



Benefits for Participants and Supporters

**PERSONAL STRUCTURES
ART BIENNIAL 2024**

Who we are

European Cultural Centre

European Cultural Centre is a **cultural organisation** founded in 2002. Since then, it has organized **projects worldwide** to create cultural exchange and inspiring dialogues, focusing on the philosophical concepts of Time, Space, and Existence.

Among our main activities are the planning and management of cultural projects, the creation of international **art and architecture exhibitions, symposia, publications, videos, educational programmes and several other initiatives.**

The ECC provides the conditions to invite and promote artistic and creative practices, a direct interaction with a multitude of intellectual and cultural art forms like visual arts, dance, performance, theatre, music, literature and architecture.



Who we are

ECC Italy

ECC Italy is a well-established branch of the larger European Cultural Centre, with its **base in Venice**.

Focusing on a range of subjects within art, architecture and design, we aim to **create dynamic exhibition spaces** that show the interchanging of ideas from different cultures. A dialogue is created where current developments, concepts and thoughts are recorded. Our **art exhibitions**, *Personal Structures*, alternate each year with the **architecture exhibition** *Time Space Existence*.

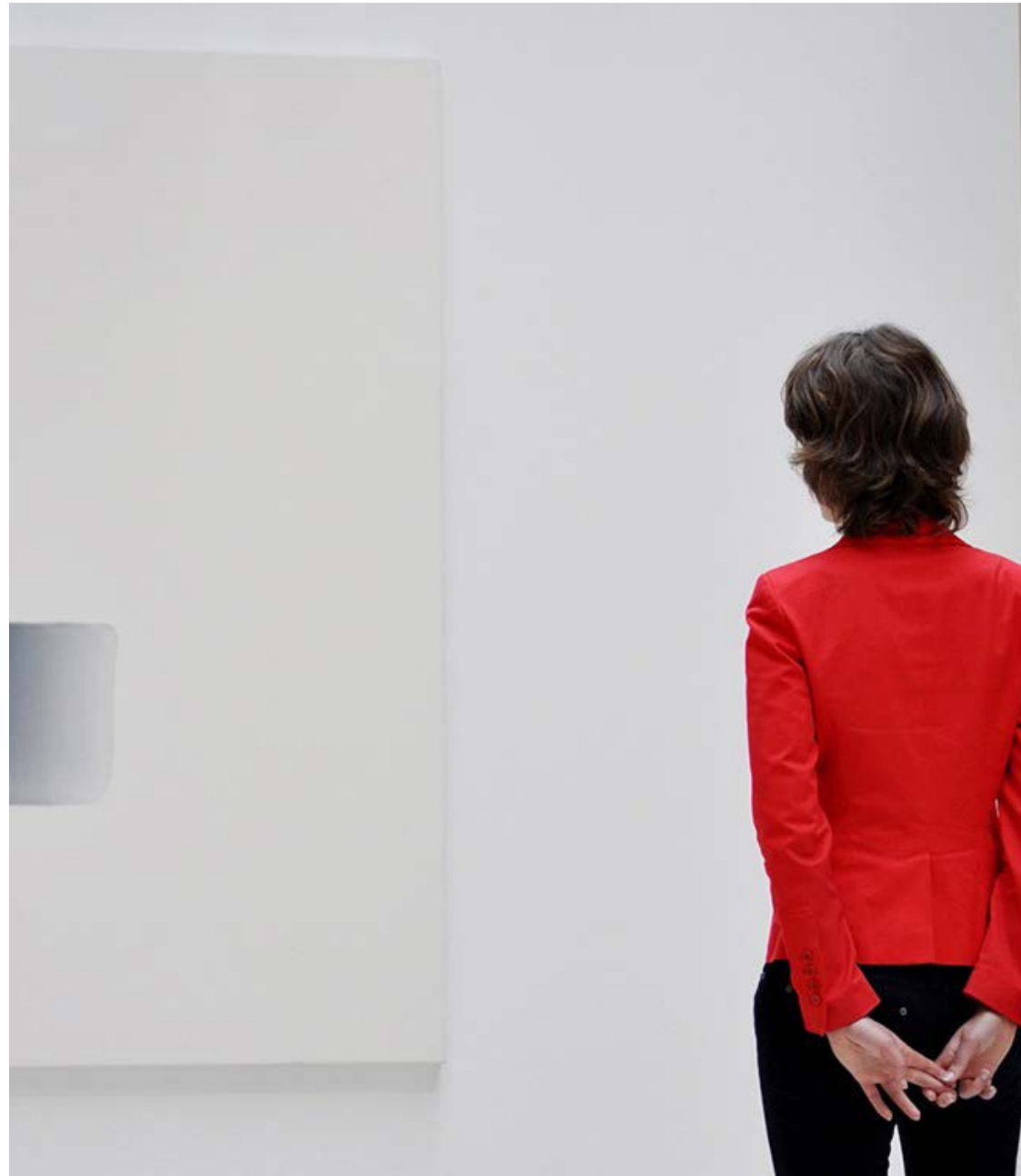
The exhibitions organized by the ECC-Italy are set in **three Venetian palazzos and two gardens**, each of which has its own particular atmosphere and curatorial guidelines. These include Palazzo Mora, Palazzo Bembo, Palazzo Michiel and the Marinaressa Gardens. The diverse range of interiors and exterior locations we have provides many opportunities for exhibitors. Moreover, our exhibitions draw a range of visitors, from professional architects and artists to locals and tourists. Past exhibitions and virtual tours can be seen on our ECC website.



Personal Structures, Our Art Exhibition in Venice

The project *Personal Structures* was born as a reaction to the exhibition *Primary Structure*, presented by the Jewish Museum in New York City in 1966.

The exhibition presented the works of the *minimalists* artists like Donald Judd, Carl Andre, Sol Lewitt and many others, who, at that time, were questioning the very idea of sculpture –structure– were claiming to create *non-subjective art; art without the touch of the artist; non-personal*. In response to this impersonalization of the artworks, the ECC founder and artist Rene Rietmeyer we, imagined a project that, on the opposite, states that **every artwork**, even the most minimalist work, **is made intrinsically with a part of the artist's consciousness, and is thus, somehow, personal.**



Personal Structures, Our Art Exhibition in Venice

Dates April/May - November 2024
Locations Palazzo Bembo, Palazzo Mora
and Marinaressa Gardens

The project *Personal Structures* was born in 2002 as an **open platform** where artists could present their work and thoughts through exhibitions, symposia and publications. Since 2010, the project settled down in Venice during the Art Biennale and seeks to document the diversity of contemporary art today. Keeping in mind the **link between the artist and its artwork**, *Personal Structures* tries to represent not only the art, but also the artists in their time and space context.

The show aims to gather a wide selection of **internationally renowned and emerging artists, galleries, along with Universities and other cultural institutions**, featuring a broad variety of artistic media, video, sculptures, paintings, drawings, photo and site-specific installations.

The exhibition is an excellent vehicle for international exposure and recognition from critics, professionals and gallerists from around the world.



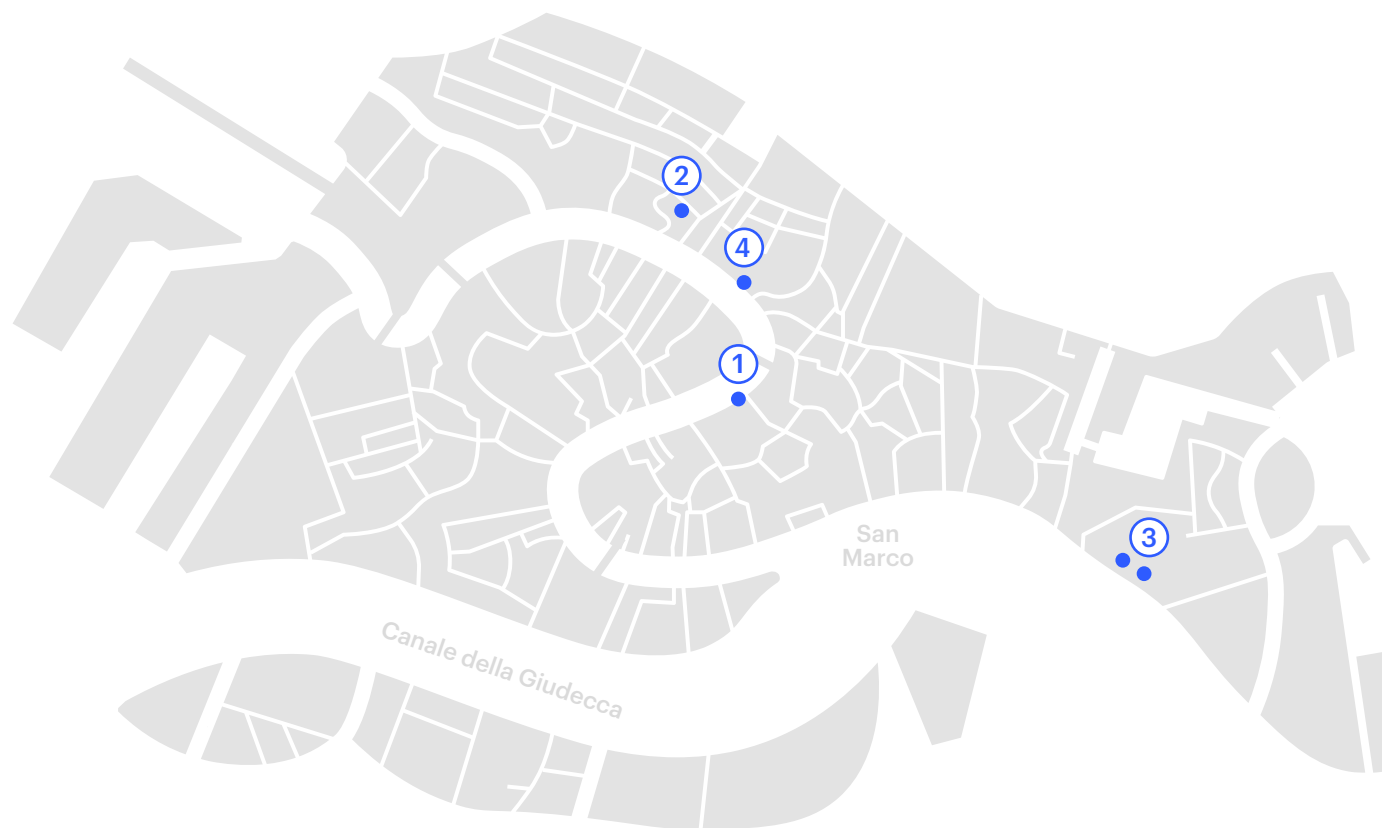
ECC Venues

Palaces & Gardens

Since the beginning of its activities in 2011 down to the present day, the ECC-Italy has been extending the exhibition spaces from a single location to four venues of more than **5.000 square meters indoor and 7.000 square meters outdoors**.

The exhibitions organised by the ECC-Italy are set in two Venetian palazzos and two gardens, each having its own particular atmosphere and curatorial guidelines: **Palazzo Mora, Palazzo Bembo, Palazzo Michiel** and the **Marinaressa Gardens**.

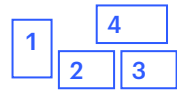
The palaces are located alongside the Grand Canal while the Marinaressa Gardens, which we transform every year into an extraordinary sculpture park, are placed nearby the San Marco square and between the main venues of La Biennale di Venezia. Palazzo Michiel is instead the main office, but still open to be used by participants and supporters.



- ① Palazzo Bembo
- ② Palazzo Mora
- ③ Marinaressa Gardens
- ④ Palazzo Michiel

ECC Venues

Palaces & Gardens



1. Palazzo Michiel
2. Palazzo Mora
3. Palazzo Bembo
4. Marinaressa Gardens



Personal Structures

2022 Edition



192 participants from
51 countries



Approximately **578.200**
in-person visitors



Nearly **150.700**
viewers online



More than **30% growth**
in social media



10.000 printed catalogues
in two formats



63 public events
& activities



More than **200 mentions**
in media & press

Benefit Opportunities

Creative professionals and institutions from all over the world have collaborated in different ways with ECC to show-case their work in our biennial exhibition in Venice.

Participants normally find **support from** different sources, **private and public grants, educational institutions, partners, clients, corporate sponsors, developers, material suppliers** etc, and/or they decide to dedicate part of their budget to cover the costs.

Our organization can **develop a plan to meet your objectives, budget, and expectations.** Exhibitors' supporters get **prominent exposure and acknowledgement** throughout the entire exhibition period. Various benefits may depend on the level of support.



Opening in the garden of Palazzo Mora

Catalogue

As a supporter you can be present with your logo on our **special sponsor pages** in the catalogue and online, main sponsors can receive additional prominent credit in the catalogue's colophon and foreword.

The **10.000 copies in two different formats** (coffee table and softcover) of the catalogue are distributed in each of our Venetian Venues, in more than hundred book shops and through our world-wide distributor Cornerhouse, as well as online shops like Amazon. You can receive a fair number of catalogues and other promotion material to distribute as gifts to your friends, clients and business relations. All our **catalogues are published online.**



Exhibition Website

The dedicated online platform **personalstructures.com** was launched to highlight the ECC art biennial and its features. The website includes the complete **list of participants** and their respective, individual profiles. In parallel, through the website visitors can experience the exhibition online by means of immersive **virtual tours, written and filmed stories, and conversations with participants**. The show will be supported and expanded by these digital activities to reach those faraway and narrate the exhibition from different perspectives and angles. During the exhibition period in 2022, more than 152.800 views were registered.

23 April - 27 November 2022 Activity:

152,848 website views

56.35% Desktop

42.16% Mobile

1.47% Tablet

30.712 active users



Personal Structures

Personal Structures

[The Exhibition](#) [About us](#) [Participants](#) [Events](#) [Stories](#)

The Exhibition

The sixth edition of the biennial contemporary art exhibition *Personal Structures* features a wide selection of artworks from internationally-renowned and emerging artists, photographers, and sculptors as well as

Venues

Palazzo Mora
Palazzo Bembo
Marinaressa Gardens

Dates

From 23 April to 27
November 2022

Personal Structures

[The Exhibition](#) [About us](#) [Participants](#) [Events](#) [Stories](#)

Participants

ECC is proud to present more than 192 participants this year, whom you can discover browsing throughout our website or by coming over in our 3 prestigious and historical venues, located in the heart of Venice: Palazzo Bembo, Palazzo Mora and Marinaressa Gardens. With a selection of emerging and well-known artists and institutions, from more than 51 countries, and a main and unprecedented participation of female representation.

Filter by:

Participant	Venue	Section
300Forward presents Mardi Gras Indian Art	Palazzo Mora	Gallery →
Agne Christensen	Palazzo Bembo	Mixed Media Art →
Alan Knox	Palazzo Bembo	Photography →

Online Presence

Social Media and Online Content

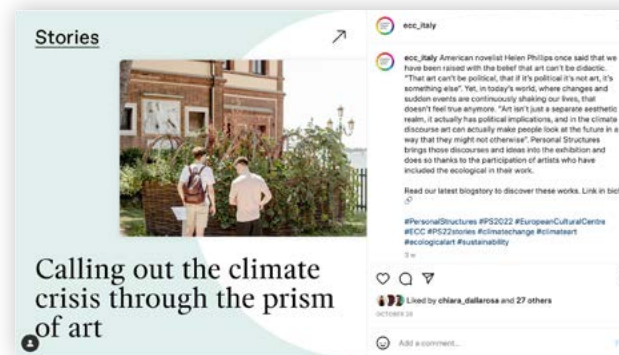
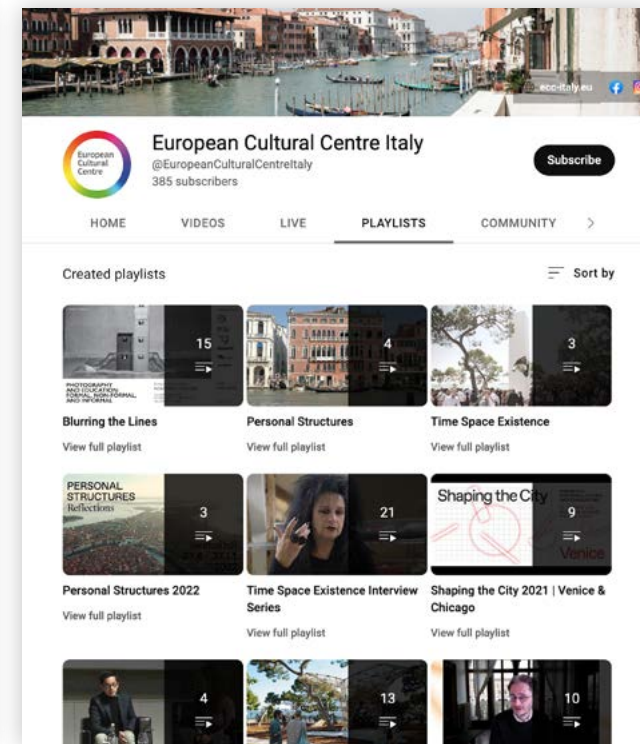
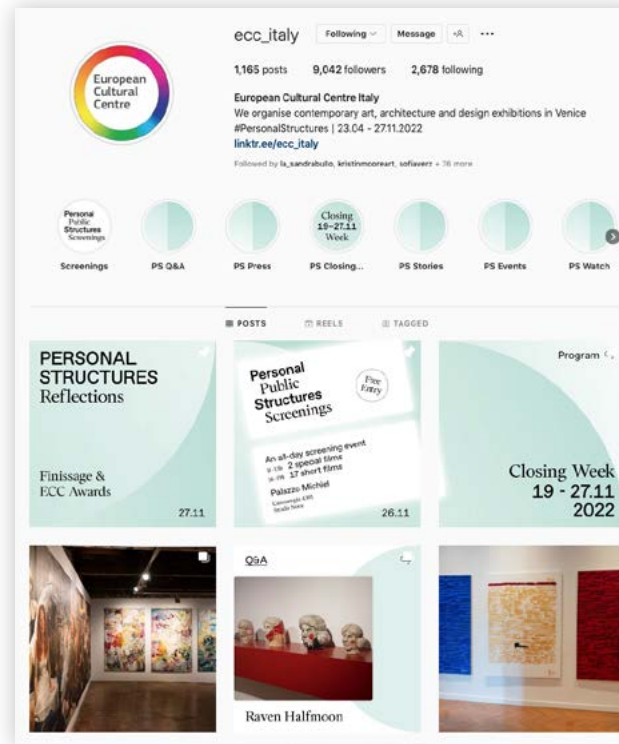
Social Media

To enhance the experience of our exhibition online, every year we deliver an array of diverse content on our social media channels. In 2022 we offered an intense digital programme including several video interviews with the ECC Team and participating exhibitors, Q&As responding to the main topic of the exhibition, and editorials narrating common threads. To check out our most recent content and stay up to date, we invite you to have a look at our [Instagram](#), [Facebook](#), [Youtube](#), and [LinkedIn](#) accounts.

23 April - 27 November 2022 Data:

Instagram
Total number
of followers: **9.200**
+30.2% in 2022

Facebook
Total number
of followers: **8.210**
+20.2% in 2022



A general view on the *Personal Structures* social profiles and activities

Online Presence

Social Media and Online Content

Newsletter

Every month we communicate with our subscribers to inform them about our upcoming exhibitions and activities. Content includes **news** about the European Cultural Centre, **invitations to exhibitions and events**, insightful **blog stories** featuring partners and exhibitors. As a participant you will have the possibility to have content featuring your event and your project included in the newsletter.

23 April - 27 November 2022 Data:

+20.2% Subscribers

40.3% Open Rate

European Cultural Centre newsletter

PERSONAL STRUCTURES Reflections

The European Cultural Centre closes the sixth edition of *Personal Structures* with a series of exclusive events

Closing Week
19-27.11
2022

It has been an intense seven months with creativity filling the rooms, ambition steering conversations and passion encouraging more projects. The art exhibition *Personal Structures – Reflections* has been a place of artistic and cultural exchange, a place of growth and sharing that after half a year of opening will close on the 27th of November 2022. To honour the end of this edition, the European Cultural Centre is delighted to present its **Closing Week** which will consist of a series of engaging events that will take place from the **19th to the 27th of November, 2022** around all ECC's venues: Palazzo Bembo, Palazzo Mora, Palazzo Michiel, and Marinaressa Gardens.

[Read the full program](#)

Events Closing Week



Saturday 19 November

Blurring the Lines

14.00 - 17.30 | Palazzo Michiel & Online

Saturday 26 November

Lost Isms Performance by Martin George

9:00 - 11:00 | Marinaressa Gardens

European Cultural Centre newsletter

Art Night Venezia at the European Cultural Centre

Saturday 18 June
From 17 to 21h



Personal Structures by Night

Join us this **Saturday 18 June** for **Art Night Venezia!** The European Cultural Centre is pleased to take part in the 11th edition of the event, organised and promoted by Ca' Foscari University in collaboration with the City of Venice, with the special evening opening of the exhibition **Personal Structures - Reflections** from 18:00 to 21:00.

[Discover Personal Structures](#)

The Programme

On the occasion of Art Night Venezia, the public will have the opportunity to attend the performance *Tentacoli* by artist Riccardo Antonio Leone in Palazzo Mora, the performance *Got Umbrella* curated by Professor Petra Kempf in Campo S.S. Giovanni e Paolo, and the screening of the film directed by Tatia Skhirtladze titled *Glory to the Queen* in Palazzo Michiel.

All activities are free entry. Details can be found on our website [Personal Structures](#) and on the [digital map](#) created by Venezia News.

[Discover The Programme](#)



Got Umbrella

17:00 - 18:00

Campo S.S. Giovanni e Paolo

Professor Petra Kempf from the University

Press Coverage

Every year the press coverage of the European Cultural Centre and its art and architecture exhibitions and events boasts online and prints features in local and international publications such as **The Art Newspaper, Aesthetica, Il Giornale dell'Arte, Artribune, Juliet, My Art Guides, Venezia News, ArchDaily, designboom, Dezeen, Domus, La Repubblica, Wallpaper*, World-Architects.**

Furthermore, every year the European Cultural Centre is delighted to establish media partnerships with some of the leading international and local media titles in art and architecture. We are in conversation with possible main Media Partners for the 2024 edition of *Personal Structures*, which share the common goal and intention to promote art and culture locally and internationally.



Presence in the Spaces

Promotion Occasions



Palazzo Mora welcome desk with catalogues and leaflets

Logos, QR codes and printed material in the Exhibition Spaces

Each exhibited project will be explained by a dedicated label. The label will include: a brief description of the exhibited work(s), name of the participant(s) and if wished for, name of the sponsors supporting that presentation.

Participants and sponsors can be mentioned through Text, Logos, QR codes. Layout and position will depend on the type and dimension of the space provided.

Brochures, leaflets, publications

Informative printed material such as brochures and leaflets regarding the exhibited project, the participant and/or sponsors involved, can be displayed at the ECC welcome desk.

Touch screens

Large touch screen tables are present in each Palazzo to facilitate the visiting experience. Visitors can find information about the venues, the participants, the exhibited projects, as well as all sponsors and partners involved.

Special Events & Speaking Opportunities

Events organised by ECC Italy team in 2022

Besides the two big nights of preview opening, and the closing event, 63 in-person events during the 7 months exhibition period.

Events in our venues and online

Every year during the **7 months** exhibition, we organize various events in collaboration with the participating artists and galleries like **meetings, performances, talks, conferences, round tables, symposia**, etc. In addition, we involve institutions and universities with the organization of **workshops** and we create specific events for sponsors and partners.

Online Events

With the aim to make participants and visitors feel as much involved as possible as well as reach a wider and **international audience**, our program is continuously enhanced by **virtual events and live-streamings on our online platforms**. Live content includes interviews with exhibiting participants, guided virtual tours of our exhibition, online seminars and conferences with industry professionals.



Galerie Myrtis event in 2022 and Personal Structures 2022 Closing



ECC Awards 2022

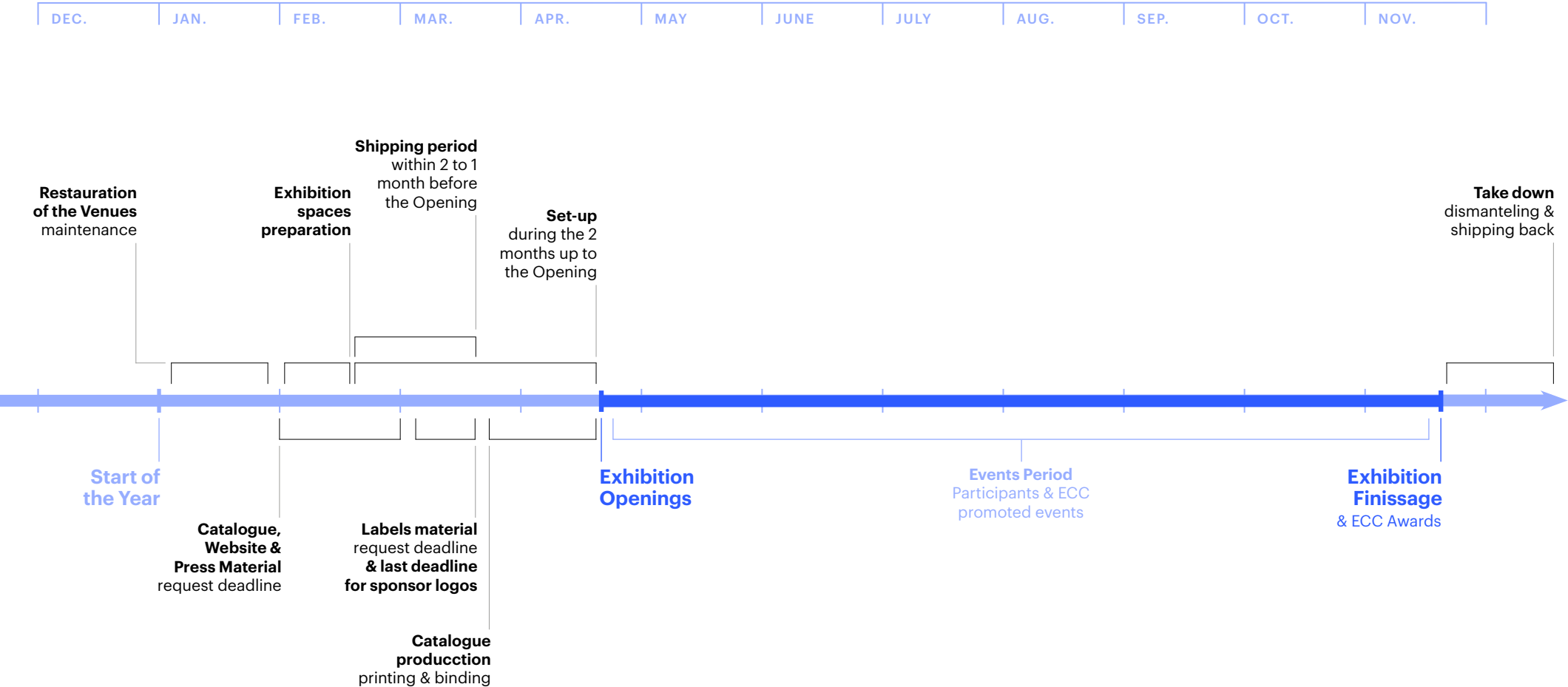
Every year, the European Cultural Centre awards an **artists, sculptors, photographers, galleries and educational institutions** for exceptional achievement, concept and execution.

In the past this Award has been given to: Hermann Nitsch (Art 2019), Willem de Kooning Academy (Art Edu 2019), Piero Castiglioni & Barrisolo (Design 2019), Ying Gao (Design 2018), North Carolina State University (Arch. Edu 2018) and Odile Decq (Architecture 2018), Oki Sato (Design 2017) Joseph Kosuth (Art 2017), Karim Rashid (Design 2016), Denise Scott Brown (Architecture 2016), Yoko Ono (Art 2015), University of Houston (Arch. Edu 2014), Arnulf Rainer (Art 2013), Arata Isozaki (Architecture 2012).

The Awards of 2022: Painting and Mixed Media - Galerie Mirtys; Sculpture and Installation - Jacques Jarrige; Photography - Alissa Everett; Video and Digital Art - Helen Kirwan; University and Research Project - University of New Mexico together with Davidson College; Lifetime Achievement - Lawrence Weiner.



Exhibition timeline



We have worked with...

Marina Abramovic ^{MNE}
Vito Acconci ^{USA}
Carl Andre ^{USA}
Iery ^{AUS}
Anna Schwartz Gallery ^{AUS}
Australian Council for the Arts
Robert Barry ^{USA}
Gallery BelAir Fine Art
Xu Bing ^{CHN}
Christian Boltanski ^{FRA}
Louise Bourgeois ^{USA}
Caldic Collection ^{NLD}
Zheng Chongbin ^{CHN}
Creative Europe ^{EU}
Davidson College ^{USA}
Herman De Vries ^{NLD}
Valie Export ^{AUT}
Konrad Fischer Gallery ^{DEU}
Fondazione Morra ^{ITA}
Hamish Fulton ^{GBR}
Gallery SCAI the Bathhouse ^{JPN}
Georg Kargl Fine Arts ^{AUT}
Liam Gillick ^{USA}
Goodman Gallery ^{ZAF}

Antony Gormley ^{GBR}
Dan Graham ^{USA}
Raven Halfmoon ^{USA}
Peter Halley ^{USA}
Tehching Hsieh ^{TWN}
Zhang Huan ^{CHN}
Joseph Kosuth ^{USA}
Hubei Museum of Art China
Japan Foundation ^{JPN}
Jannis Kounellis ^{ITA}
Jaroslaw Kozlowski ^{POL}
Kunstlerhaus Bregenz ^{AUT}
Lee Ufan ^{KOR}
Sammlung Lenz-Schonberg ^{AUT}
Lisson Gallery ^{GBR}
Ludwig Museum ^{DEU}
Luzern University of Applied S. & A. ^{CHE}
Arts Heinz Mack ^{DEU}
Teresa Margolles ^{MEX}
Joseph Marioni ^{USA}
Martin Parr Foundation ^{GBR}
Tatsuo Miyajima ^{JPN}
Government of Ivory Coast
Government of Kuwait

Government of Mongolia
Government of Pakistan
Government of the Philippines
Government of the Seychelles
Guangdong Museum of Art ^{CHN}
Hilti Foundation ^{LIT}
IUAV University ^{ITA}
La Biennale di Venezia ^{ITA}
Fang Lijun ^{CHN}
Mies v.d. Rohe Foundation ^{ESP}
Nanjing University ^{CHN}
New Museum ^{USA}
Francois Morellet ^{FRA}
Hermann Nitsch ^{AUT}
Yoko Ono ^{USA}
Ontario Arts Council
Roman Opalka ^{FRA}
Pace Gallery ^{GBR}
Martin Parr ^{GBR}
Mike Parr ^{AUS}
Giuseppe Penone ^{ITA}
Otto Piene ^{DEU}
Arnulf Rainer ^{AUT}
RuArts ^{RUS}

Setagaya Art Museum ^{JPN}
Keith Sonnier ^{USA}
SwissArt
National Museum of Singapore
Swedish Arts Council
Galerie Tanit Richard Tuttle ^{USA}
Guenther Uecker ^{DEU}
Tsinghua University ^{CHN}
UNESCO ^{ITA}
Universidad Iberoamericana ^{MEX}
University of Arkansas ^{USA}
University of Auckland ^{NZL}
University of Hong Kong ^{HK}
University of Houston ^{USA}
University of New Mexico ^{USA}
University of North Carolina ^{USA}
University of Southern California ^{USA}
University of Sydney ^{AUS}
Ben Vautier ^{FRA}
Academy of Fine Arts Vienna
Lawrence Weiner ^{USA}
Valerie Goodman Gallery ^{USA}
Victoria University of Wellington ^{NZL}
Willem de Kooning Akademie ^{NLD}



Contacts

We hope to have the opportunity to work with your organization. We are open to all suggestions and we look forward to hearing from you.

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