

# Marsèlleria

permanent exhibition

**Rä di Martino**  
**Poor Poor Jerry**  
curated by **Davide Giannella**

**Opening September 27th, 2017, 7 - 9 pm**  
**September 28th - November 3rd, 2017**  
**Marsèlleria - via privata Rezia 2, Milan**



Marsèlleria presents **Poor Poor Jerry**, a new project by Rä di Martino, which uses animation language and develops through a display scheme organized between video and audio installation.

Over time, music, cinema and television built a sharable and common imaginary, intertwining on many levels, and forming a free sentimental encyclopedia not based on an alphabetic or gender order. A set of signs apt to determine ages, places and experiences, both on a collective and personal level. Even if for many this experience becomes an instrument to better arrange emotions and build personal maps with which to move inside reality through the association of memories, for someone else it represents a burden from which it's impossible to get free, a dead weight hindering new thoughts and original visions.

**Poor Poor Jerry** investigates our collective awareness, overlapping the deeds of an icon of American animated series and desert landscapes of Lanzarote with pop cinema soundtracks and dialogues.

The video **Poor Poor Jerry** is produced by Snaporazverein with the support of Marsèlleria.

Marsèlleria

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Mon - Fri 10 am - 1 pm and 2 - 6 pm, Sat and Sun by appointment

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