

Attached n.3: PRESENTATION OF THE MAGAZINE

What is XRIVISTA?

An independent artist's magazine aimed to the young artists and conceived through a collaborative approach to tell about the creation process of the artists.

Why XRIVISTA?

Facing the lack of spaces for an in-depth analysis of the independent art scene, *XRIVISTA* has been conceived as new reference point, granting the reader a direct encounter with the practice of the artist, and giving the latter an opportunity for exchanges and comparisons with other languages.

XRIVISTA offers an exhibition space "on paper": a different site in which to experience the artwork and the artists' practice.

XRIVISTA aims to be specialised and targeted, but above all oriented and dedicated to artists.

An artist's magazine, not an art one

XRIVISTA believes the best way to discuss art is by means of a work of art; for this reason its conception is inspired by artists' books.

Every issue is prepared taking great care in the appearance of both graphic and content elements, in order to trace a visual narrative in collaboration with the artists involved. Differently from a normal journal, *XRIVISTA* rejects a fixed graphic design, readapting it every time following the meeting with the artists and their work. *XRIVISTA* is an open equation.

XRIVISTA makes artistic promotion an artistic act in itself.

How is XRIVISTA composed ?

XRIVISTA is structured into three sections:

X= Fields, meets the artist in their workspace.

X= Notes, behind the scenes of a work of art.

X=Canvases, carte blanche to the artists.

Who is XRIVISTA?

XRIVISTA is created by four young italian artists: Francesco Battaglia, Giammarco Cugusi, Stefano La Rosa, Olmo Missaglia. With them, Guilherme Raj is in charge of the communication and production of the magazine.