



PRESS RELEASE

Guilty a project by Ivana Porfiri in collaboration with Jeff Koons

for Dakis Joannou

Curated by Maria Cristina Didero

Side event of 52° Salone Nautico Internazionale di Genova

Opening: Sunday October 7, 12.00

October 5th to November 18th, 2012

Dakis Joannou is an influential Greek-Cypriot collector, in love with art, design and ships; he possesses a small private fleet. In October 2008 he launched an extraordinary 35 metres yacht named Guilty, designed by Ivana Porfiri and built in Italy. Guilty's unconventional decoration, a psychedelic camouflage, was conceived as a site-specific work by American artist Jeff Koons. Koons' source of inspiration was a Razzle-Dazzle camouflage motif invented during World War One by the British Official Norman Wilkinson. The optical patterns and the strong and extravagant colours used for the boats were difficult to identify and could be in some way disguised. Geometry cancels form; it blurs outlines and creates new virtual shapes, which become even more abstract through chromatic contrasts. The sharp shapes, the compact and distinct volumes perfectly suit Jeff Koons' design, which was carried out in a calibrated and meticulous manner, using a three-dimensional model of the boat – the same used for the building of specific moulds. Guilty's 'pop' graphic evokes different artistic experiments from Roy Lichtenstein with his famous Ben-Day Dots to Andy Warhol, transforming this boat into a floating artwork as it looks back through naval history, searching for the reasons for its external dress. The boat's interior-design is conceived by Ivana Porfiri in relation to the contemporary art collection presented in its indoor spaces and curated by Italian curator Cecilia Alemani. These different artworks by numerous internationally recognized artists, including David Shrigley, Anish Kapoor, Martin Creed and Sarah Morris – whose huge canvas, installed in the yacht's master bedroom presents the word Guilty spelt in capital cubical red letters, turn this floating machine into a small floating museum.

The core elements of this project are simple: a boat whose dimensions are bound by its slip, already owned by Dakis Joannou and the use of an existing hull mold to produce a new boat in record time. According to architect Ivana Porfiri a new self-defined process emerges from these few elements. «The definition of form regardless of its beauty is an attitude that comes from contemporary art rather than yacht design. Right from the beginning contemporary art has been an integral part of this project as its commissioner is one of the most receptive International contemporary art collectors. Guilty is a boat and it never loses this reference. Guilty has provoked different reactions, from rejection and skepticism to an unconditioned praise but only the people who have actively participated in the entire process are aware of the accuracy and effort needed to produce something unique without any available references». IP

Dakis Joannou is a Greek-Cypriot entrepreneur who lives in Athens. In 1983 he founded in the Greek capital, the Deste Foundation, a centre for the arts and a non-profit organization that presents International contemporary art exhibitions and produces international publications. The pieces of his contemporary art collection – dated after 1985, have been exhibited in the most prestigious museums of the world and include works by Jeff Koons, Vanessa Beecroft, Ashley Bickerton, Cai Guo-Qiang, Maurizio Cattelan, Verne Dawson, Harris Epaminonda, Urs Fischer, Mike Kelley, Mark Manders, Miltos Manetas, Allan McCollum, Takashi Murakami, Ningura Napurrula, Shirin Neshat, Cady Noland, Gabriel Orozco, Shazhia Sikander, Kara Walker and Christopher Wool. Considered one of the most important global contemporary art collectors, Dakis Joannou possesses, in addition to his fleet, a rich design collection.

Ivana Porfiri Lives and works in Milan. Trained as designer, her work focuses on non-specialized styling in different sectors. In 2001 she founded the Porfiristudio that conceives projects of interior design for boats, houses, working spaces and products both in Italy and abroad. She mainly concentrates her research on perceptive quality developing projects that represent a sensorial rather than visual experience.

Maria Cristina Didero Independent curator and journalist, she lives and works in Milan. Her articles have been published in Italian and international magazines including Domus, Vogue Casa, Loft. She has been collaborating for several years with Dakis Joannou with the aim of enriching his design collection. She curated numerous solo and group shows dedicated to contemporary design. Maria Cristina Didero cooperated for over ten years with the Vitra Design Museum in Weil and in 2011 she has been appointed Executive Director of the newborn Fondazione Bisazza for Contemporary Art and Architecture, based in Vicenza.