

VareseNews

A national magazine and a social network for young artists

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It is a social network dedicated to the world of art and new young artists; it will be possible to vote for the works and to sell them. Everything will be accompanied by a quarterly magazine called Hestetika, which will “explain art in a different way, for everybody, not just for the few,” as the editor in chief of the project, Marco De Crescenzo, explains.

It is an ambitious idea, but it is not isolated, as it will be part of a larger project dedicated to art that the Boga brothers, from Tradate, are currently developing.

The magazine and the web community, created by the Habitare Group, which is run by the Boga brothers, will be launched at the opening of the museum “When thought exceeds deed”, which the Boga brothers are building in Tradate, along the “Varesina” highway. The museum will provide a large space for young artists, and will give free entry to exhibitions by international artists, of works already owned by the family, and of new works.

“The magazine will have the same purpose,” says the editor in chief. “The project is basically a part of the cultural project that the Boga brothers are creating. The project seeks to exhibit excellence and new talent. We have reached agreements with art schools, universities and academies, in order to help their students to emerge, and to give them a prominent space in

the magazine and on the website.”

Initially, Hestetika will be a quarterly magazine focusing on five macro-areas: art, design, architecture, fashion and hi-tech, the latter of which will look at new trends in industrial design. Every area will be covered in the magazine, with columns and in-depth articles. In accordance with the editorial plan, the magazine will first be published quarterly, and countrywide. The magazine will then be linked to events in the museum; each new issue will coincide with a particular exhibition.

As De Crescenzo, 43, explains, “It will be a very important showcase for young artists, and, in accordance with the Boga brothers’ philosophy, we want to give value to what is new, recreating what was the artist’s shop in the past, in other words, the young artist growing up and being valued. Of course, art, design and new trends will not be ignored. There will be articles about important people and the works exhibited in the museum. But the articles will be different from those in the past, which tended to exclude most people from art. And when I say art, I also mean fashion, lifestyle.”

It is at this point that the internet project comes in. In addition to updates, the website will have a community section, where artists can enrol free of charge, and have their own profiles. “But not just young artists from schools and academies,” the director says. “At the outset, we want to promote all of the talents that find it difficult to be visible, and help those that give value to them. Even selling their works, going beyond the normal channels, the intermediary should be the public. We want to make art more interactive. It’s an ambitious project, but we’re small and we have to grow.”

The first issue of the magazine Hestetika should be ready in February or March, to coincide with the opening of the museum. And the director makes an appeals; “Any new artists that already want to send us works can do so.” Just send an email to hestetika@gmail.com and workin@hestetika.it.

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