

Autopromotec 2011 hosts Automorphosi: an extraordinary charity photographic exhibition

Bologna, 25th May 2011. Autopromotec 2011, the most specific international event devoted to automotive equipment and the aftermarket, welcomes Automorphosi, a charity photographic exhibition. The display is based on a new interpretation of the relationship between man and automotive tools, reversing their roles and broadening their scope. Since ancient times, human beings have created objects to improve their standards of living: nevertheless, the very same, apparently helpless objects change human beings who, in turn, re-modify them in an infinite loop of mutual metamorphosis. This concept forms the foundation of the Automorphosi project.

Automorphosi will be launched within the Service Centre of the Trade Fair Quarter in Bologna during the Autopromotec event, from 25th to 29th May 2011. It includes six photographs that will be reproduced as art forms and in different formats, exhibited in large size prints.

The project, which was developed and organised by photographer Andrea Testi of Effedueotto and produced by Promotec Spa, the company organizing Autopromotec, is characterised by six concept guidelines. These guidelines are based on six animals, and reverse the role of common objects from the automotive sector to illustrate their metamorphosis: Bird of Keys, Tiger of Volcano, Vampire of Glasses, Turtle of Moons, Jelly Fish of Rings, Porcupine of Water.

The photographs of Automorphosi will provide a chance for visitors and exhibitors at Autopromotec 2011 to redefine the relationship between human beings and equipment and components.

The charity aims of Automorphosi are connected to the activities of the ANT Italia Onlus foundation – the most significant example of free social and health home care provided to cancer patients. At the end of the Autopromotec event, the works will be presented during a tour – details to be confirmed – during certain vehicle-related events and offered during a charity event whose proceeds will be allocated to ANT.

ANT

Since 1985 the ANT foundation has helped over 80,000 people, 24 hours a day, year-round and completely free of charge. The foundation is present in 9 regions of Italy, where it provides assistance to over 3,300 patients every day.

ANT not only stands for assistance but also prevention: over 32,000 free visits have been conducted by ANT in 32 different provinces within the Melanoma project, along with the Woman and Thyroid projects.