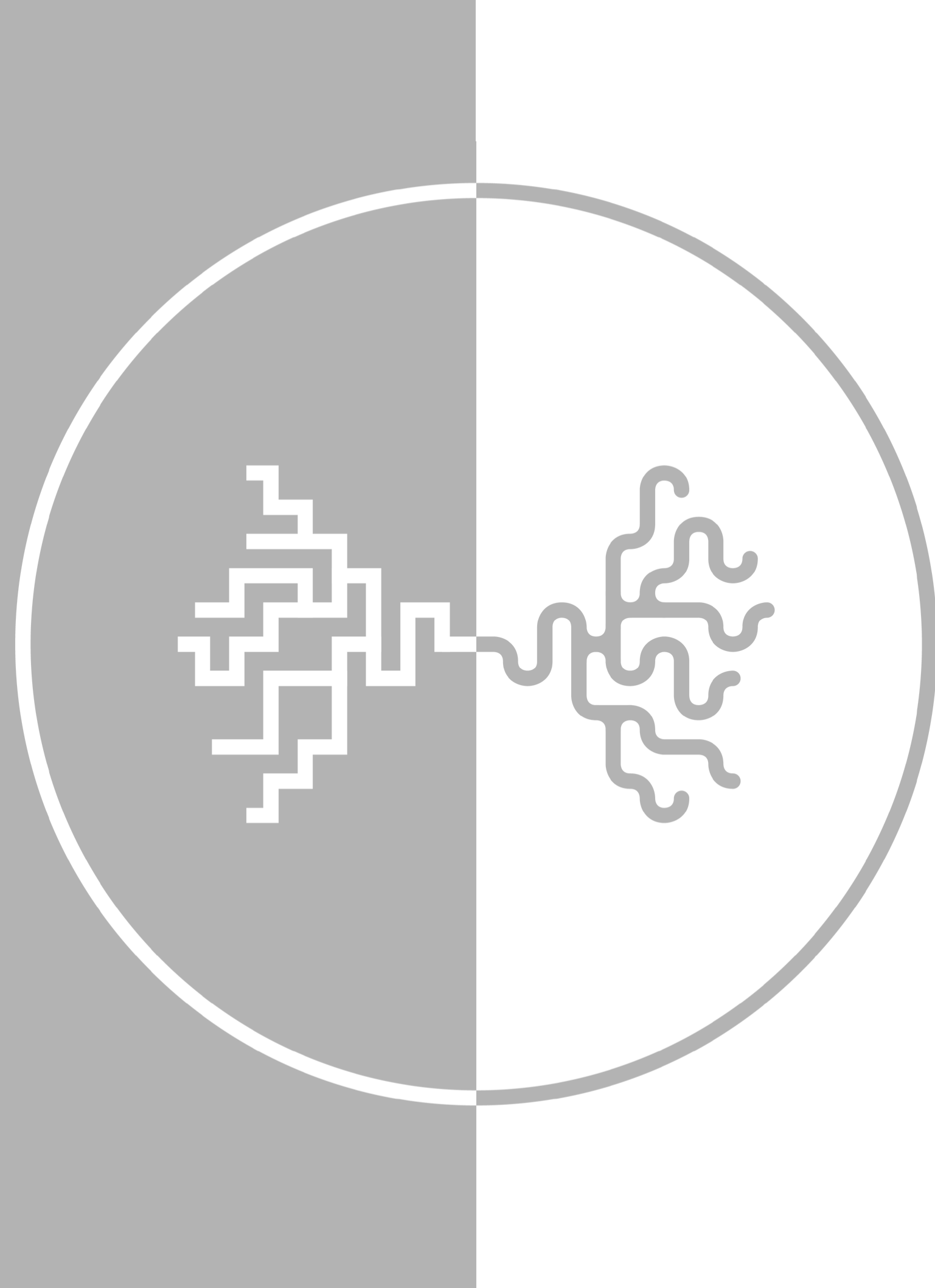
Prandi's latest artistic vision evolves in the LIFE >< LINE series: the life of a line in man's mind. The life's journey is expressed with a line that originates, grows, and transforms through ongoing decisions such that sketch a unique plot — the fruit of experiences, the mirror of one's soul.

In 2022, the first sculptures in the collection LIFE >< LINE are exhibited during the official events of Expo 2020 Dubai.

In 2023 the LIFE >< LINE Sculpture and Ideas projects are presented at the international contemporary art exhibition Art Miami.

In 2024, at Milano Scultura, Prandi introduces the Maze Clews, the result of choices dictated by our thinking, described with a genetic code rolled into a clew.

BIOGRAPHY



LIFE >< LINE

COLLECTION

LA VITA DI UNA LINEA NELLA MENTE DELL' UOMO

Progetto artistico presentato ad Art Miami 2023

LIFE >< LINE narra l'esperienza di un punto che cerca di sperimentare se stesso sotto forma di una linea che nasce, cresce e muta continuamente attraverso diverse dimensioni evolutive.

Il suo percorso, sin dal principio, si biforca in due linee, entrambe facce della stessa medaglia: la linea ortogonale insegue il pensiero razionale, definito dalla logica empirica dell'esperienza, la linea sinusoidale il pensiero emotivo, che vibra attraverso sensazioni ed emozioni interconnesse.

Come un essere umano, la linea non può sottrarsi allo scorrere del tempo e al succedersi degli eventi, ma è davanti alla responsabilità della scelta dei bivi da intraprendere che si scorgono inesauribili possibili scenari.

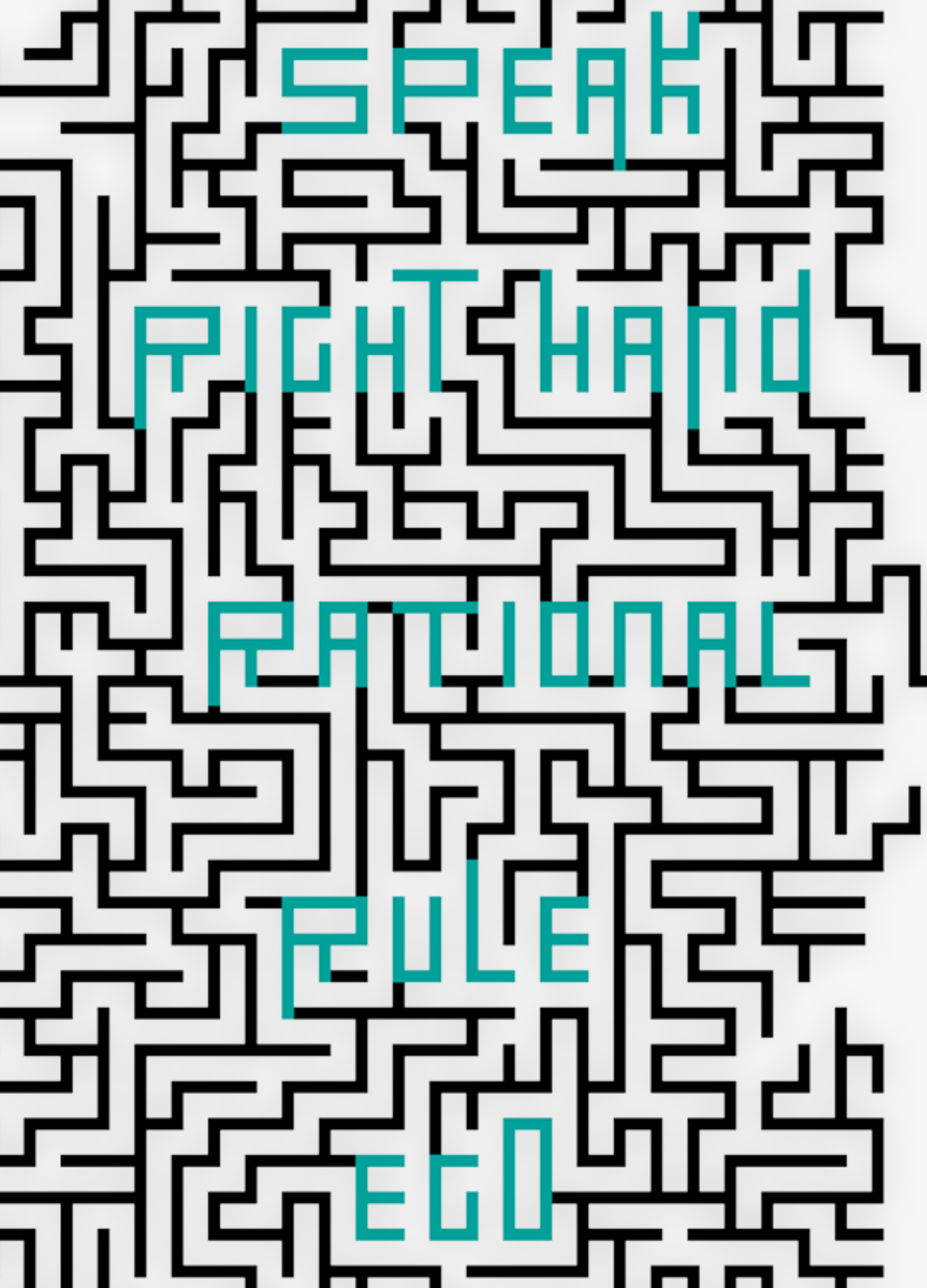
THE LIFE OF A LINE IN A MAN'S MIND

Art project presented at Art Miami 2023

LIFE >< LINE, an art project presented at Art Miami 2023, concerns the experience of a point that "tries itself out" in the form of a line that originates, grows, and changes constantly through many evolutionary dimensions.

Its path, from the very beginning, is split into two lines, both sides of the same coin: the orthogonal line pursues rational thought, defined by the empirical logic of experience, the sinusoidal line the emotional thought, which vibrates through interconnected sensations and emotions.

Like a human being, the line cannot escape the passage of time or turns of events, yet, it is faced with the responsibility of a crossroads where one glimpses infinite potential scenarios.



SPEAK

RIGHT HAND

RATIONAL

RULE

EGO



think

left hand

emotional

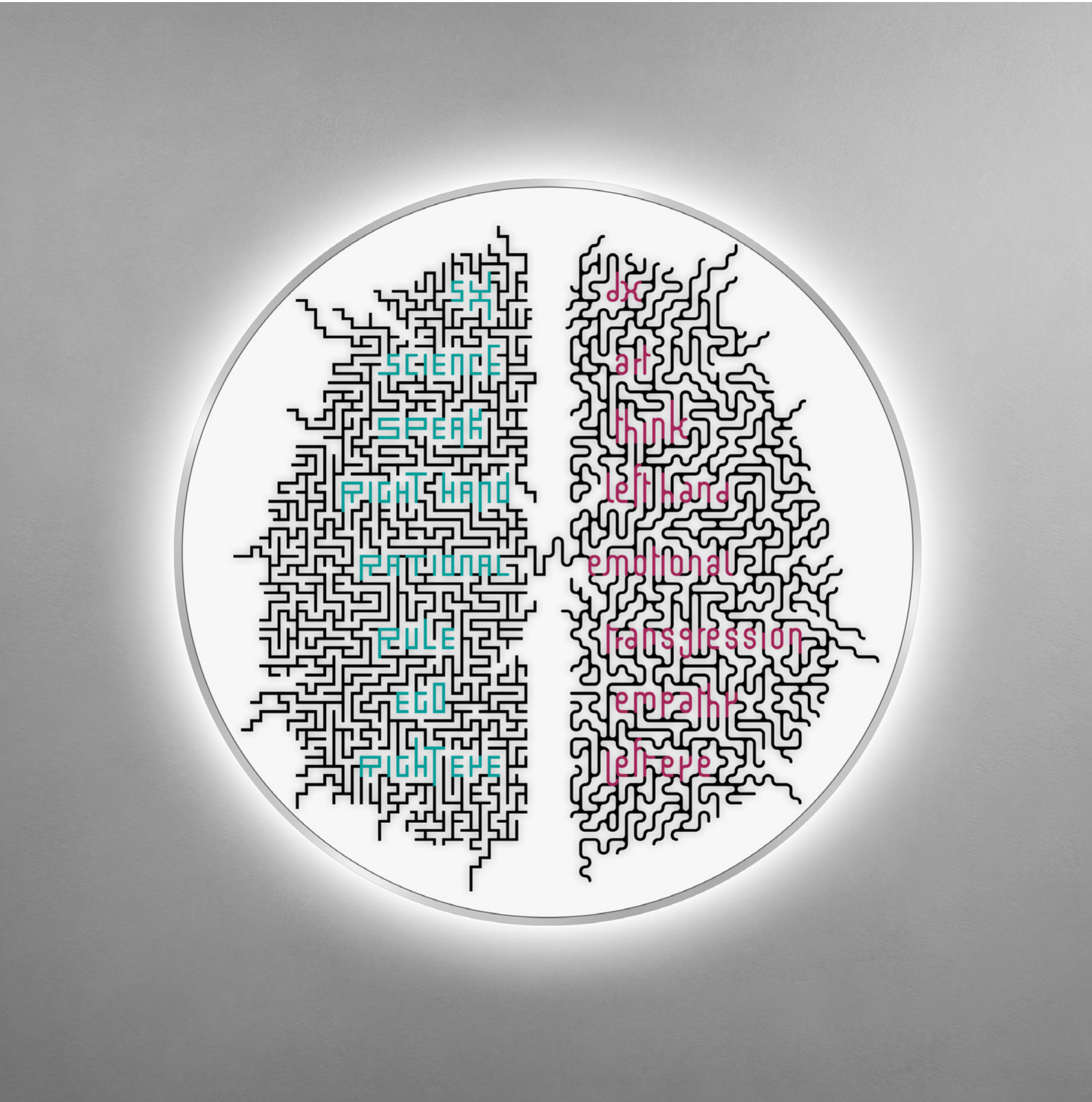
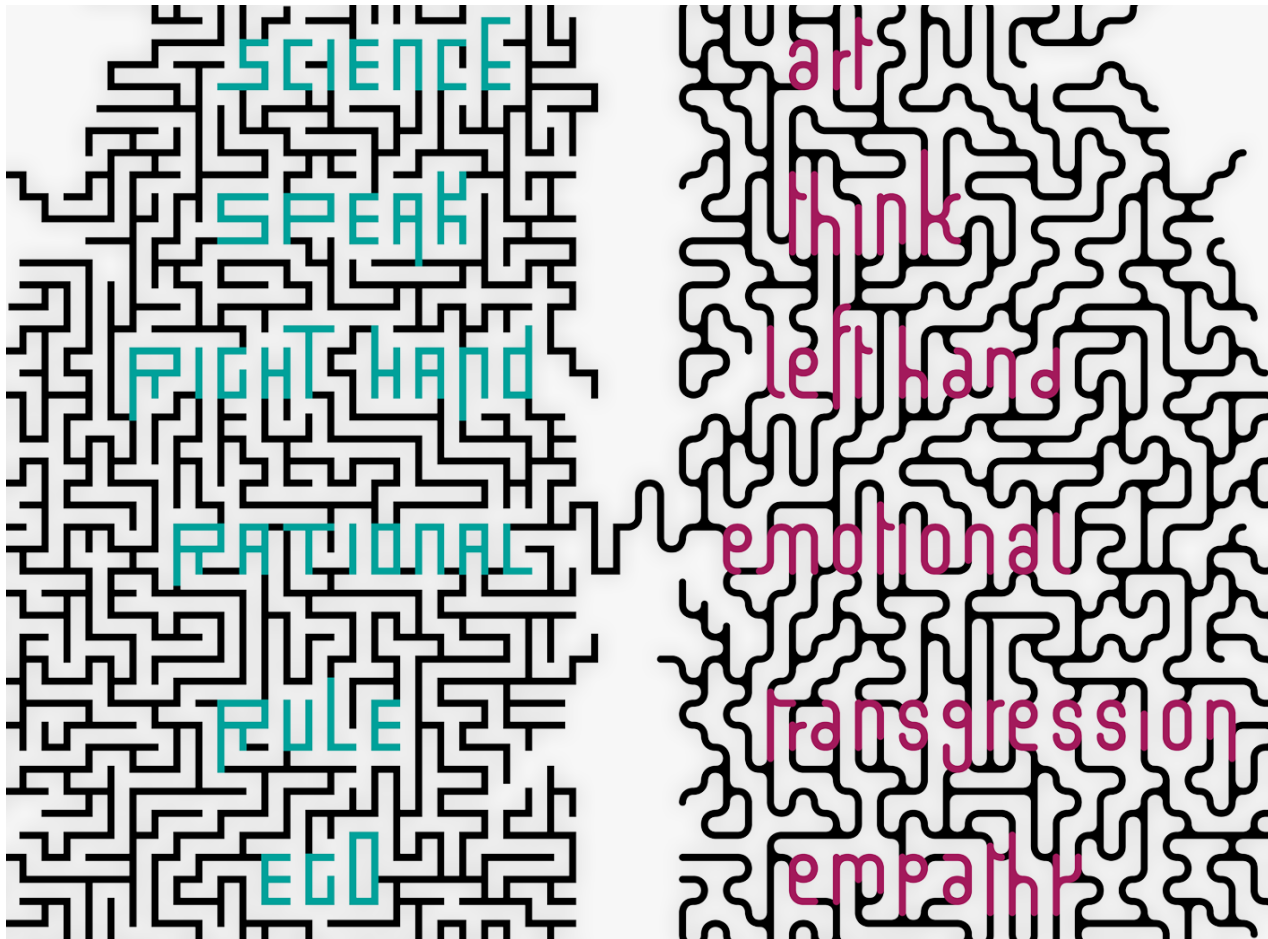
transgression

empathy

LIFE >< LINE
LIGHT IDEA



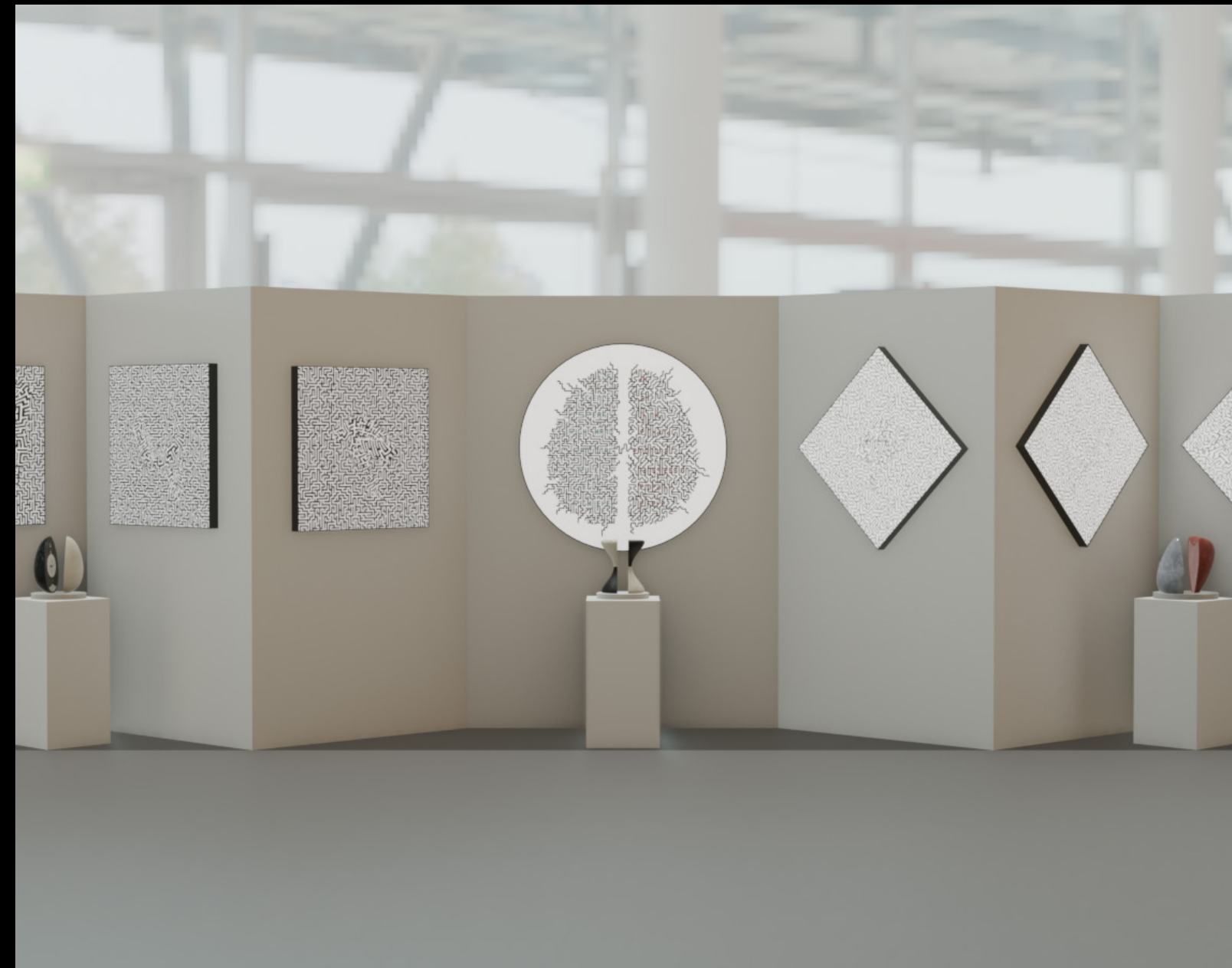
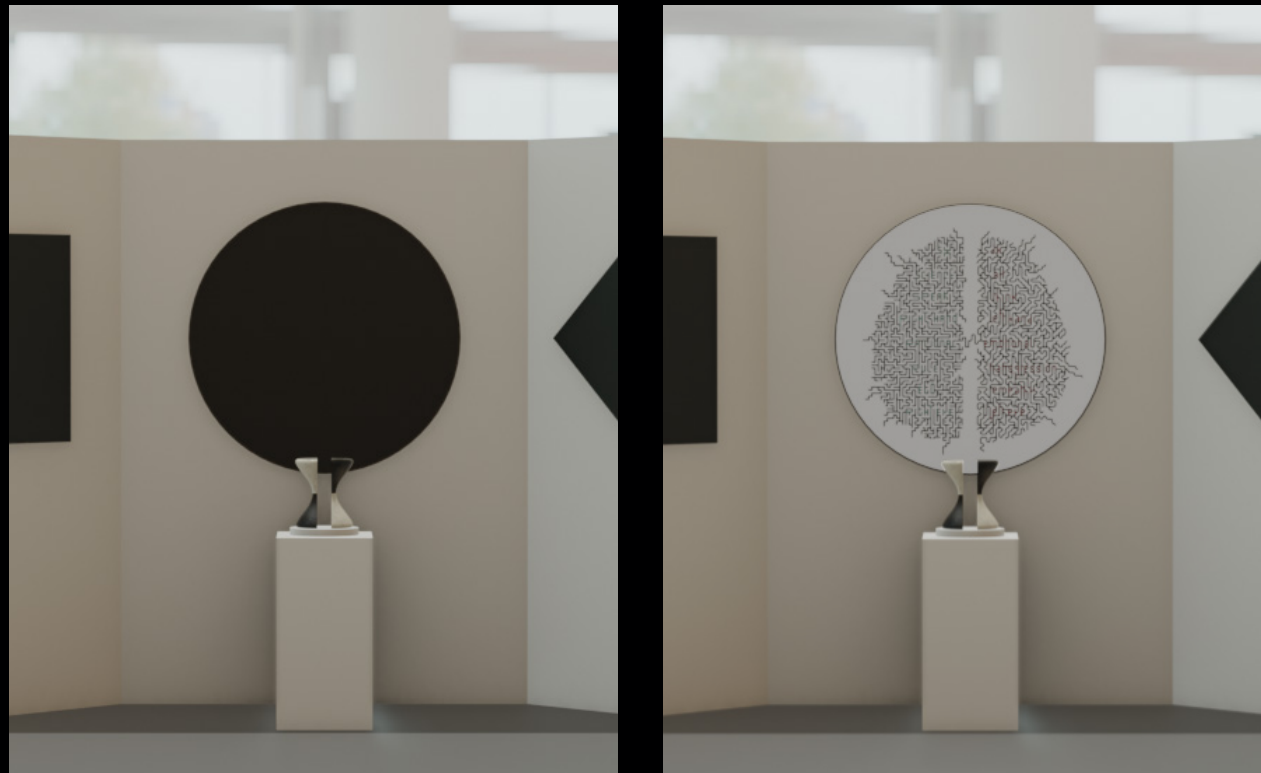
OGNI LINEA HA ORIGINE DA UN PUNTO
EVERY LINE ORIGINATES FROM A POINT



BIG BANG BRAIN
2024
digital art, Barrisol Chronos®, backlight, anodized aluminium
90 x 90 cm

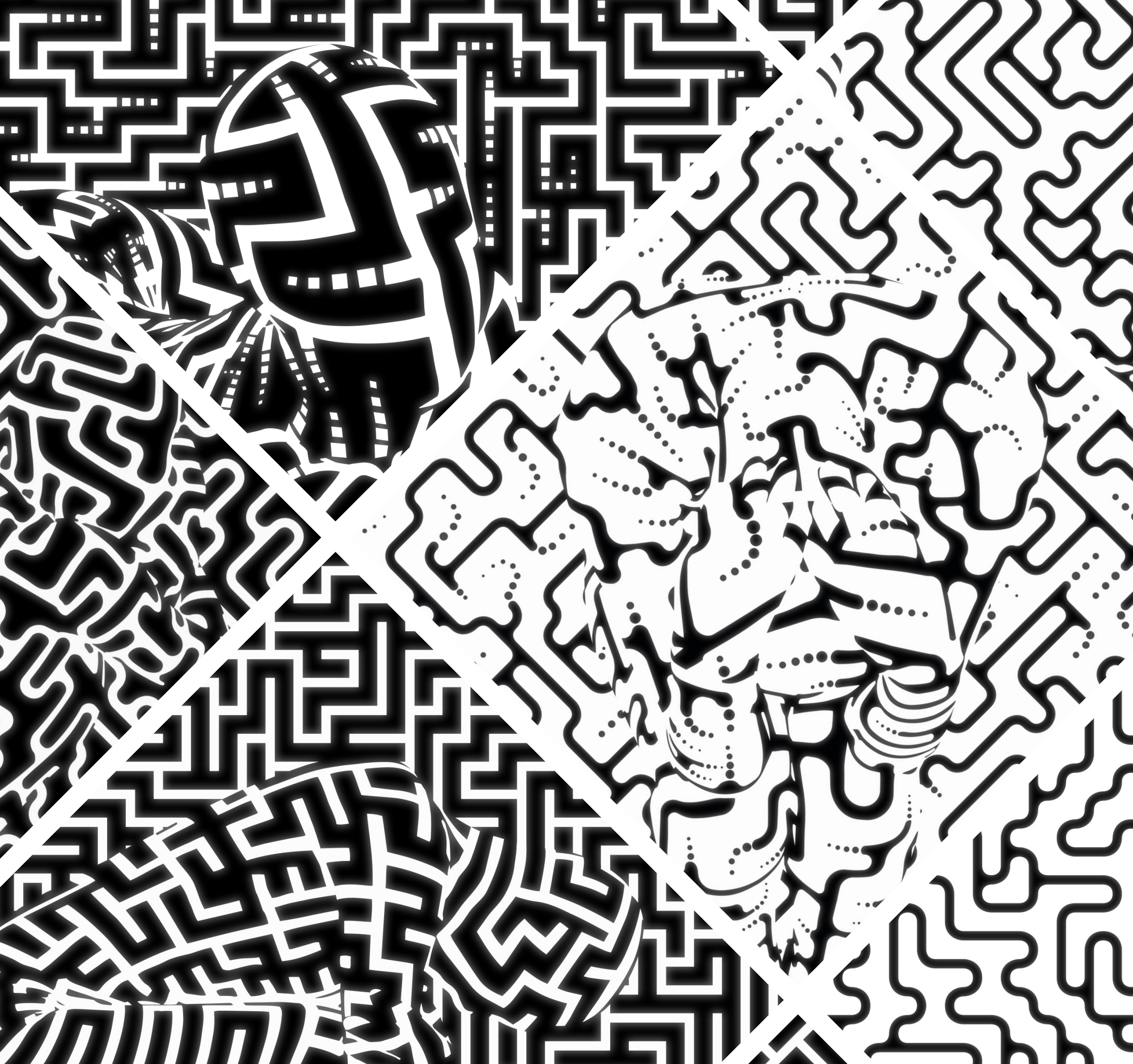
Come le idee si accendono da un lampo della mente, così il nero della tela diventa luminoso quando attraversato dalla luce.

Just as ideas are ignited by a flash of the mind, so black canvases become bright when light shines through it.



L'artista utilizza teli Barrisol Chronos® per creare suggestive atmosfere luminose.

The artist used the Barrisol Chronos® sheets to create evocative lighting atmospheres.

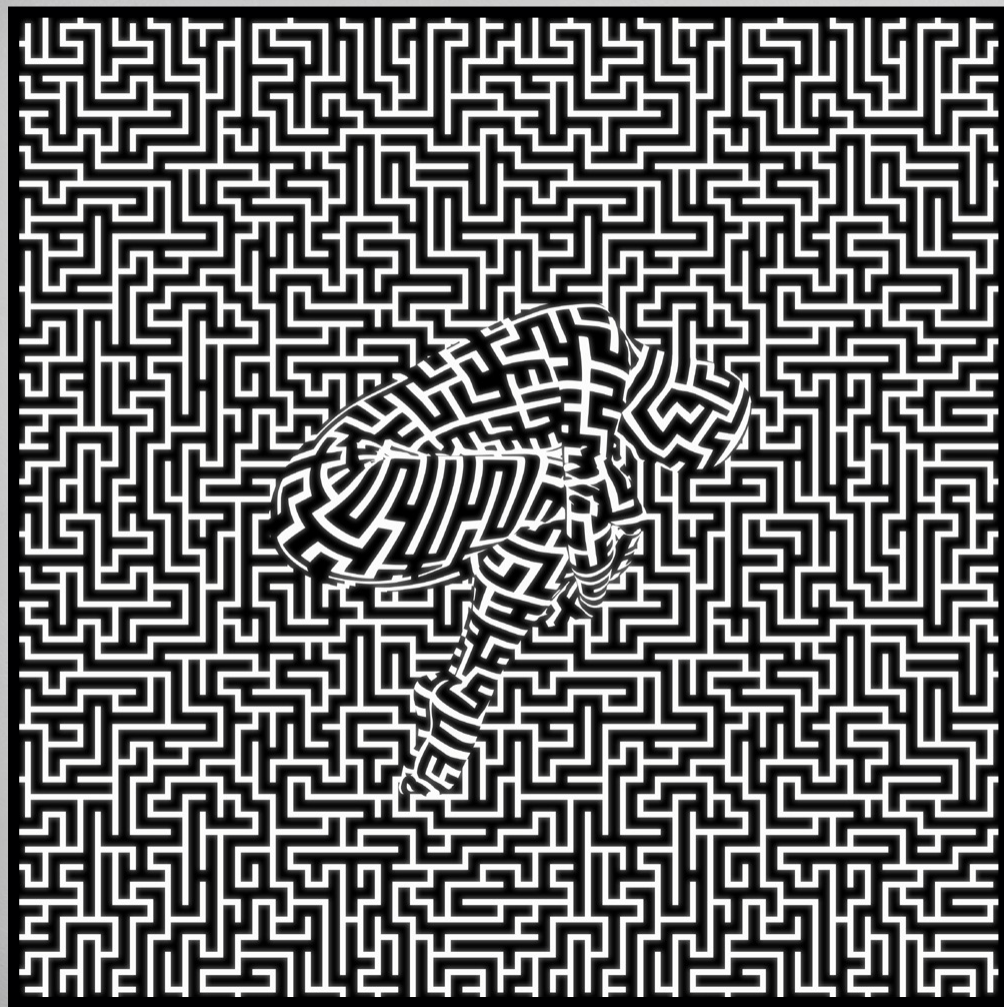


LIGHT IDEAS

Le idee prendono vita dal piano della mente come corpi sinuosi che danzano alla ricerca della loro identità.

Idee razionali, idee emotive, idee coscienti o subcoscienti, raccontano infinite forme-pensiero tra luce e ombra.

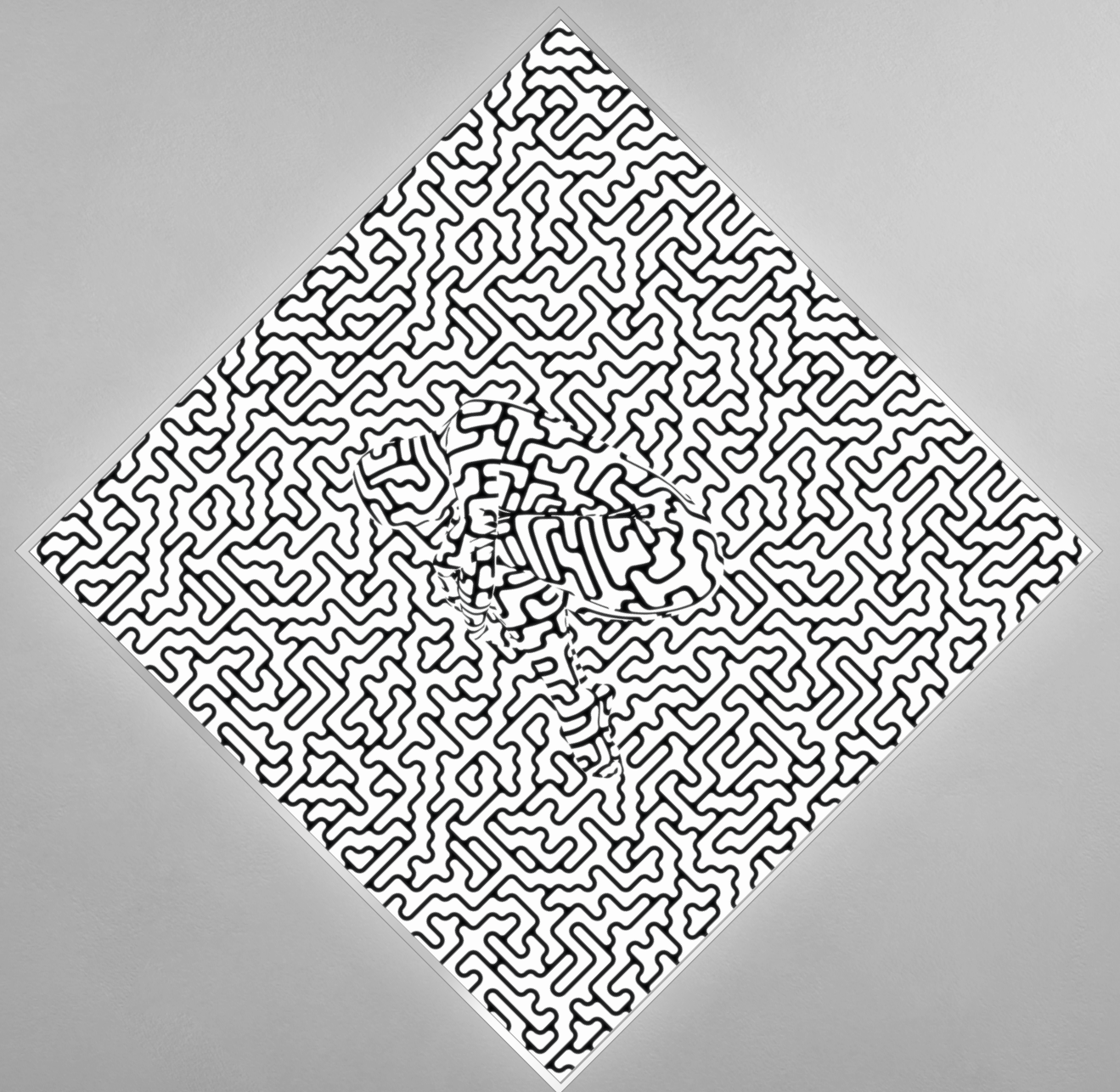
Ideas come to life from the plane of the mind like sinuous bodies dancing in search of their identity. Rational ideas, emotional ideas, conscious or subconscious ideas tell endless thought-forms between light and shadow.



RATIONAL BIRTH

2024

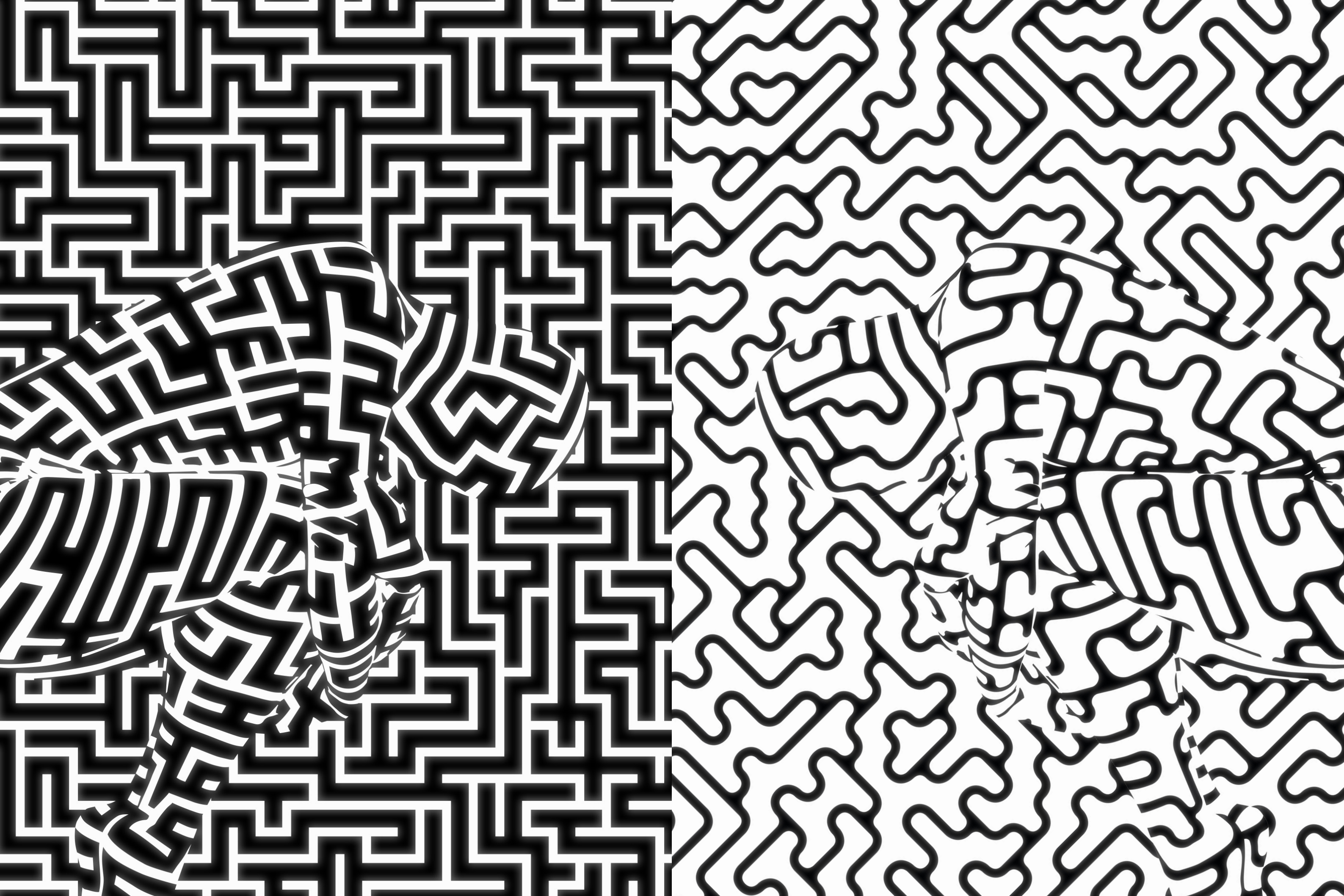
digital art, Barrisol Chronos®, backlight, painted aluminium
90 x 90 cm

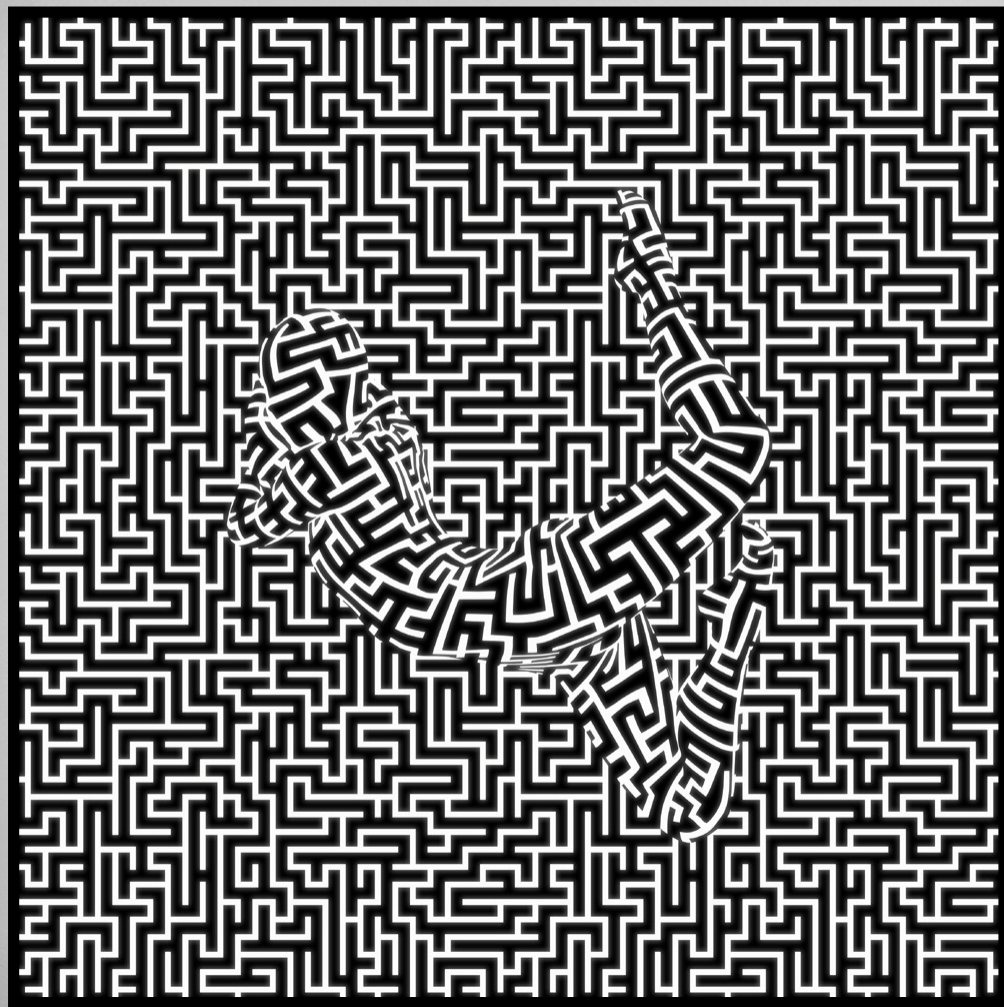


EMOTIONAL BIRTH

2024

digital art, Barrisol Chronos®, backlight, anodized aluminium
127 x 127 cm

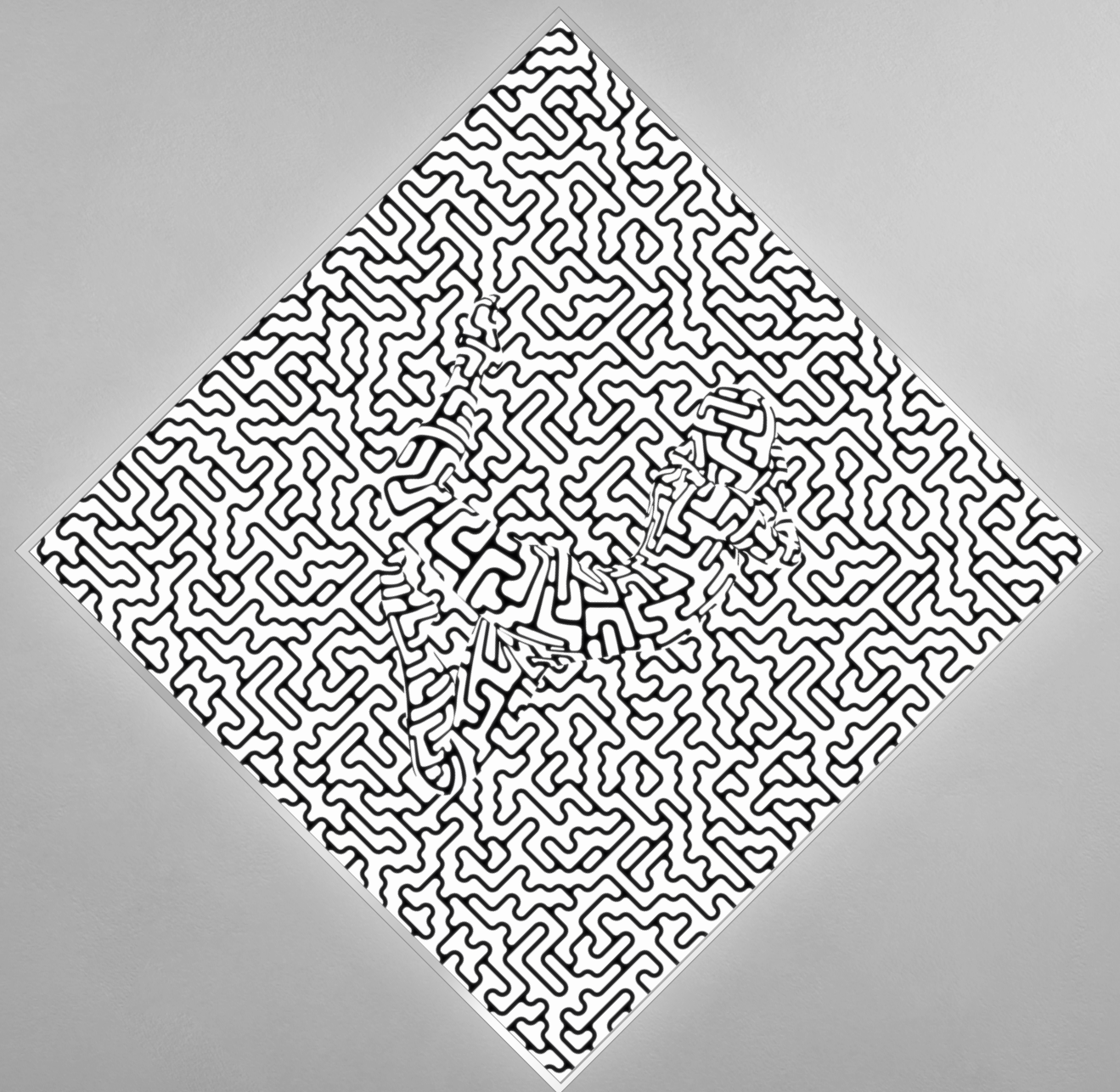




RATIONAL FLOW

2024

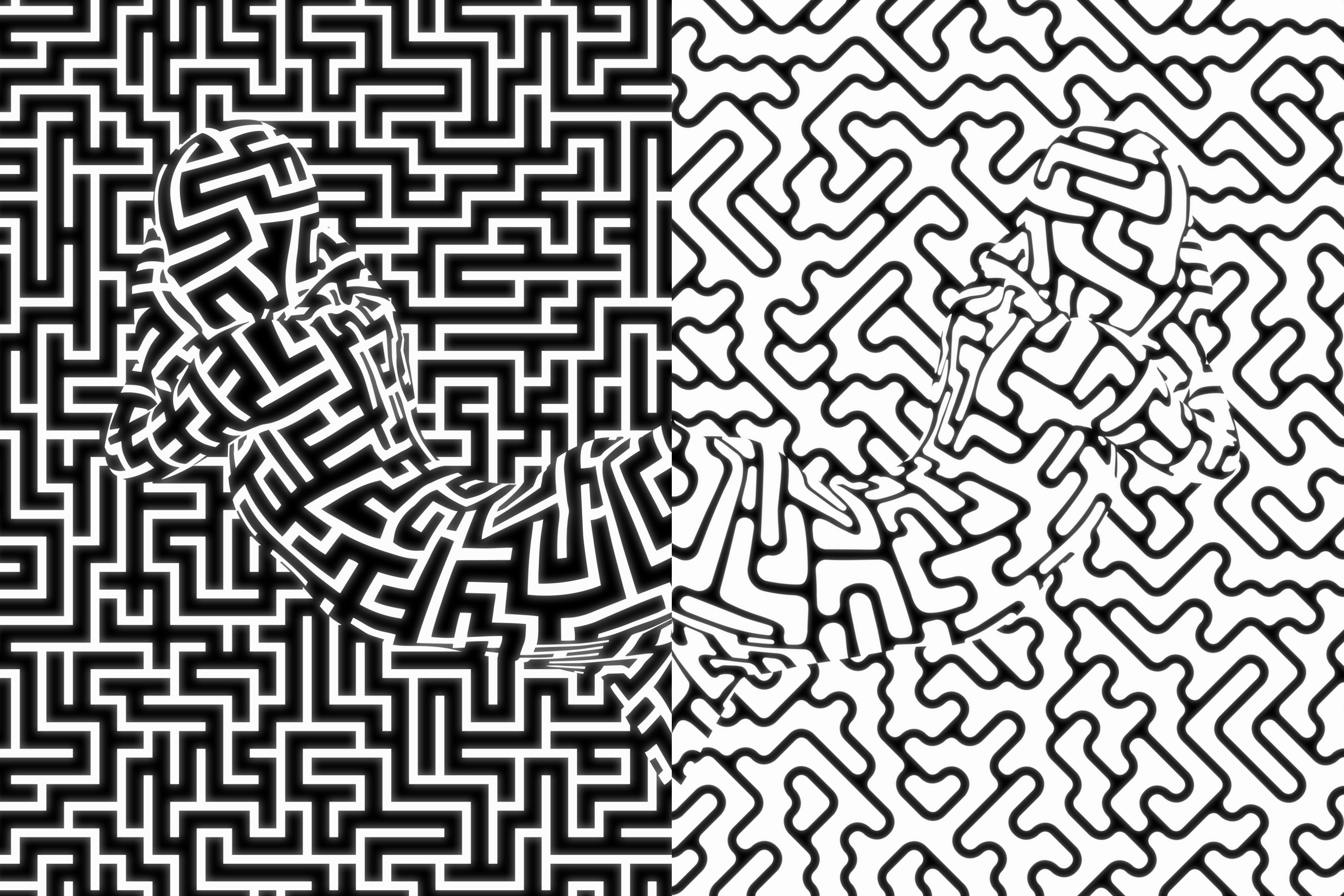
digital art, Barrisol Chronos®, backlight, painted aluminium
90 x 90 cm

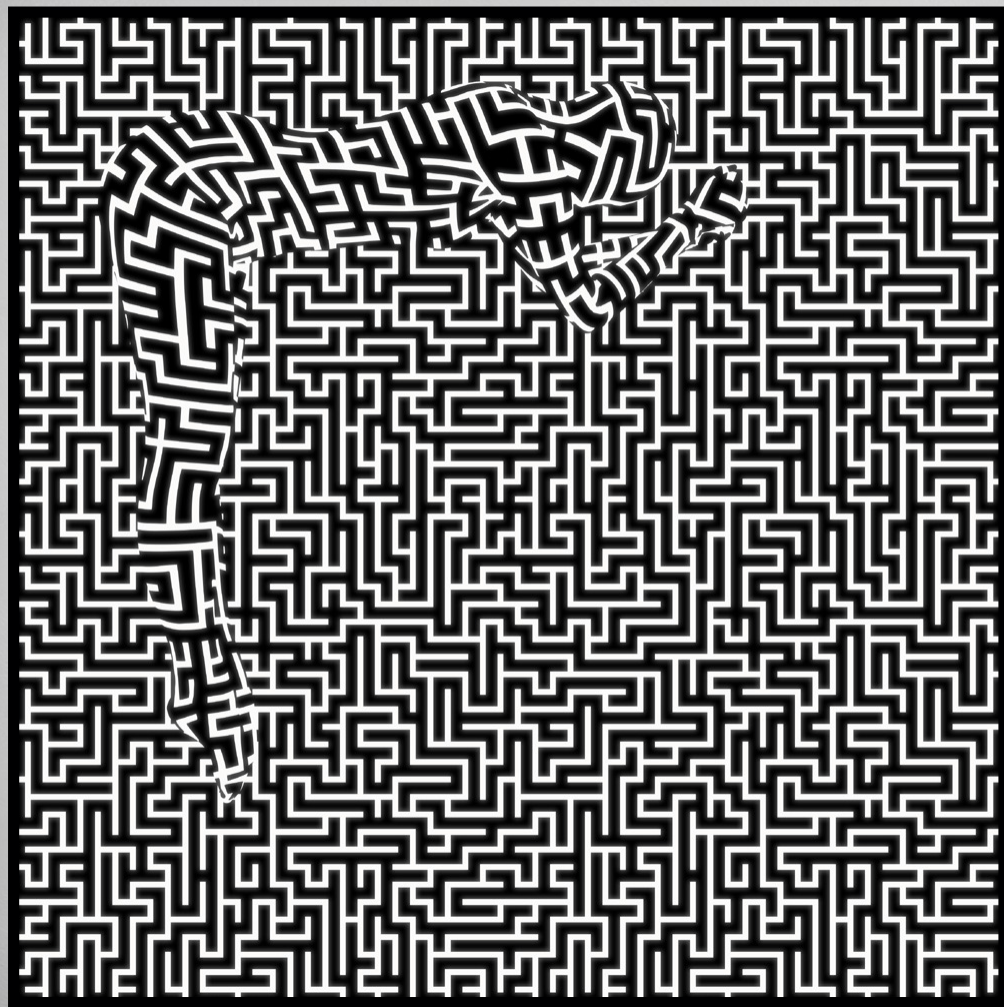


EMOTIONAL FLOW

2024

digital art, Barrisol Chronos®, backlight, anodized aluminium
127 x 127 cm

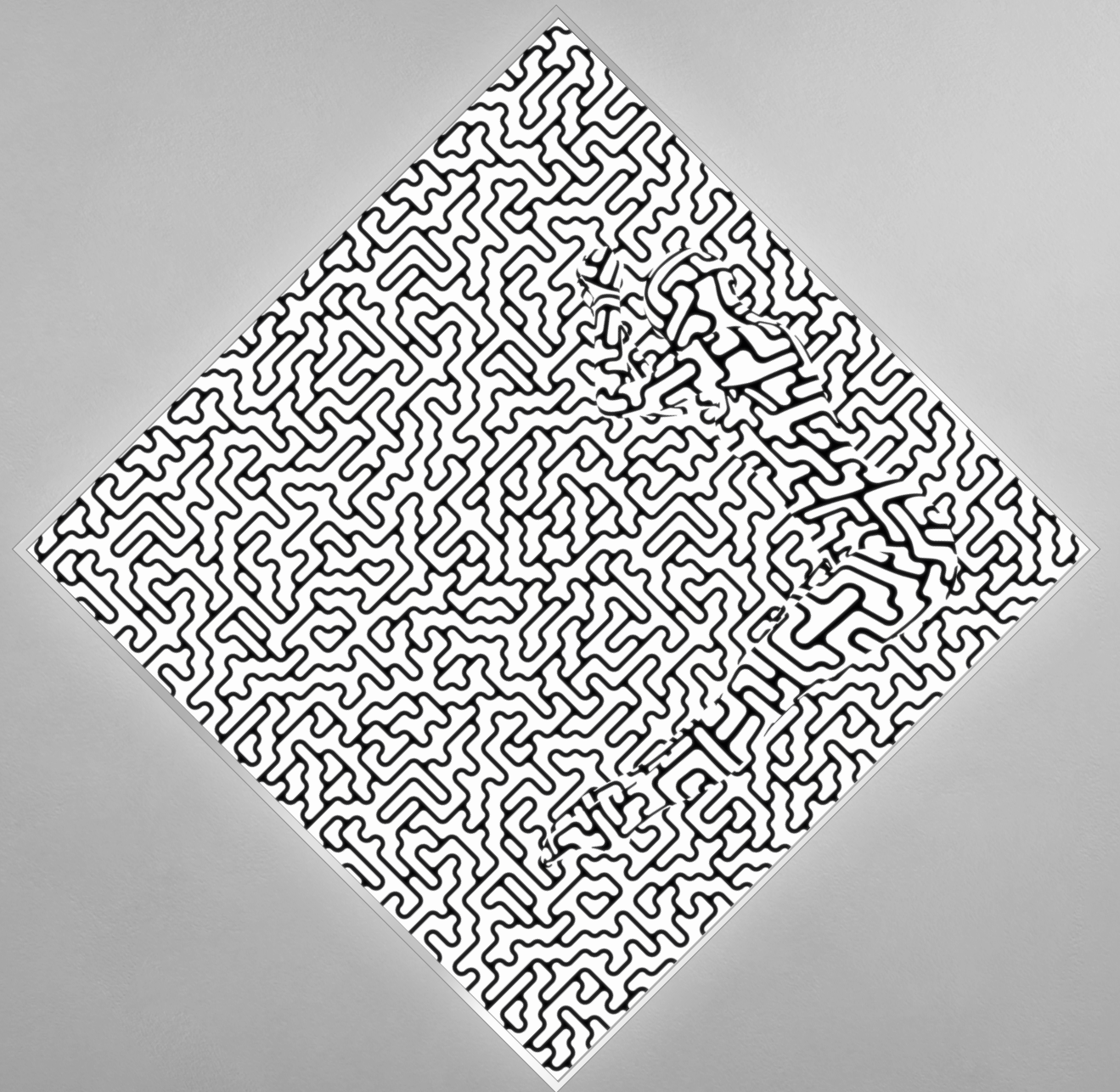




RATIONAL ADAPTATION

2024

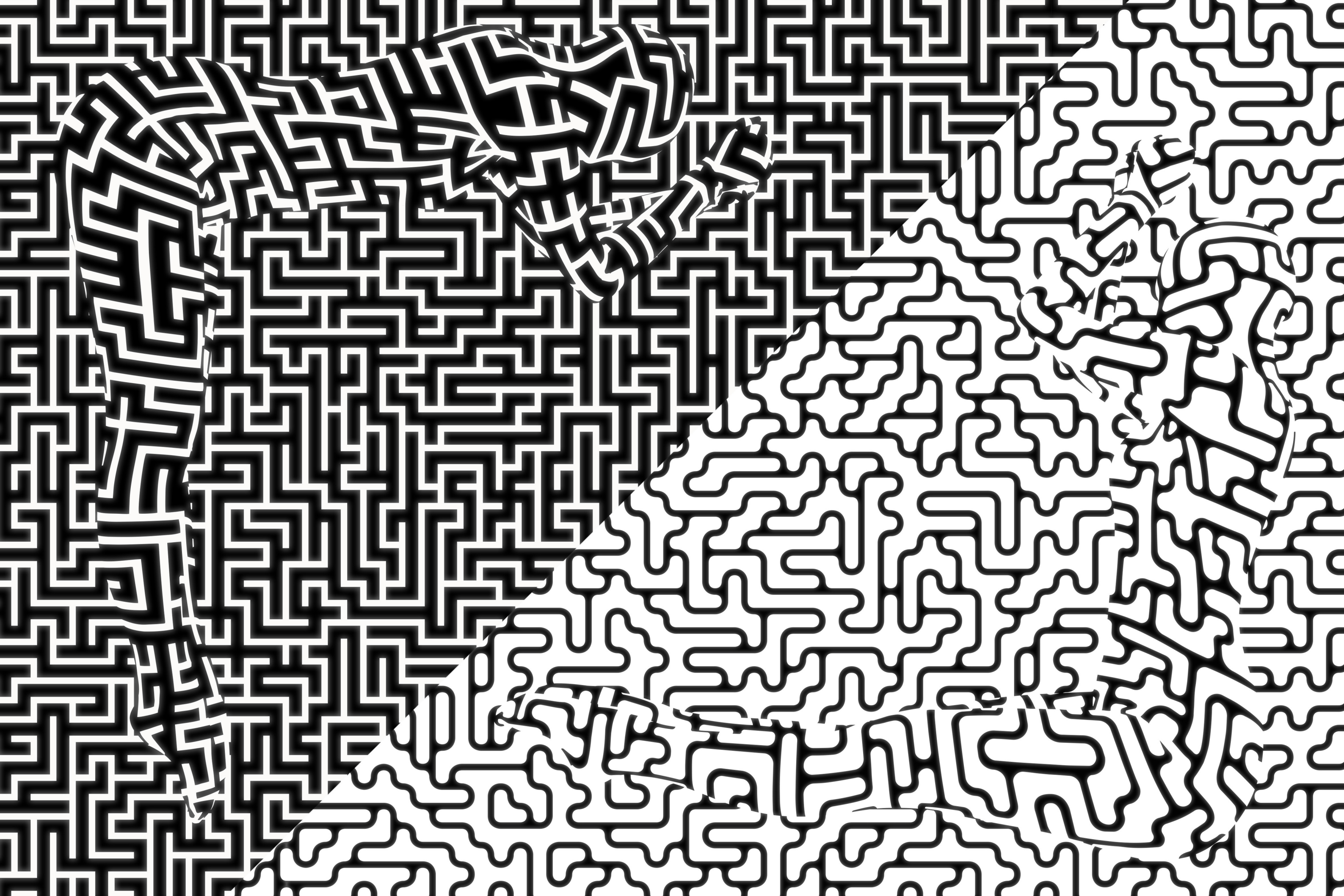
digital art, Barrisol Chronos®, backlight, painted aluminium
90 x 90 cm

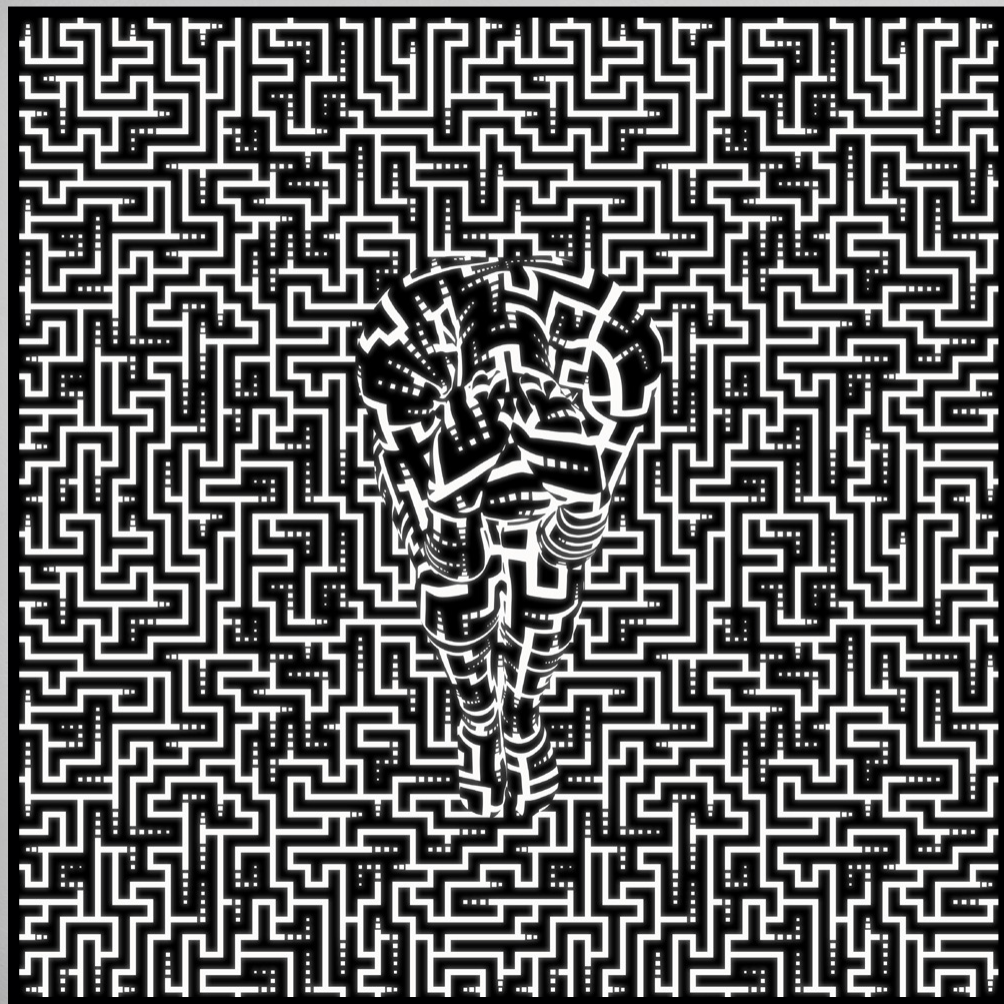


EMOTIONAL ADAPTATION

2024

digital art, Barrisol Chronos®, backlight, anodized aluminium
127 x 127 cm

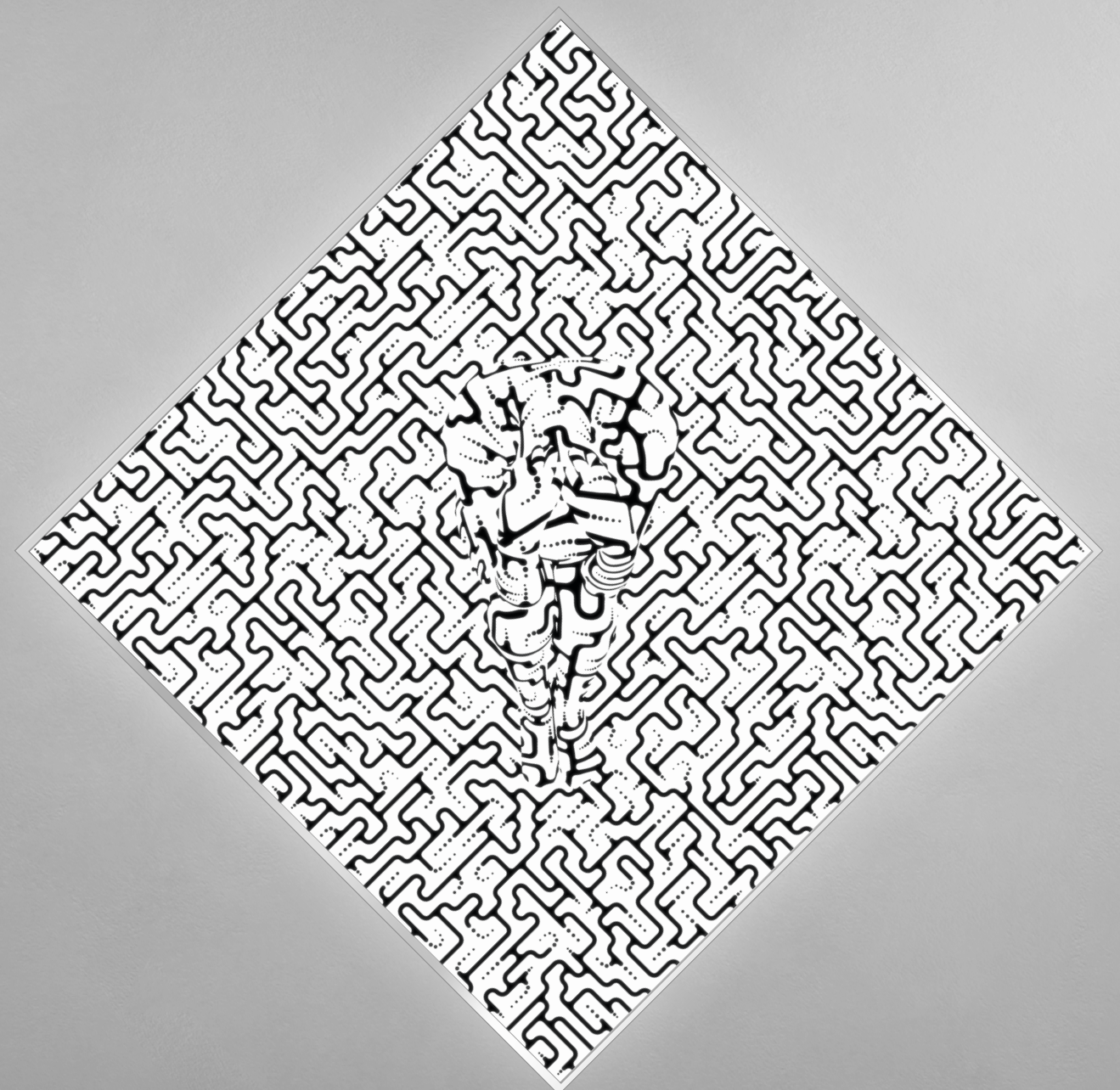




CONSCIOUS UNDERSTANDING

2024

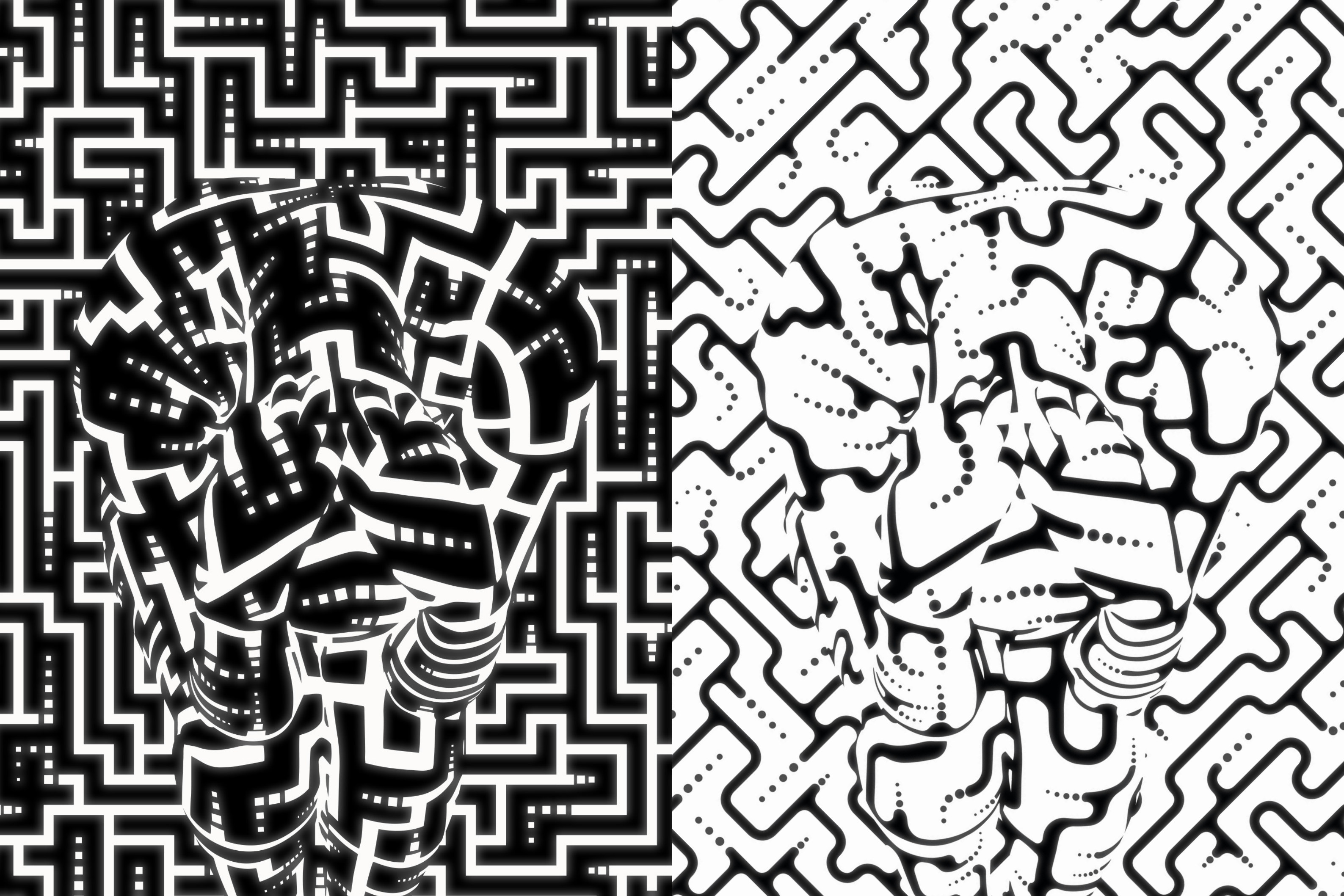
digital art, Barrisol Chronos®, backlight, painted aluminium
90 x 90 cm

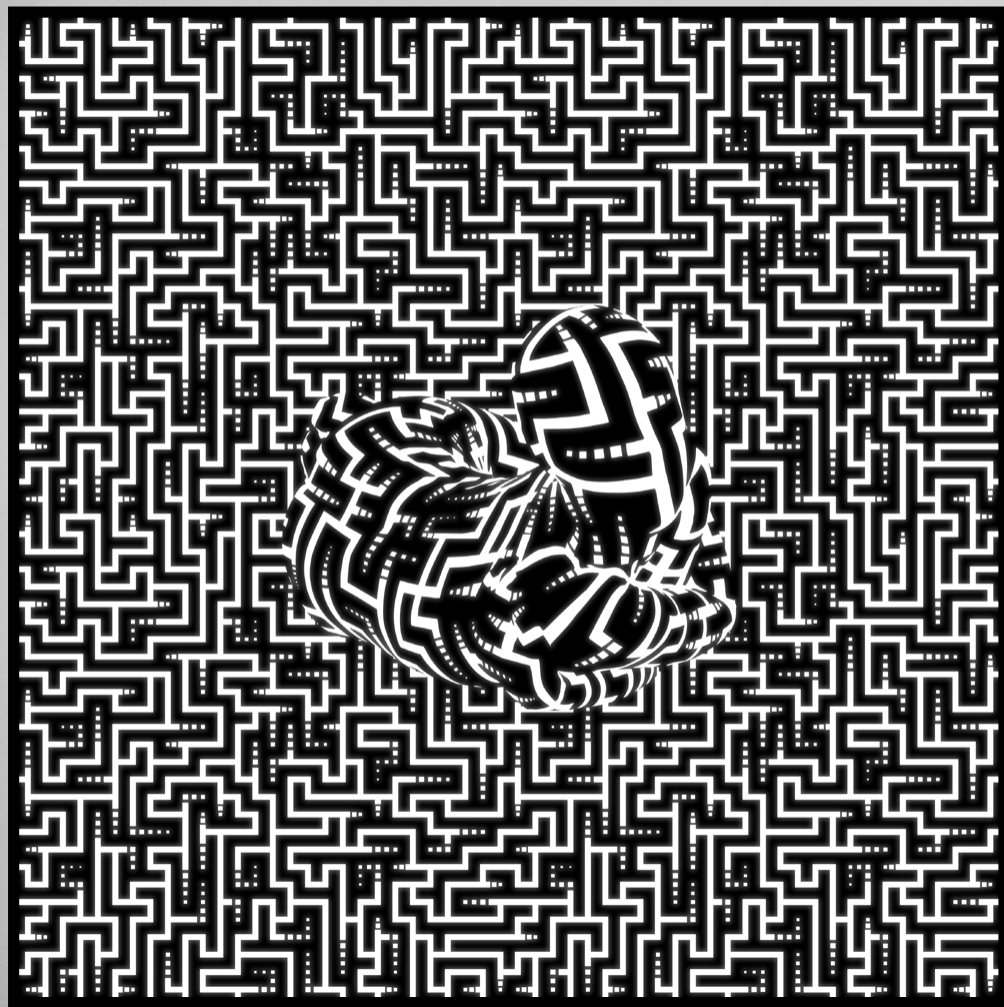


SUBCONSCIOUS UNDERSTANDING

2024

digital art, Barrisol Chronos®, backlight, anodized aluminium
127 x 127 cm





CONSCIOUS EVOLUTION

2024

digital art, Barrisol Chronos®, backlight, painted aluminium
90 x 90 cm



SUBCONSCIOUS EVOLUTION

2024

digital art, Barrisol Chronos®, backlight, anodized aluminium
127 x 127 cm

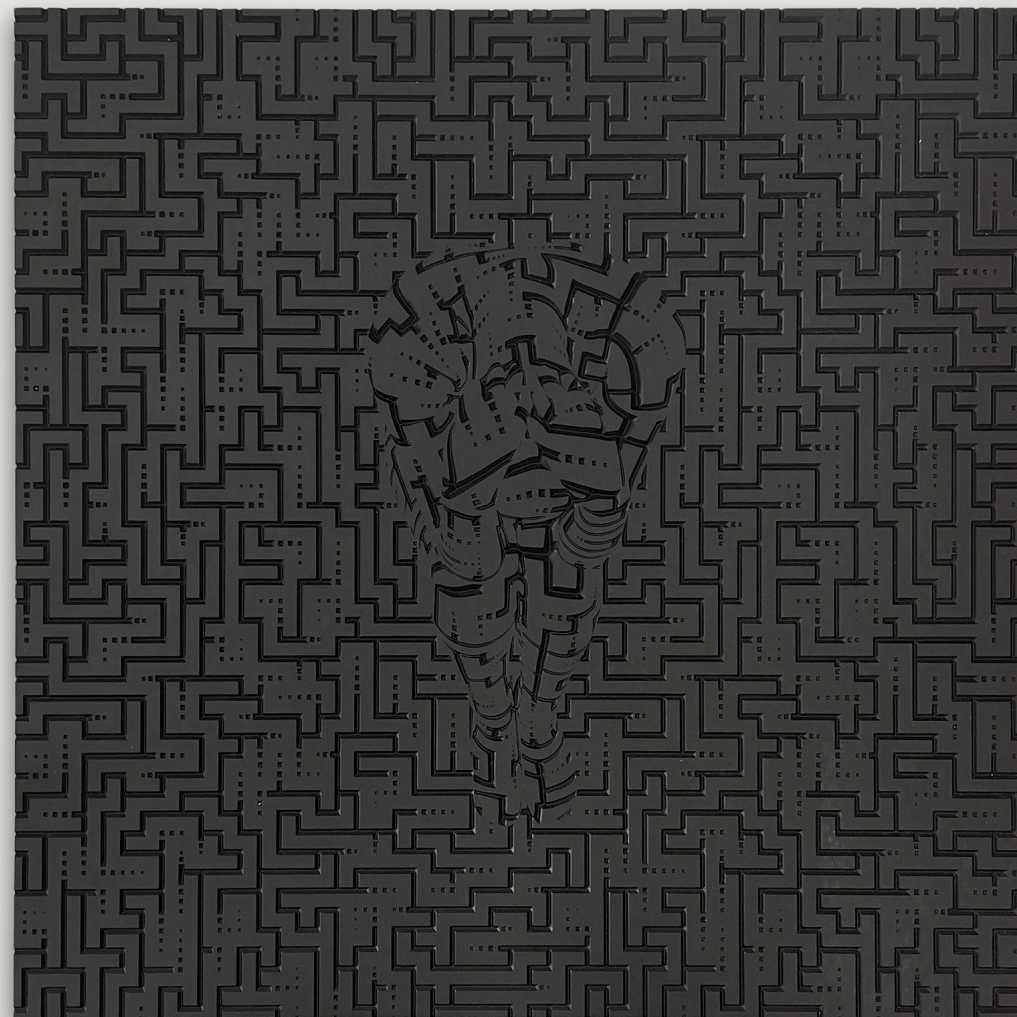
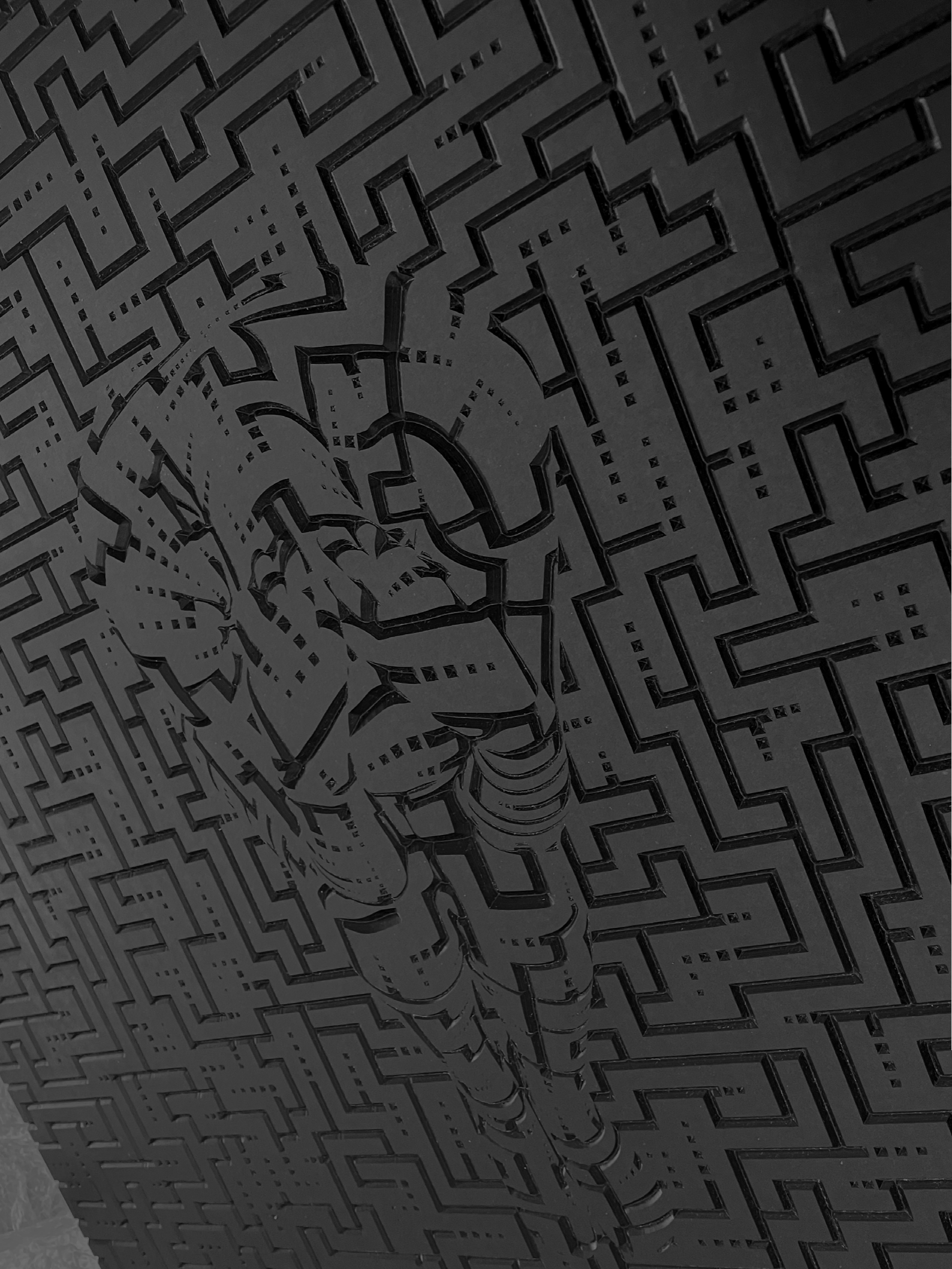




ECO IDEAS

Progetto per la sostenibilità e la conservazione del pianeta. L'artista ha realizzato le ECO IDEAS con due diversi materiali ecosostenibili: Paperstone®, composto da cartoni riciclati al 100%, pigmenti naturali e resina Petrofree® ricavata dai gusci degli anacardi, e Krion®, materiale costituito da minerali naturali e resine, in grado di svolgere la depurazione fotocatalitica dell'aria.

Project for sustainability and planetary conservation. The artist created the ECO IDEAS using two different materials: Paperstone®, made out of 100% recycled cardboard, natural pigments and Petrofree® resin, obtained from cashew shells, and Krion®, a material made up of natural minerals and resins, that carries out photocatalytic air purification.

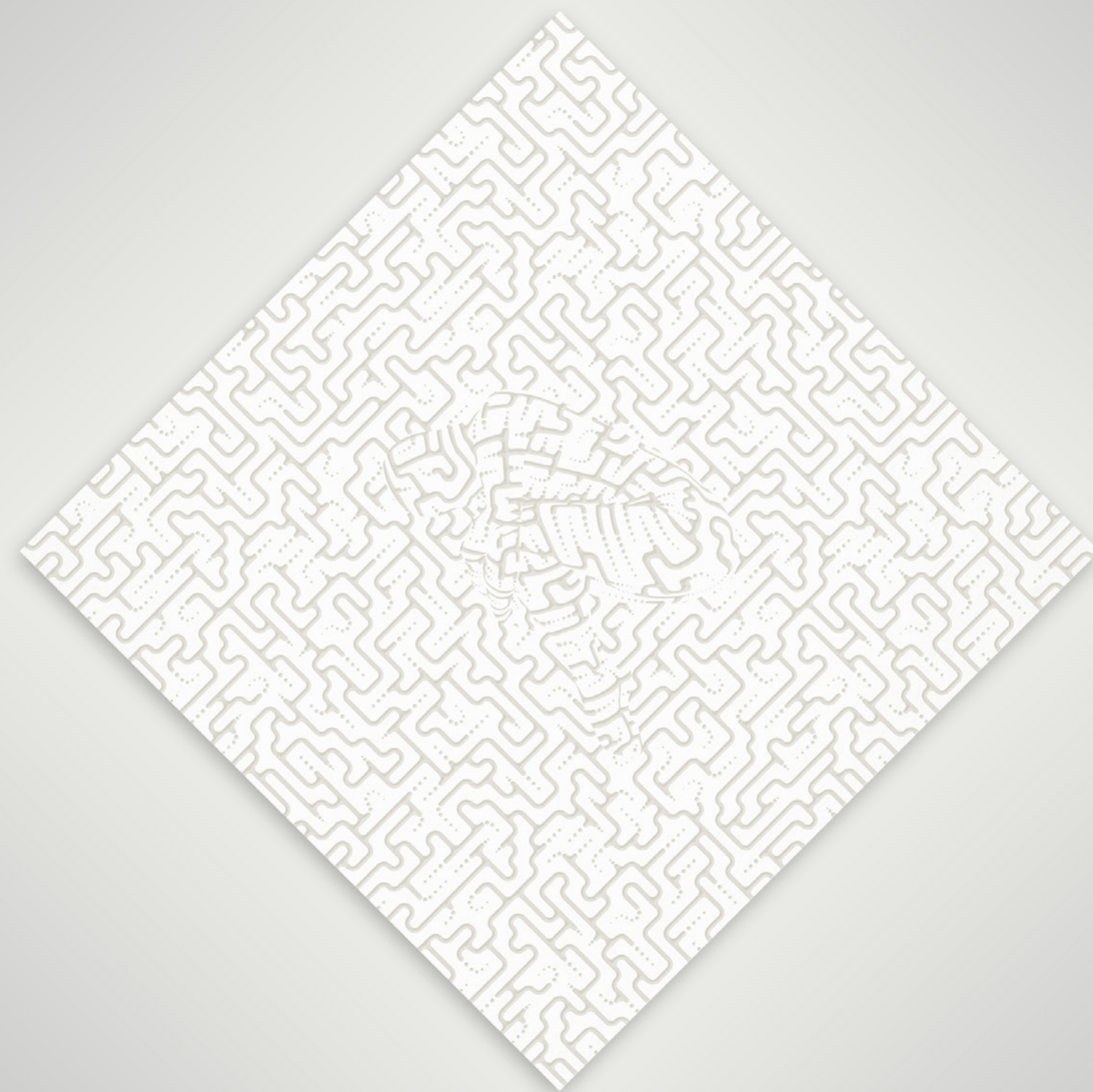


CONSCIOUS UNDERSTANDING

2024

digital art, bass-relief, Paperstone®

70 x 70 cm



SUBCONSCIOUS BIRTH

2024

digital art, bass-relief, Krion®

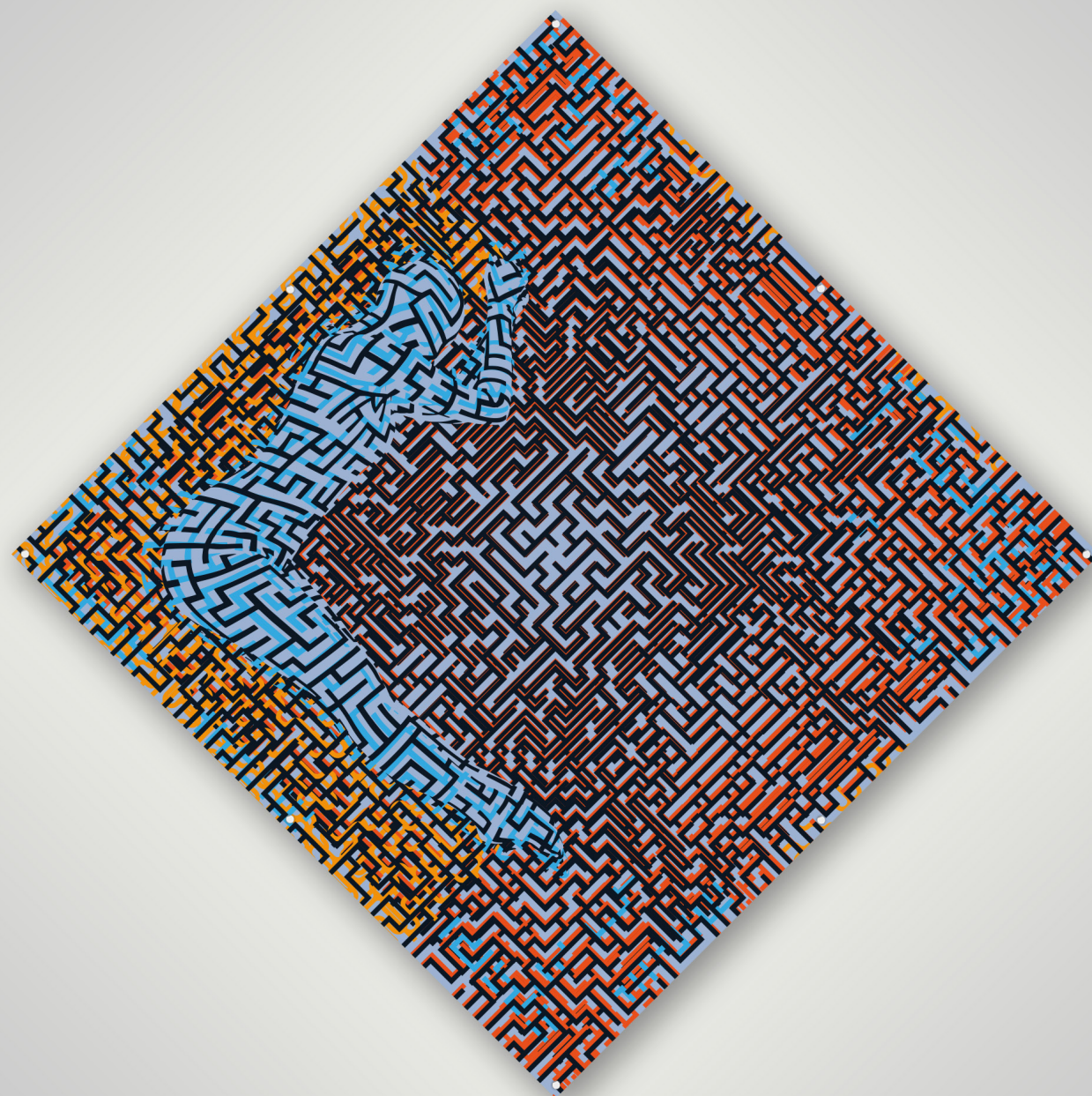
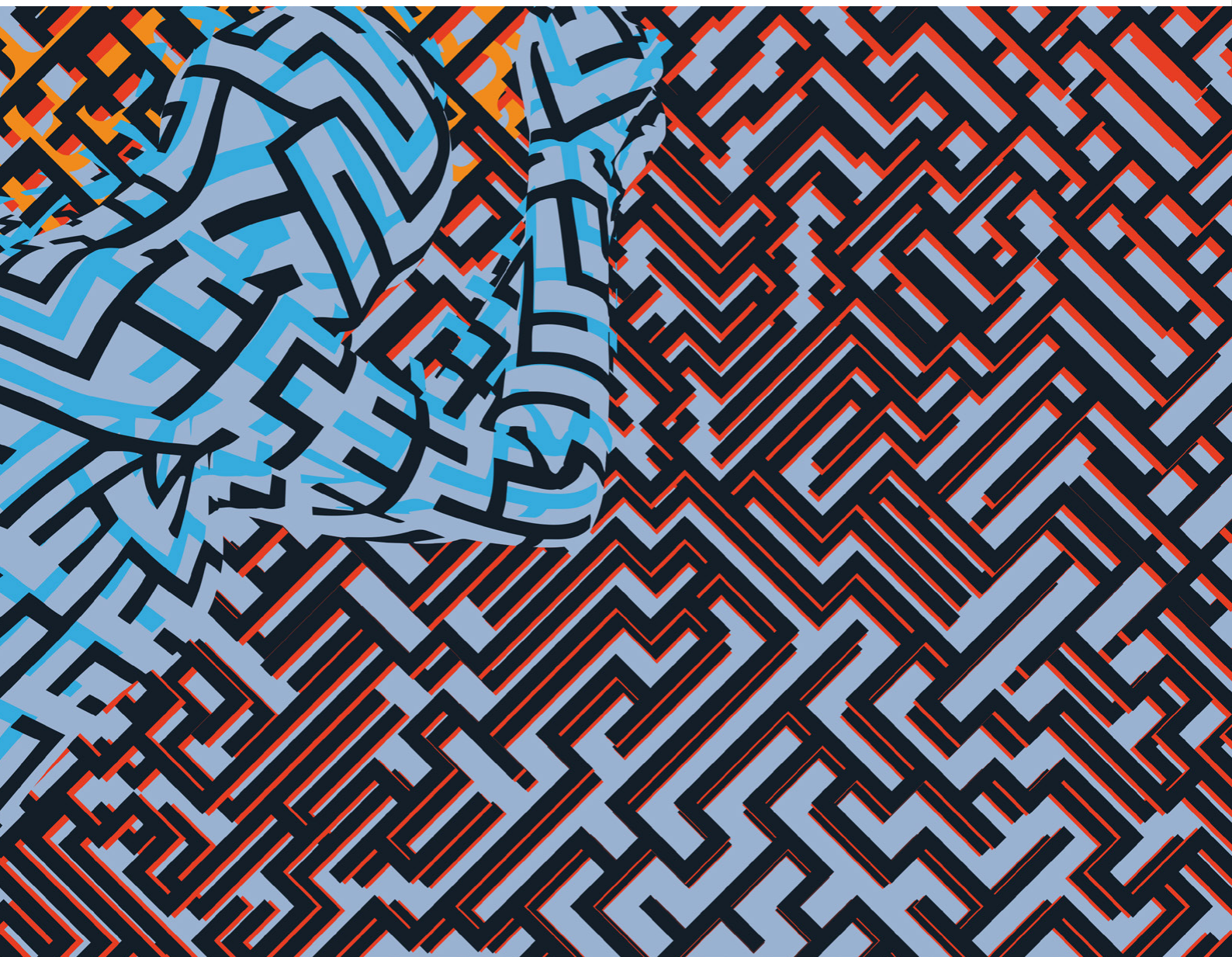
99 x 99 cm



PSYCHEDELIC IDEAS

Infinite linee di pensiero incastonate fra ipnotiche trasparenze, alla ricerca della quarta dimensione.

Endless lines of thought embedded among hypnotic transparencies, in search of fourth dimension.

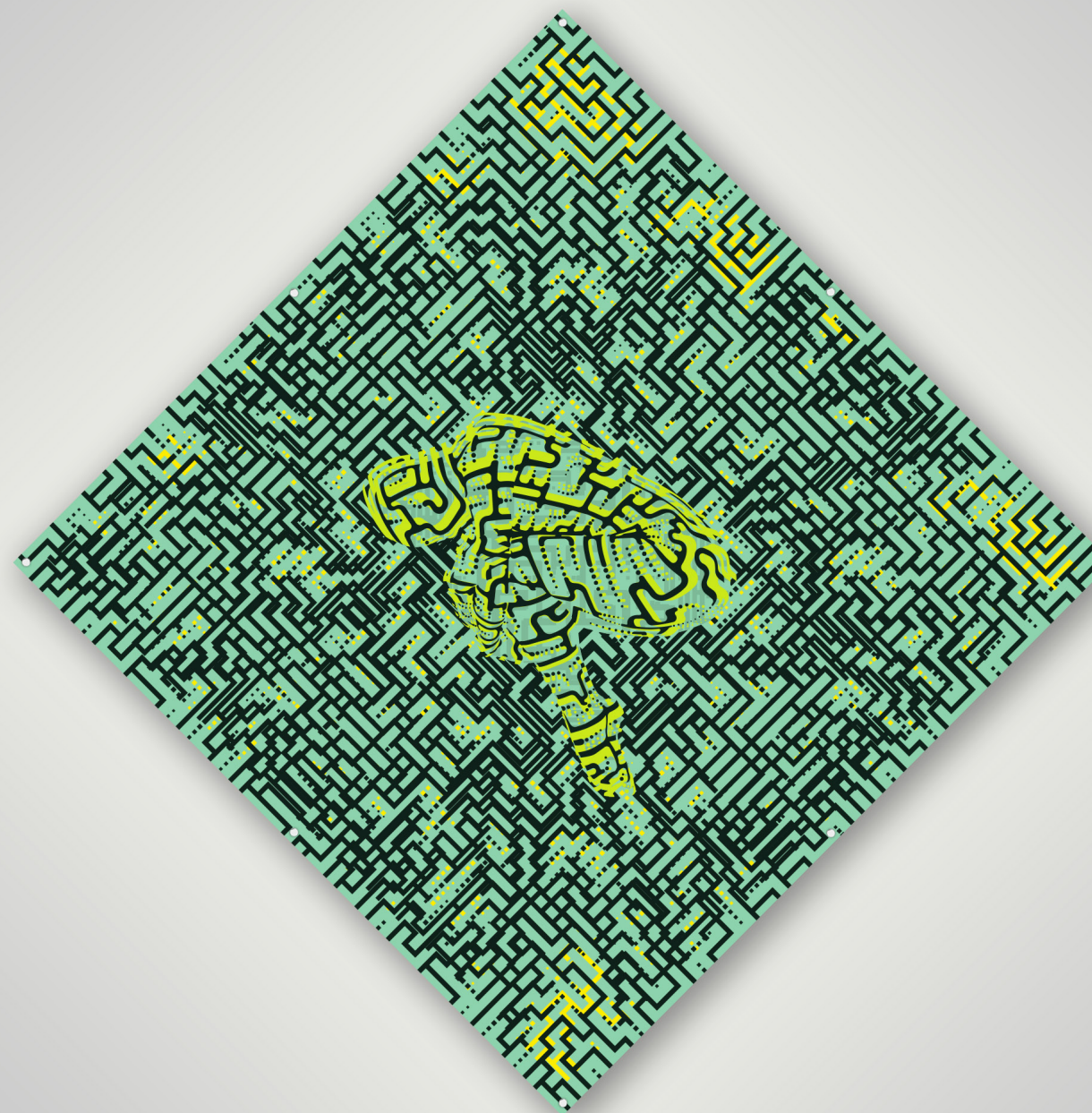


PSYCHEDELIC ADAPTATION

2023

digital art, layered Plexiglas®

141 x 141 cm



PSYCHEDELIC BIRTH

2023

digital art, layered Plexiglas®

141 x 141 cm

TRAILER



CLICK OR SCAN

SEI DAVVERO CIÒ CHE PENSI DI ESSERE?

ARE YOU REALLY WHAT YOU THINK YOU ARE?

LIFE >< LINE

MAZEMAN PORTRAIT

WEB APP



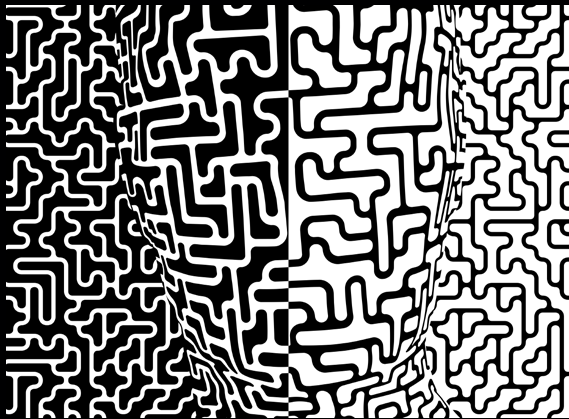
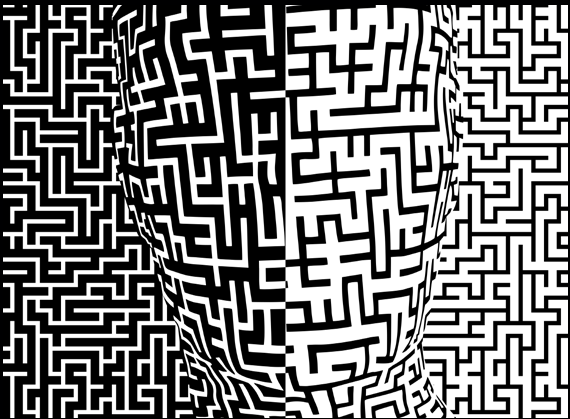
CLICK OR SCAN

Mazeman Portrait, ritratto della forma-pensiero dell'umanità, è un'opera interattiva che, attraverso una web app dedicata, vuole farci connettere con chi siamo veramente. Il ritratto può essere personalizzato combinando tra loro differenti linee labirintiche che assumono significati diversi a seconda del modo in cui vibrano. Ogni vibrazione di pensiero non potrà mai essere al contempo razionale ed emotiva, cosciente e subcosciente, bianca o nera. Dovremo sempre fare una scelta. Una volta completato, il proprio Mazeman Portrait può essere realizzato su commissione e diventare un pezzo unico: non potranno mai esistere due Mazeman Portrait uguali fra loro.

Mazeman Portrait, portrait of the thought-form of humanity, is an interactive work that, through a dedicated web app, aims to connect us with who we really are. The portrait can be customized by combining different labyrinthine lines, that take on different meanings depending on how they vibrate. Every thought vibration can never be both rational and emotional, conscious and subconscious, black or white. We will always have to make a choice. Once completed, one's own Mazeman Portrait can be made to order and become a unique piece: no two Mazeman Portraits can ever be identical.

RATIONAL

EMOTIONAL

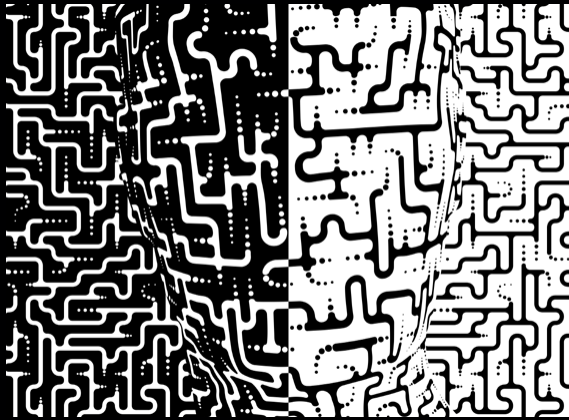
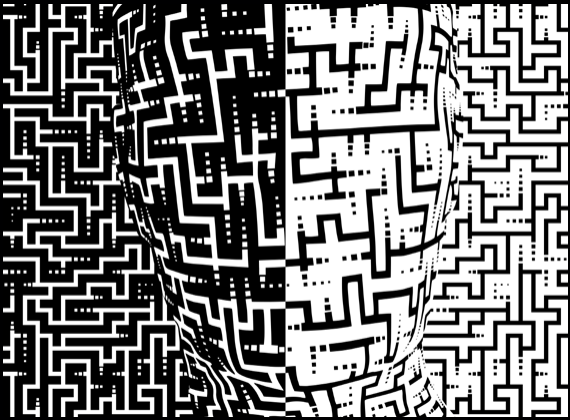


DARK SIDE

LIGHT SIDE

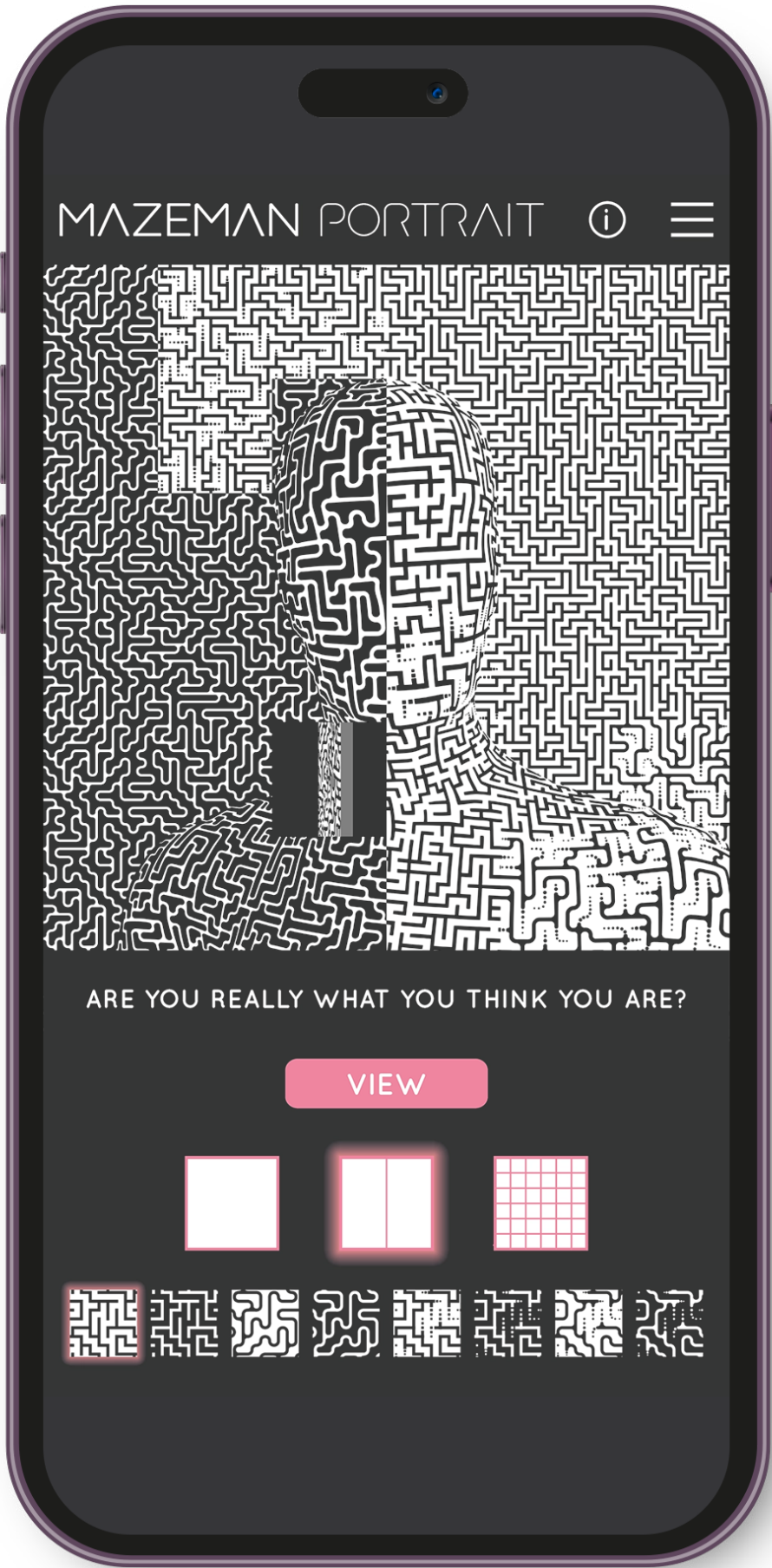
DARK SIDE

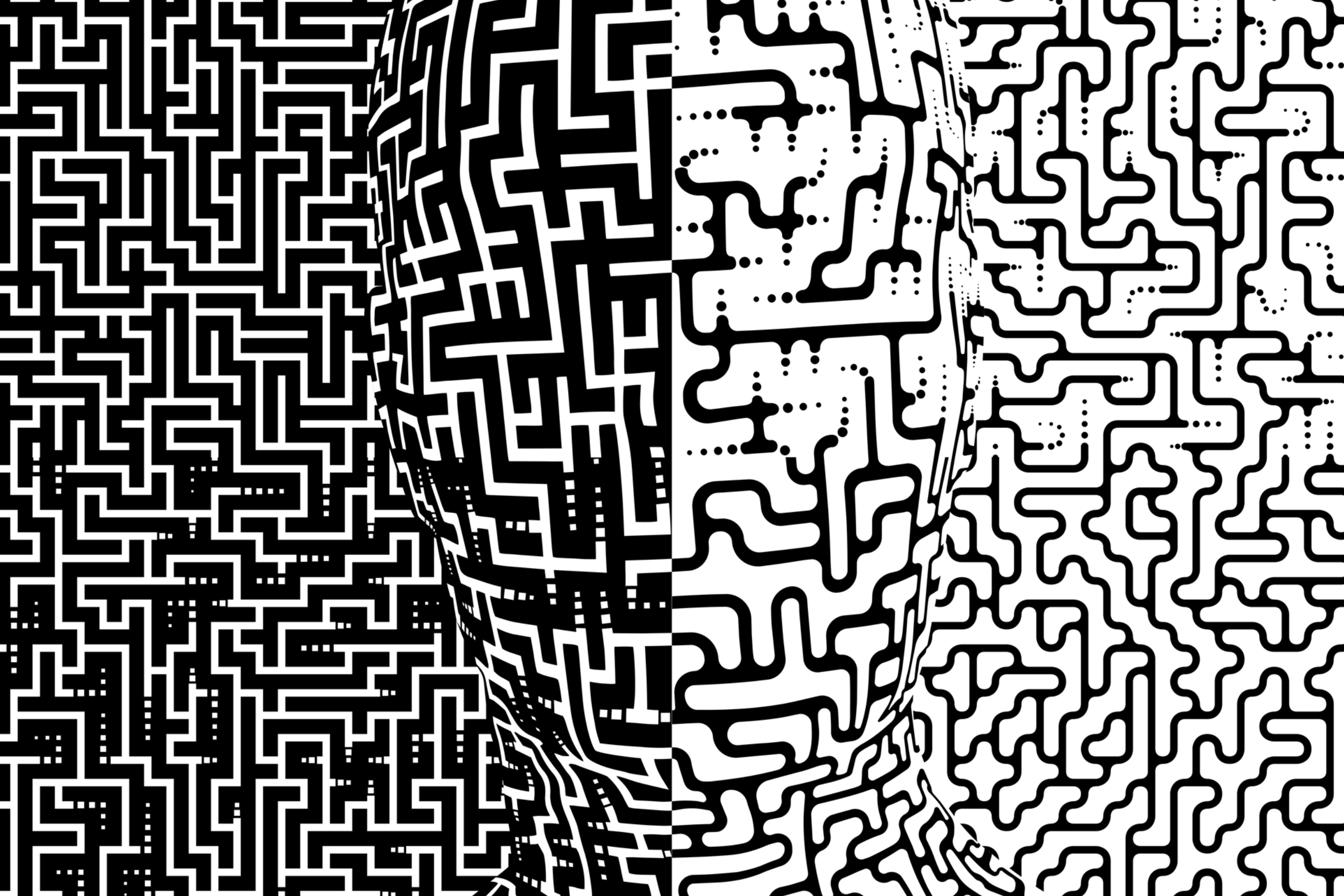
LIGHT SIDE

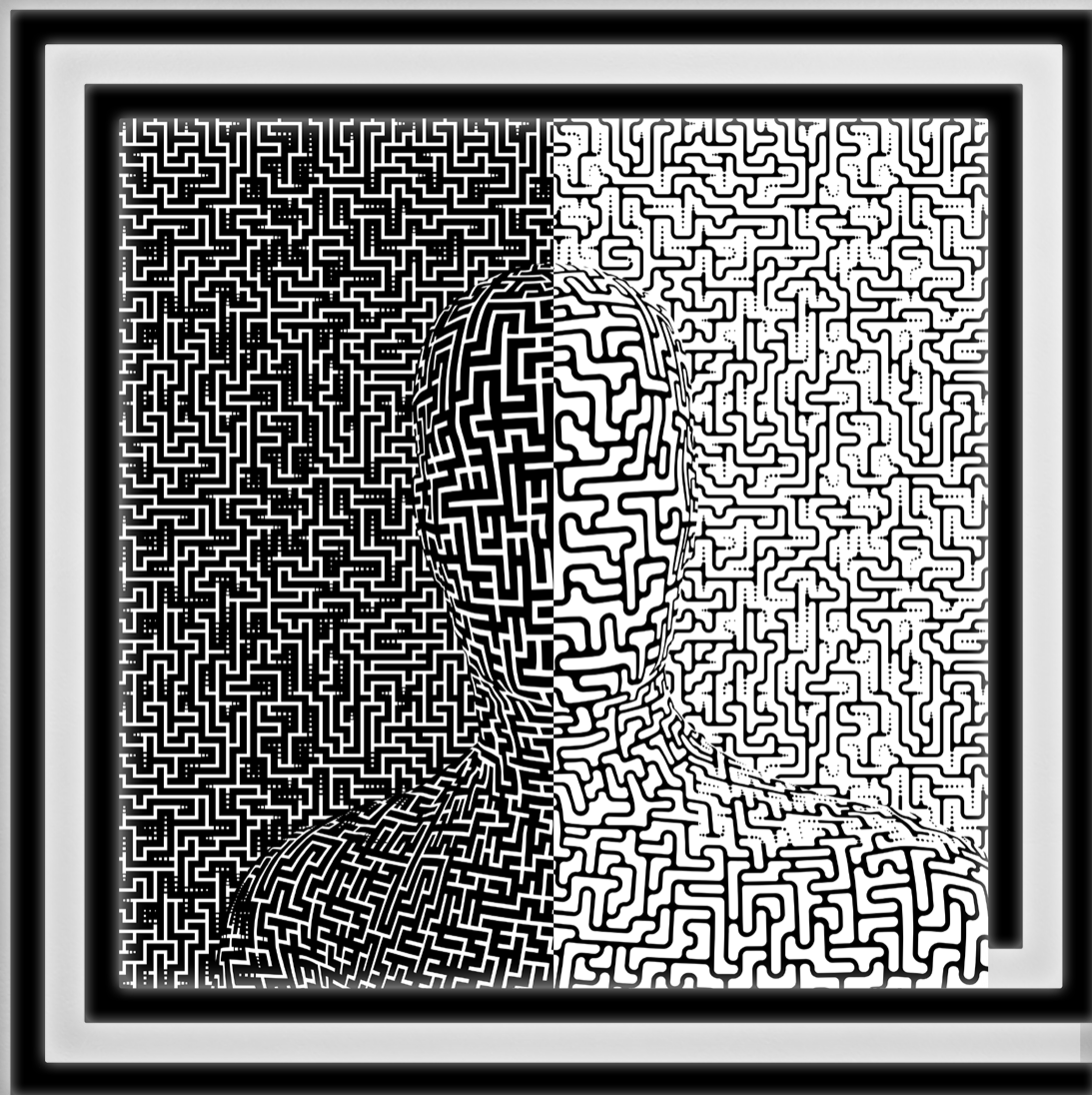


CONSCIOUS

SUBCONSCIOUS



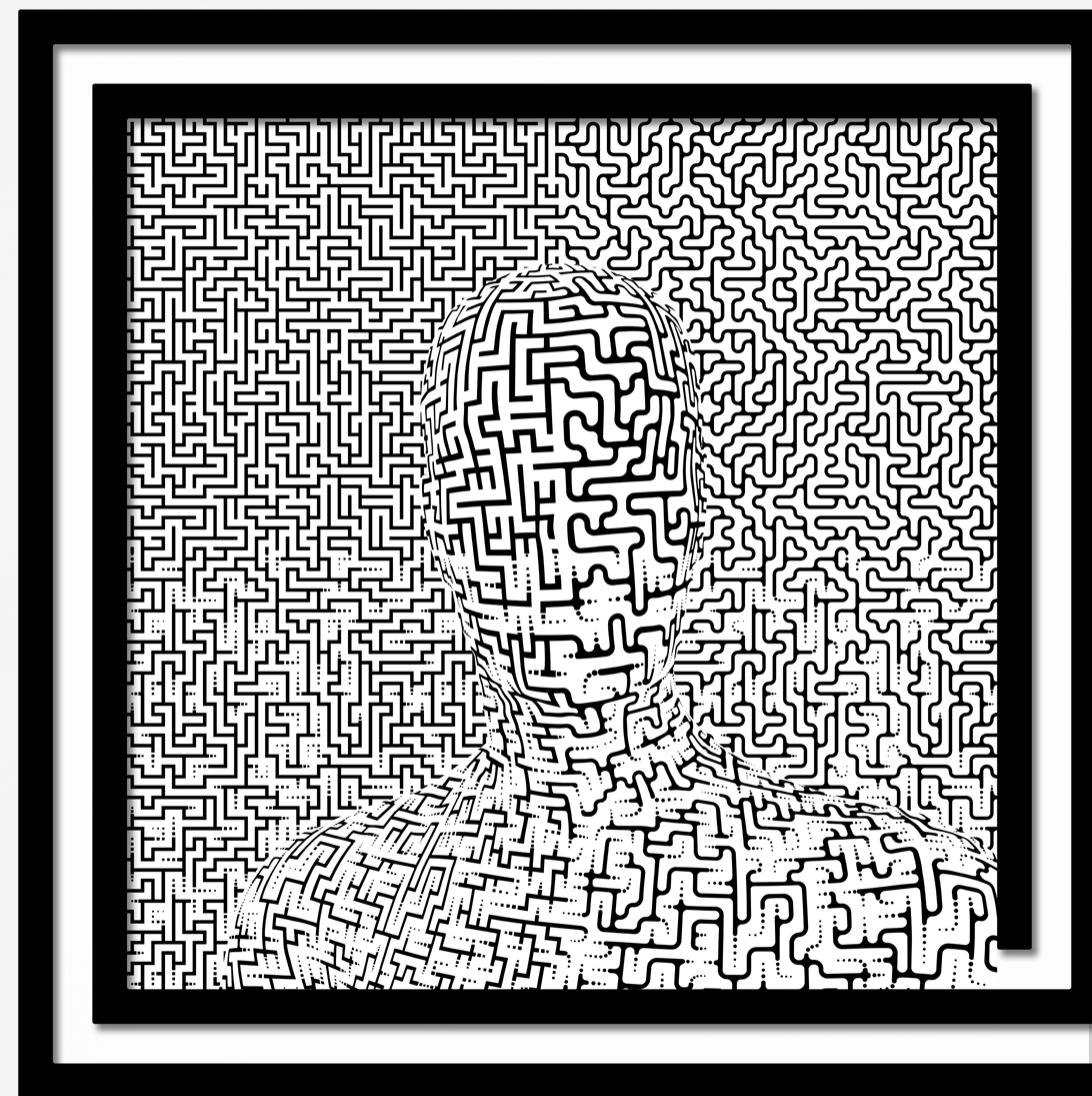




MAZEMAN PORTRAIT

2024
digital art, Barrisol Chronos®, backlight,
laquered MDF, perimeter light
130 x 130 cm

rational	16.67%
emotional	19.44%
conscious	33.33%
subconscious	30.56%
dark side	50.00%
light side	50.00%



MAZEMAN PORTRAIT

2024
digital art, Plexiglas®, laquered MDF
70 x 70 cm

rational	25.00%
emotional	25.00%
conscious	25.00%
subconscious	25.00%
dark side	00.00%
light side	100.00%

QUANDO REALE E VIRTUALE SI SOVRAPPONGONO
WHEN REAL AND VIRTUAL OVERLAP

LIFE >< LINE
METaverse

Space Of Ideas

Per Meta Quest installa l'App Spatial e cerca LIFE >< LINE: Ideas

On Meta Quest install Spatial App and look for LIFE >< LINE: Ideas

METaverse



CLICK OR SCAN

LA COLLEZIONE **LIFE >< LINE** PRENDE VITA NEL METAVERSO

LIFE >< LINE COLLECTION COME TO LIFE IN THE METAVERSE



LIFE >< LINE METAVERSE è un progetto che si appropria delle potenzialità della realtà virtuale per emozionare ed accompagnare il fruitore in un'esperienza onirica immersiva e totalizzante.

La missione di questo viaggio nella mente dell'uomo, in cui ogni percorso porta alla fruizione di luoghi e opere differenti, è quella di risvegliare la voglia di indagare sul senso profondo delle proprie scelte.

Ogni scelta razionale o emozionale compiuta nella realtà di **LIFE >< LINE**, porta lo spettatore a prendere strade diverse, rendendo unico il suo viaggio e facendolo riflettere su come agire nell'immediato futuro, ponendo attenzione sulla linea sottile che separa ragione e sentimento nell'evoluzione umana.

LIFE >< LINE METAVERSE è ambientato in un agorà sospesa nello spazio e nel tempo dove è possibile visitare le collezioni principali dell'artista ed esplorarne il contenuto attraverso svariati percorsi espositivi labirintici.

Ogni opera virtuale, nel metaverso, conserva la forma dell'opera reale da cui è tratta, amplificandone il significato grazie a suggestive animazioni interattive.

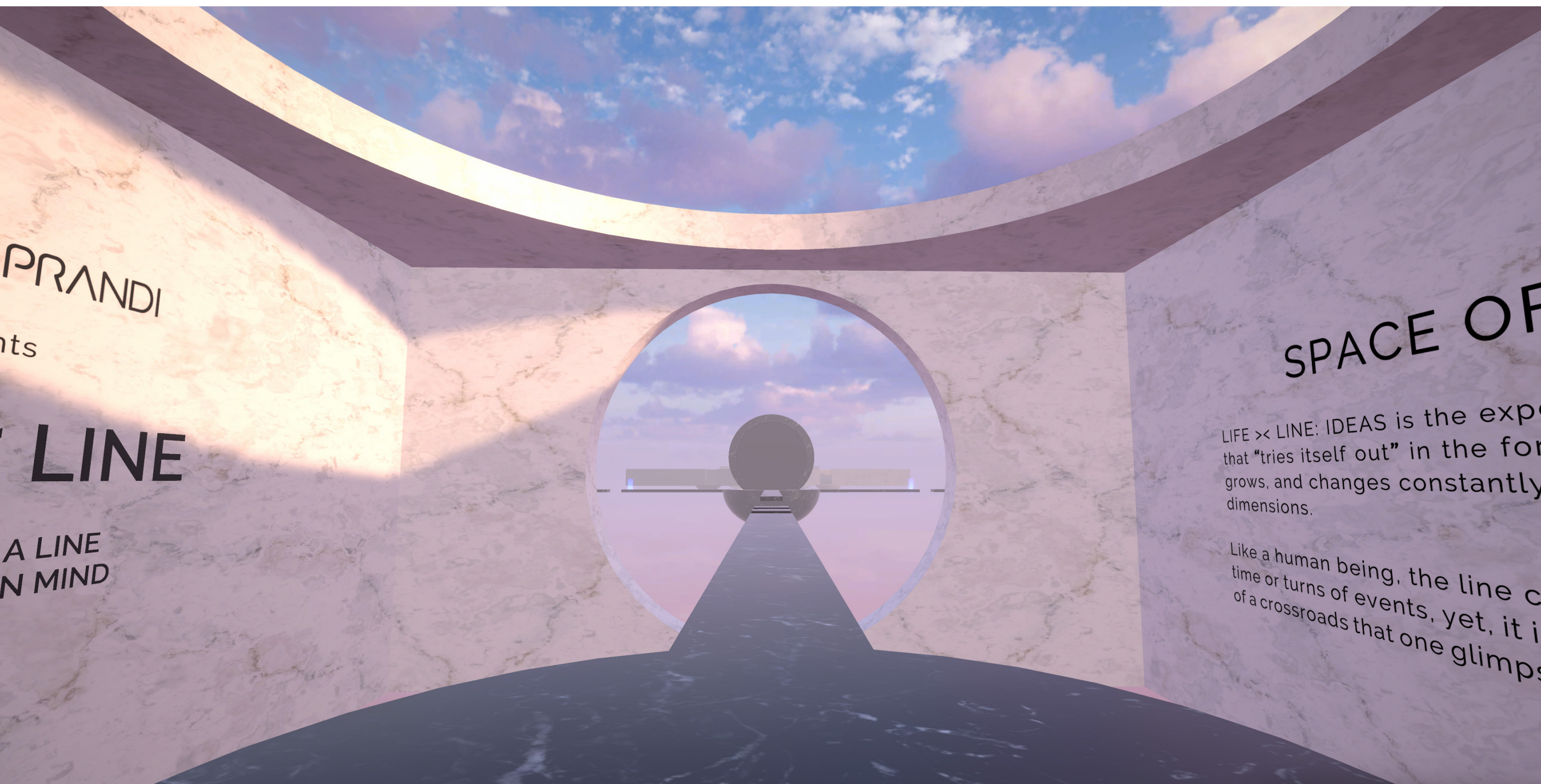
LIFE >< LINE METAVERSE is a project that appropriates the potential of virtual reality to excite and accompany the user in an immersive and totalizing dreamlike experience.

The mission of this journey into the mind of man - in which each path leads to the fruition of different places and works - is to awaken the desire to investigate the deep meaning of one's choices.

Every rational or emotional choice made in the reality of **LIFE >< LINE**, leads the viewer to take different paths, making his journey unique and letting him reflect on how to act in the immediate future, focusing on the fine line between reason and feeling in human evolution.

LIFE >< LINE METAVERSE is set in an agora suspended in space and time where one can visit the artist's main collections and explore their contents through a variety of maze-like exhibition paths.

Each virtual work, in the metaverse, retains the form of the real work from which it is taken, amplifying its meaning through evocative interactive animations.



PRANDI

nts

LINE

A LINE
IN MIND

SPACE OF

LIFE <> LINE: IDEAS is the experience that "tries itself out" in the form of a line that grows, and changes constantly across dimensions.

Like a human being, the line changes over time or turns of events, yet, it is a constant of a crossroads that one glimpses



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*The emotion of an instant
through one moment...*

THE WORK OF ART