



Firetti Contemporary with Society Motors

Ventanni for Vespa

December 16, 2021 | Dubai

Society Motors and Firetti Contemporary are both born amidst the culture and creativity of Alserkal Avenue, a multidisciplinary space for creatives and like-minded individuals to share ideas and innovations.

In occasion of the *75th Anniversary of the Vespa*, Firetti Contemporary engages in an inspiring collaboration with Society Motors, where Italian artist Samuele Ventanni, will perform an intervention on the Vespa VXL 150. The Vespa has become synonymous with style, freedom and all things Italian. The name alone conjures up images of beautiful people in beautiful places. The evolution of the Vespa has paved the way for the scooter to go down in history as a unique phenomenon in the worlds' motorised travel history, an artwork in itself.

The event of the intervention will take place for the public at 7:00PM at Firetti Contemporary, Unit 29, Alserkal Avenue, Street 8, Al Quoz 1, Dubai.



Italian Postwar & Contemporary painter Samuele Ventanni, was born in Umbertide, Italy in 1986. Ventanni plays with both concepts of futurism and spatialism by challenging the conventions of present conceptions by becoming avant-garde. The artwork created is built and designed in a manner to capture light, along with manipulating ways to accentuate certain hues and tones.

With the origin of Vespa stemming from the aeronautical field to re-develop the automobile market in Italy, there was a transformation towards a modern and affordable mode of transportation for the masses. Similar to the shift from traditional to modern, Ventanni's work transforms century old ideologies into artistic representation for viewers to digest. Both concepts working to illustrate the possibilities for the upcoming millennium.

Ventanni offers the opportunity to look to the future by imagining circumstances without fear but with confrontation, and encourages that in these circumstances to contemplate the break and separation between past and present. This positions and guides the concept of Ventanni's work to raise awareness of our current reality, by amalgamating the effects of futurism and spatialism to flow through his pieces and into materiality.

It is with the theme of space that Ventanni works with, that indicates this possibility of creating dialogue between futurism and spatialism.

Firetti Contemporary



"Creating Meaningful and Sustainable Collections"

Firetti Contemporary is a gallery where art and creative concepts align from the region and beyond, encouraging global engagement through creating meaningful and sustainable collections.

By representing both established and emerging artists from all over the world, Firetti Contemporary strives to build a multidisciplinary art space with a strong identity to an international platform. Bringing together like-minded individuals and pioneers of the artistic and expressive future, the gallery assembles a dynamic curation of works that encourage the importance of individuality as well as establishing collective alignment.

Using the vast space of the gallery, Firetti Contemporary ventures to support a network of collaborations with a unique taste in presentation, becoming an integral part of the local community. The gallery embraces the central place that art can play in sustainability and social issues, whilst doing so its mission is to become a vehicle for social change, instilling values in our society through the inspirational power of art.

Society Motors



Society Motors is the sole distributor for Piaggio automobiles in the United Arab Emirates. A venture by the well-reputed Ghaf Investments L.L.C, Society Motors offers the entire range of light motor vehicles by the Piaggio Group including Ape, Aprilia, Vespa, Moto Guzzi and more. Society Motors hold great pride to introduce Piaggio, Europe's largest scooter and motorcycle manufacturer and one of the world leaders in light motor vehicle sector in the dynamic automobile segment of the UAE.

At Society Motors, they believe in going above and beyond the usual to give their customers exactly what they want. Thus, other than the standard variants offered by Piaggio, Society Motors also customise vehicles to make them eco-friendly, should this be a requirement of the customer. Society Motors believe that their vehicles will not only provide people of the UAE with a new way to commute but also help enrich their lives and businesses in a sustainable manner.