

PRESS RELEASE

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NEON presents:

An independent microsite in collaboration with the Ministry of Culture & Sports for the promotion of archaeological and historical sites in connection with contemporary art.

NEON Talks: A Discussion between Minister of Culture & Sports Dr. Lina Mendoni and NEON's founder Dimitris Daskalopoulos
on Friday 1 May 2020, at 19:00 (GMT+2)

NEON, in collaboration with the Ministry of Culture & Sports, is launching an independent microsite to highlight the interaction between the past and contemporary culture. The microsite will use NEON material from its contemporary art exhibitions in archaeological and historical sites from 2014 to the present and will be enriched with material from future exhibitions and collaborations between NEON and the Ministry of Culture.

This initiative has provided the impetus for an initial discussion between Minister of Culture & Sports Lina Mendoni and NEON's founder Dimitris Daskalopoulos on the subject of contemporary culture during social distancing enforced by the current COVID-19 pandemic. The discussion is part of the NEON Talks programme and will take place on Friday 1 May 2020, at 19:00 (GMT+2).

The talk will be live-streamed online on NEON's YouTube channel:
<https://www.youtube.com/neongreece>

The discussion will be moderated by Syrago Tsiara, Deputy-Director of the MOMus-Museum of Contemporary Art. Syrago Tsiara has worked with NEON as curator of Maria Loizidou's exhibition *A Transfer*, which was held at the Kerameikos Archaeological Site and Museum in autumn 2015.

From the beginning, NEON has cooperated with the Ministry of Culture & Sports to promote archaeological and historical sites through contemporary art. This long-standing and successful collaboration has so far yielded six exhibitions of contemporary art in archaeological / historical sites which have attracted a multitude of new visitors.

During the present unprecedented times, which distance us from the natural environment and our city, NEON is exploring new possibilities in the digital realm. The microsite uses material from the six exhibitions that have been carried out in collaboration with the Ministry of Culture & Sports, following approval from the Central Archaeological Council.

The six exhibitions are:

2014 | Aemilia Papaphilippou *Pulsating Fields* | Ancient Agora of Athens
2014 | Tino Sehgal *This Variation - This Progress* | Roman Agora of Athens
2015 | Maria Loizidou *A Transfer* | Kerameikos Archaeological Site and Museum
2017 | Adrián Villar Rojas *The Theater of Disappearance* | National Observatory of Athens
2019 | Group exhibition *The Palace at 4 a.m.* | Archaeological Museum of Mykonos
2019 | Antony Gormley *SIGHT* | Delos Archaeological Site and Museum

In addition to material from the exhibitions, the microsite will be enriched with a description of each archaeological site, in order to convey the new interpretations triggered by the dialogue between the Classical past and contemporary art.

The microsite will be available from Friday 1 May 2020 on
contemporaryheritage.neon.org.gr

Minister of Culture & Sports **Lina Mendoni** states: *"The modern notion of the integrated protection of cultural commodities requires the socialisation of monuments. Their incorporation into everyday life and into the development of a two-way, interactive relationship with contemporary creation can prove extremely fruitful. Which is why the cooperation that has developed in recent years between NEON and the Ministry of Culture is both interesting and important. NEON's contribution is valuable, enabling the osmosis between these two worlds. I am happy that the synthesis of the ancient landscape, in its coexistence with the contemporary work, opens a new, extensive chapter in our understanding of Art and its aesthetic enjoyment. I believe that in this coupling, harmonious despite its great contrasts, we can see reflected, with absolute clarity, the timelessness of Art."*

General Secretary of Contemporary Culture **Nicholas Yatromanolakis** notes that, *"Between 2014 and 2019, in collaboration with the Ministry of Culture & Sports, NEON held a series of contemporary art exhibitions in archaeological sites. These exhibitions created a very distinct condition for the coexistence between our cultural heritage and modern creation, but also brought to the forefront once again the question of art in public spaces. And now, these exhibitions are coming to inhabit a new public space: digital space. When we 'stay home' we experience public space in a different way and we come to realize, perhaps more strongly than ever, how much it is needed."*

According to NEON founder **Dimitris Daskalopoulos**, *"From the first moment, the role of NEON was to bring contemporary culture closer to everyone; closer to an uninitiated audience; closer to each and every one of us. Our space is, and will continue to be, the city. Right now, staying home is a necessary disruption to our physical relationship with our city, but not of our intellectual and emotional desire to reconnect with each other. Bold and creative, we continue our mission in these new conditions, working together to support our community and to offer new experiences to everyone."*

About NEON

NEON was founded in June 2013 with a focus on contemporary art. At its heart lies the presentation of contemporary art in public space, the support of artists in this direction, and the strengthening of the relationship between the city on the one hand, and contemporary art and the citizen on the other, in collaboration with public and private bodies.

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