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PRESS RELEASE

Donation of Maria Loizidou's work, *A Transfer*, by NEON to the Archaeological Museum of Kerameikos

NEON is making its second donation of a contemporary artwork to an archaeological site. The work, *A Transfer* by Maria Loizidou, will be permanently displayed at the restored archaeological site of Kerameikos.

The donation by NEON comes at the invitation of the Ministry of Culture and under the shared vision of enhancing public engagement with contemporary art in sites of global archaeological significance.

A Transfer was part of the exhibition *A Transfer*, which took place at the archaeological site and the Archaeological Museum of Kerameikos from September to October 2015. The exhibition, a new commission by NEON as part of *NEON City Project*, was held in collaboration with the Ephorate of Antiquities of the city of Athens.

The work is a sculptural installation of hand-woven stainless-steel fibers. Drawing on a visual and intellectual engagement with the history and monuments of ancient Athens's preeminent cemetery, Maria Loizidou's installation converses creatively with the site's legacy and the remnants of ancient Greek art. It brings to the fore aspects of women's artistic labor and craftsmanship associated with weaving, collective work, the relationship to time, and the visual expression of the female psyche through handicraft. Maria Loizidou weaves an apparently unwieldy and rigid material, such as stainless-steel fiber, and gives form to works of exceptional intricacy, transcending the timeworn and outmoded division between art and craft.

In 2025, NEON donated Antony Gormley's work *RULE //* to the outdoor area of the Archaeological Museum of Delos. These donations follow NEON's exhibitions at archaeological sites and are intended to remain as a reference point for the ongoing dialogue between classical and contemporary culture.

NOTES TO EDITORS

NEON is a non-profit organisation that works to bring contemporary culture closer to everyone. It is committed to broadening the appreciation, understanding, and creation of contemporary art in Greece, and to the firm belief that this is a key tool for growth and development. NEON, founded in 2013 by collector and entrepreneur Dimitris Daskalopoulos, breaks with the convention that limits the contemporary art foundation of a collector to a single place. NEON's space is the city. It acts on a multitude of initiatives, spaces, and civic and social contexts. It seeks to expose the ability contemporary

art has to stimulate, inspire, and affect the individual and society at large. NEON constructively collaborates with cultural institutions and supports the programmes of public and private institutions to enhance increased access and inventive interaction with contemporary art.

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