



Pizza Box

Pizza Box è un progetto speciale ideato da Droste Effect, che intende riflettere sul formato delle edizioni cartacee dei magazine e sul modo in cui le immagini raccontano delle storie.

Ogni Pizza Box è un esemplare unico, di volta in volta curato da un artista, un teorico, un critico, un curatore. I Pizza Box hanno formato variabile, sono dei contenitori di immagini apparentemente senza valore.

I Pizza Box sono sia un omaggio alle time capsule di Andy Warhol, sia contenitori che presentano una dimensione atemporale. I Pizza Box non custodiscono oggetti del passato, né si volgono nostalgicamente al trascorrere del tempo. I Pizza Box sono contenitori rough per immagini di scarto – le stesse immagini di cui non possiamo fare a meno.

Pizza Box is a special project held by Droste Effect. The project aims to reflect on the nature and format of magazines' printed editions, and on the way in which images tell us different stories.

Each Pizza Box is unique, and is curated by an artist, a theorist, a critic, or a curator. Pizza Boxes may present themselves in variable sizes and shapes.

The Pizza Box is at the same time a tribute to Andy Warhol's time capsule, and a container presenting a timeless dimension. The Pizza Box neither preserves objects of the past, nor reflects on the passage of time. Pizza Boxes are just containers for rough images – the same images we can't live without.

Droste Effect is an independent publishing and curatorial project, that has its base in Bologna, Italy. The magazine is bilingual Italian-English, and features site-specific artworks – unpublished projects, expressly thought for the paper format. Droste Effect also engages in the production of unusual publications, that interact with the idea of format in publishing. Droste Effect curates exhibition events that link together contemporary art and publishing, bringing site-specific artwork and format-specific publications into galleries as well as other places dedicated to contemporary art.