



FATTORIA DI CELLE
COLLEZIONE GORI

A WALK THROUGH
SITE SPECIFIC ART

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A WALK THROUGH SITE SPECIFIC ART AT THE FATTORIA DI CELLE

In the spring of 1970 the Gori family moved their contemporary art collection, begun right after the Second World War, from Prato to the Fattoria di Celle. Their goal was to use the property for a site specific art project which had been in their minds for some time.

It is difficult to imagine a place more suited to such a function. From the seventeenth century on, the Fattoria with its historic buildings and outdoor spaces (including the large park and the vast surrounding olive groves) had shown its vocation to host artistic installations. Even today one can see many of the man-made buildings and interventions realized on the grounds over the centuries.

Site specific art is different from art that has been created elsewhere then placed in a more or less suitable environment. Originating from an agreement between commissioner and artist, the site specific artwork achieves conceptual validity when space is no longer a simple container but becomes an integral part of the artwork itself. When such pieces are carried out in the natural environment, as is the case at Celle, then the artist must relate in a harmonious way to his chosen site, without affecting changes in the existing plant scheme or in the gradations of terrain.

The second part of the twentieth century witnessed the almost complete extinction of artists' commissions, at least with regards to celebratory public monuments. Following certain modern rules, artworks were and are produced to be marketed by galleries or middlemen.

An inversion of this trend in distribution was affected at the Fattoria di Celle, where a direct relationship with artists was reactivated by inviting them to carry out works for sites they chose. Over time these pieces formed a collection of site specific sculptures or *archisculptures*, as we defined them when the first body of installations were inaugurated on June 12, 1982.

From that date, the collection has been open every spring and summer, receiving tens of thousands of visitors from all over the world. Visits are organized on written request only – coming for the most part from contemporary art museums, universities and similar institutions – and are accompanied, free of charge, by tour guides provided by the collection.

This guidebook has been designed as an introduction to the collection and provides an itinerary of works, site specific and otherwise. For those who wish to do the tour laid out in this guide, we have tried to facilitate an introduction to the collection by including some of the historical constructions and the non-site-specific works that can be found along the route.

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